

**Badminton Wales
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Code of Ethics and Behaviour

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INTRODUCTION

Badminton Wales' Code of Ethics and Behaviour is the ethical philosophy under which the sport operates. It describes the behaviour expected of all within the badminton family in Wales.

Badminton Wales is responsible for setting standards and values to apply throughout the sport at every level.

Badminton Wales' Code of Ethics and Behaviour encapsulates all the sporting, moral and ethical principles that badminton represents. The Code is intended for all participants and disciplines within the sport. Everyone involved in the sport should promote equality of access and opportunity, fairness and respect. All those involved within badminton have a responsibility to act according to the highest standards of integrity and to ensure that the reputation of the sport is, and remains, high.

The purpose of the Code of Ethics and Behaviour is to:

1. Establish the Code of Behaviour (expected minimum standards of behaviour and conduct) for all people involved within the sport, and
2. Provide information on reporting complaints.

Terminology

For the purpose of clarification some specific terms are explained here:

- The badminton family incorporates everyone involved with the sport of Badminton in Wales, and includes all individuals, affiliated bodies, clubs, associations, and other organisations involved in any capacity in the game of badminton, and whether or not members of Badminton Wales. For the avoidance of doubt, this includes all players and anyone working within badminton (in a paid or voluntary capacity, and whether as an employee or on a self-employed or other work basis) including all coaches, umpires and other officials.
- Conflicts and declarations of interest – If you have several interests, you are advised to declare such interests when accepting appointments and then to conduct yourself professionally, never allowing such interests to cause a conflict in the role in hand.
- Young People – There are many references to young people within this document and we define young people as persons under the age of 18. It is important to recognise that while some of the codes give guidance for activity that is exclusively for young people, many senior badminton teams/clubs also include young people.
- Suitably Insured – Badminton Wales' affiliated members, clubs, leagues, counties, umpires, referees and coaches who are on the coaches register are covered by civil liability and personal accident insurance. Please note that **non-affiliated** members, clubs, leagues, counties, umpires, referees and coaches who are not on the coaches' register **are not covered by Badminton Wales' insurance**.
- Expected minimum standards of behaviour and conduct – the examples given under the main headings are not exhaustive but are examples of behaviour that is or is not acceptable.

HOW TO USE THE CODE OF ETHICS AND BEHAVIOUR

The Code of Ethics and Behaviour has a generic element which relates to all within the sport. If you have a voluntary, paid or participant role which is not specifically referred to or you do not have a specific role within badminton, then the **Generic Code of Behaviour (next page) applies to you.**

Some specific roles have added guidance.

- **Your Role:** to find the specific Code of Behaviour that relates to your role please see section 2.
- **Multiple Roles:** if you have multiple roles you should use the respective Codes of Behaviour for each role.

GENERIC CODE OF BEHAVIOUR

Terms of reference

The content of this Code of Behaviour applies to all involved with the sport of badminton in Wales. In order to protect the reputation of badminton in Wales, the Code also applies to all those associated with Badminton Wales who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All individuals involved in badminton will, at all times:

- Respect the spirit of fair play in badminton. This is more than playing within the rules – it also incorporates the concepts of friendship, respect for others and always participating with the right spirit.
- Respect the rights, dignity and worth of others.
- Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.
- Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.
- Protect themselves and others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.
- Never use inappropriate language or gestures.
- Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.
- Abide by Badminton Wales' Equality Policy.
- Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules)
- Take personal responsibility to ensure that they are suitably insured for their activities.
- As a BW Member, you are an Ambassador for our Sport which comes with responsibilities, both on and off the court.
- Post responsibly on social media as a member representing Badminton Wales and conduct yourself in an appropriate manner when dealing with the media | press | and any online platform.

PLAYERS

Terms of reference

The content of this Code of Behaviour applies to all **Players** involved in badminton in Wales. Clauses in **bold** are from the Generic Code of Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all those associated with Badminton Wales' who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
 - Avoid employing time wasting and/or off-putting tactics
 - Bad line calls and purposely fault serving are unacceptable. Make sure you are scrupulously fair.
 - Shake hands with your opponent at the end of a match
- **Respect the rights, dignity and worth of others.**
 - Respect umpires, officials, coaches, players and spectators.
 - Should you be faulted by an umpire or service judge always ask politely for the reason why
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - Never participate when under the influence of alcohol or drugs.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**
 - Accept success and failure, victory and defeat, with dignity.
 - Set a positive example for others, particularly young participants and spectators.
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
- **Wear appropriate clothing and suitable footwear.**
- **Never use inappropriate language or gestures.**
- **Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.**
- **Abide by Badminton Wales' Equality Policy.**
- **Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules).**
- **Take personal responsibility to ensure that they are suitably insured for their activities.**

NB- Badminton Wales Performance Programme players also should adopt the players' dress code and Performance Players code which is found in the players' agreement signed by every player on admission into the programme.

COACHES, MANAGERS, TEACHERS, LEADERS AND ADULT HELPERS

Terms of reference

The content of this Code of Behaviour applies to all **Coaches, Managers, Teachers, Leaders and Adult Helpers** involved in badminton in Wales including mentors, coaches and official educators, umpires' coaches and managers. Clauses in **bold** are from the Generic Code of Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all those associated with Badminton Wales' who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
- **Respect the rights, dignity and worth of others.**
 - *Respect:* umpires, officials, coaches, players and spectators.
 - *Relationships:* Ensure a sensible balance between performance and the emotional, physical, social and developmental needs of the performers.
 - *Relationships:* Treat players in your care with respect, and never reduce them to tears as a form of control
 - *Relationships:* Respect confidentiality of participants and any related data at all times.
 - *Personal Standards:* Have the participants' best interests at heart at all times and recognise when it is in the participants' best interests to be passed to other organisations.
 - *Personal Standards:* Maintain previous levels of interest and support for an athlete when they are sick or injured
 - *Personal Standards:* Clarify at the outset with performers (and where appropriate their parents) exactly what is expected of them and what performers are entitled to expect from the coach
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - Never participate when under the influence of alcohol or drugs.
 - *Competency:* Have a Badminton Wales qualification / award / accreditation appropriate to the nature of the activity and the role being undertaken.
 - *Competency:* Have a valid First Aid – Emergency Aid Certificate or ensure that appropriate first aid provision is available.
 - *Competency:* Have a knowledge of Child Welfare Issues
 - *Personal Standards:* Show commitment to on-going training/professional development
 - *Personal Standards:* Ensure that activities carried out by participants are suitable for their age, strength, maturity and the ability of each individual participant.
 - *Safety:* Cooperate fully with other specialists (e.g. other coaches, officials, sport scientists, doctors and physiotherapists) in the best interests of the performer
 - *Safety:* Ensure the wellbeing and safety of each participant above all other considerations, including the development of performance.
 - *Safety:* For any facilities used, have a working knowledge of:
 - Normal Operating Procedures (NOPs).
 - Emergency Operating Procedures (EOPs).
 - Facility risk assessments for badminton.
 - *Under 18-year olds:* Should only work with a suitably qualified and insured adult and refer to the Young Persons Code of Conduct.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**

- Accept success and failure, victory and defeat, with dignity.
 - Ensure that all participants are aware of their responsibilities under the Code of Ethics.
 - Realise their responsibilities as role models and set positive examples for others, particularly young participants and spectators.
 - *Personal Standards*: Project an image of health, cleanliness and appropriate appearance for any activity they are involved in.
 - *Personal Standards*: Never smoke whilst participating in any badminton activity.
 - *Relationships*: Ensure that when in a position of authority this privilege will not be used to exert influence over participants to gain personal benefit for themselves, their clubs or their schools.
 - *Relationships*: Set and uphold the boundaries between a working relationship and friendship between themselves and participants when in a position of trust. This is essential when the participant is a young person.
 - *Relationships*: Never engage in any form of inappropriate personal or sexual relationship with a participant ('inappropriate' – as defined within a position of trust within Sexual Offences Act).
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
 - Encourage and guide performers to accept responsibility for their behaviour.
 - Wear appropriate clothing and suitable footwear.
 - **Never use inappropriate language or gestures.**
 - Never use foul, sexist, abusive, racist or any prejudicial language or tolerate it from players and/or team officials.
 - **Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.**
 - **Abide by Badminton Wales' Equality Policy.**
 - **Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules).**
 - **Take personal responsibility to ensure that they are suitably insured for their activities.**

SPECTATORS AND PARENTS

Terms of reference

The content of this Code of Behaviour applies to all **Spectators and Parents** involved in badminton in Wales. Clauses in **bold** are from the Generic Code of Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all those associated with Badminton Wales' who are involved in badminton whilst outside Wales.

Although the emphasis of this code is on young people, this is not exclusive to youth activity and it is recognised that parents and spectators will also be present at senior games.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
 - Focus on the young people's efforts and enjoyment rather than winning or losing.
 - Teach young people that honest effort and teamwork are as important as victory, so the result of each game is accepted without undue disappointment.
 - Remember that people learn best by example. Appreciate good performances and skilful play by all participants.
 - Encourage people always to settle disagreements amicably without resorting to hostility or violence.
- **Respect the rights, dignity and worth of others.**
 - Respect umpires, officials, coaches, players and spectators.
 - Respect the decisions of officials and teach young people to do the same.
 - Leave the coach to communicate with individual players whilst on court.
 - Show an appreciation for volunteer coaches and administrators – their efforts contribute hugely to young people being able to participate.
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - Inform the team coach, manager, captain or, if there is one, another member of a management team of any new or changed injury, health or welfare issue which they consider is appropriate for them to know.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**
 - Remember that young people participate in sport for their enjoyment, not yours.
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
 - Never ridicule or admonish a young person for making a mistake or losing a competition.
- **Never use inappropriate language and gestures.**
 - Support all efforts to remove bad or abusive language and unsporting behaviour.
- **Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.**
- **Abide by Badminton Wales' Equality Policy.**

UMPIRES AND OFFICIALS

Terms of reference

The content of this Code of Behaviour applies to all **Umpires and Officials** involved in badminton in Wales. Clauses in **bold** are from the Generic Code of Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all those associated with Badminton Wales' who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
 - Encourage both teams to play within the Rules and the spirit of the game.
 - Be honest, consistent, objective, impartial and courteous when applying the Rules of the game.
 - Never request inappropriate hospitality of any kind, or accept any hospitality offered that could be considered to be excessive.
 - In completing reports, set out the true facts and not attempt to justify or embellish any decisions.
- **Respect the rights, dignity and worth of others.**
 - Respect umpires, officials, coaches, players and spectators.
 - Show patience and understanding towards those who may be learning the game.
 - Never publicly express any criticism of umpires or officials such as match officials and technical officers.
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - Have regard to protecting the players through the application of the Rules of the game.
 - Never participate when under the influence of alcohol or drugs.
 - *Competency*: Have a current Badminton Wales accreditation or registration appropriate to the nature of the activity.
 - *Under 18-year olds*: Should only work with or under the guidance of a suitably qualified and insured adult.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**
 - Ensure that all participants are aware of their responsibilities under the Code of Ethics and Behaviour.
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
- Wear appropriate clothing and suitable footwear.
- **Never use inappropriate language or gestures.**
 - Never use foul, sexist, abusive, racist or any prejudicial language or tolerate it from players, team officials, spectators or parents.
- **Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.**

- **Abide by Badminton Wales' Equality Policy.**
- **Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules).**
- **Take personal responsibility to ensure that they are suitably insured for their activities.**

MEDICAL PRACTITIONERS AND ALLIED HEALTH PROFESSIONALS

All Medical Practitioners and Allied Health Professionals are expected to have all necessary professional qualifications relevant to their roles and to abide by their respective **Professional Codes of Conduct or Practice** as well as by Badminton Wales' Generic Code of Behaviour and the additional clauses below.

Terms of reference

The content of this Code of Conduct applies to all **Medical Practitioners and Allied Health Professionals** involved in badminton in Wales. Clauses in **bold** are from the Generic Code of Conduct and Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all such individuals associated with Badminton Wales who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
- **Respect the rights, dignity and worth of others.**
 - Respect umpires, officials, coaches, players and spectators.
 - Leave the coach to communicate with individual players whilst on court unless treating an injury.
 - Never publicly express any criticism of umpires or officials such as match officials or technical officers.
 - *Relationships:* Ensure a sensible balance between performance and the emotional, physical, social and developmental needs of the performers.
 - *Relationships:* Respect confidentiality of participants and any related data at all times.
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - Inform the team coach or manager of any injury, health or welfare issue which it is appropriate for them to know, within established confidentiality boundaries.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**
 - Set a positive example for others, particularly young participants and spectators.
 - *Personal Standards:* Project an image of health, cleanliness and functional efficiency.
 - *Relationships:* Set and uphold the boundaries between a working relationship and friendship between themselves, when in a position of trust, and participants. This is particularly essential when the participant is a young person.
 - *Relationships:* Ensure that no action could be regarded as inappropriate particularly where physical contact with participants is required.
 - *Relationships:* Never engage in any form of inappropriate personal or sexual relationship with a participant ('inappropriate' – as defined as in a position of trust within Sexual Offences Act).
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
- **Never use inappropriate language or gestures.**

- **Abide by Badminton Wales' Safeguarding of Children Policy and Procedures and Good Practice Guidelines.**
- **Abide by Badminton Wales' Equality Policy.**
- **Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules)**
- **Take personal responsibility to ensure that they are suitably insured for their activities.**

YOUNG PEOPLE

The promotion of **FUN, POSITIVE ATTITUDES** and **GOOD SPORTSMANSHIP** should be the main dynamic of Youth Badminton.

The Young People's Code of Behaviour therefore applies to all young people to encourage the safety and enjoyment of all participants involved in the sport.

Expected Minimum Standards of Behaviour and Conduct

All such individuals involved in badminton will, at all times show:

- **Respect for the game**

This is more than playing within the rules of Badminton. It is about friendship, enjoyment and always participating with the right spirit.

- Be on time for training and competitions.
- Give maximum effort and strive for the best possible performance.
- Always thank your opposition, coaches, umpires and officials after every game or training session.
- Accept success and failure, victory and defeat, with dignity and set a positive example to others.

- **Respect for others**

Umpires, officials, coaches, opponents and spectators should be valued.

- Respect the decisions of umpires and officials.
- Protect others involved in the game from verbal or physical abuse and other forms of threatening or intimidating behaviour such as bullying.

- **Self-Respect**

Young people should take responsibility for their actions on and off the court.

- Do not smoke, drink or take drugs of any kind (other than prescription) or supply these to others.
- Never use inappropriate language or gestures.
- Wear suitable clothing and footwear for the activity in which they are taking part
- Respect the facilities where they play and the equipment that they use
- Tell someone they trust if the behaviour of others makes them feel uncomfortable in any way.

CLUBS, ASSOCIATIONS, LEAGUES, STAFF AND THE EDUCATION SECTOR

All Clubs, Associations, Leagues, Staff and the organisations in the Education Sector have an essential role in upholding and implementing Badminton Wales' Code of Ethics and Behaviour.

These individuals and organisations should aim to be:

- Advocates of equality, fair play and safety in the practice and the administration of badminton.
- Supporters of Badminton Wales' Code of Ethics and Behaviour and communicators of the Code to their members.
- Influential in driving badminton forward as a sport.
- Open in the recruitment of individuals to work within their organisations (either paid or unpaid).

Terms of reference

The content of this Code of Conduct applies to all **Clubs, Associations, Leagues, Staff (and establishments in the Education Sector)** involved in badminton in Wales. Clauses in **bold** are from the Generic Code of Behaviour.

In order to protect the reputation of badminton in Wales, the code also applies to all those associated with Badminton Wales' who are involved in badminton whilst outside Wales.

Expected Minimum Standards of Behaviour and Conduct

All such individuals and bodies involved in badminton will, at all times:

- **Respect the spirit of fair play in badminton. This is more than playing within the rules. It also incorporates the concepts of friendship, respect for others and always participating with the right spirit.**
 - Participate within the rules and regulations of the game.
 - Be honest, consistent, objective, impartial and courteous when applying the rules of the game.
- **Respect the rights, dignity and worth of others.**
 - Show patience and understanding towards players who may be learning the game.
 - Never publicly express any criticism of umpires or officials such as match officials, technical officers or reserve umpires.
 - Show an appreciation for volunteer coaches and administrators – their efforts contribute hugely to people being able to participate.
 - *Relationships:* Ensure a sensible balance between performance and the emotional, physical, social and developmental needs of the performers.
 - *Relationships:* Respect confidentiality of participants and any related data at all times.
 - *Personal Standards:* Maintain previous levels of interest and support for an athlete when they are sick or injured
 - *Personal Standards:* Have the participants' best interests at heart at all times – recognise when it' is in the participants' best interests to be passed to other organisations.
- **Conduct themselves in a manner that takes all reasonable measures to protect their own safety and the safety of others.**
 - *Personal Standards:* Ensure that activities carried out by participants are suitable for their age, strength, maturity and the ability of each individual participant.
 - *Safety:* Ensure the wellbeing and safety of each participant above all other considerations, including the development of performance.
 - *Safety:* Have working knowledge of:
 - Normal Operating Procedures (NOPs).
 - Emergency Operating Procedures (EOPs).
 - Facility risk assessments for badminton.
- **Promote the reputation of the sport and take all possible steps to prevent it from being brought into disrepute.**
 - Accept success and failure, victory and defeat, with dignity.

- Ensure that all participants are aware of their responsibilities under the Code of Ethics.
 - Remember that young people participate in sport for their enjoyment, not yours.
 - *Personal Standards*: Project an image of health, cleanliness and functional efficiency.
 - *Relationships*: Ensure that when in a position of authority this privilege will not be used to exert influence over participants to gain personal benefit for themselves, their clubs or their schools.
 - *Relationships*: Set and uphold the boundaries between a working relationship and friendship
 - between themselves and participants. This is especially important when the participant is a young person
- **Protect others involved in the game from verbal or physical abuse and threatening or intimidating behaviour.**
 - **Never use inappropriate language or gestures.**
 - Never use foul, sexist, abusive, racist or any prejudicial language or tolerate it from players and/or team officials.
 - Support all efforts to remove bad or abusive language and unsporting behaviour.
 - **Abide by Badminton Wales' Safeguarding and Protecting Young People Policy and Procedures and Good Practice Guidelines.**
 - Promote and encourage their clubs, associations or organisations to act in accordance with Badminton Wales' Safeguarding of Children Policy, Procedures and Good Practice Guidance.
 - **Abide by Badminton Wales' Equality Policy.**
 - **Abide by Badminton Wales' Anti-Doping Rules and Regulations. (BW has adopted the UK Anti-Doping Rules)**
 - **Take personal responsibility to ensure that they are suitably insured for their activities.**

BOARD OF DIRECTORS

Bribery Act

Each of the Badminton Wales Directors must be aware of, and comply with, the requirements of the UK Bribery Act 2010, which has two general offences: -

- the offering, promising or giving of an advantage, and
- the requesting, agreeing to receive or accepting of an advantage

The 'offence' applies to bribery relating to any function of a public nature, connected with a business, performed in the course of a person's employment or performed on behalf of a company or another body of persons. The function or activity may be carried out either in the UK or abroad and need have no connection with the UK. The Bribery Act includes a new form of corporate criminal liability where there is a failure to prevent bribery perpetrated on behalf of a "relevant commercial organisation".

HOW TO REPORT BREACHES OF BADMINTON WALES' REGULATIONS

If you feel that an individual / individuals do not conform to the above declaration, please follow Badminton Wales General Complaints Policy sending grievances to enquiries@badminton.wales within 14 days from the date of the incident. A complaints officer will be assigned to the case and will aim to reply within 1 week.