

ETHICS

Ethics in Sports Associations

Ethics in Sports



What is Ethics?

- Ethics refers to the generally accepted norms of right or wrong behaviour often based on universal values



Why is ethics important in sports associations ?

- It improves the level of trust that members, clubs and the public have in this organisation
- It creates a positive image
- Credibility is not only important in technical expertise but also in public perception
- It improves longevity (many organisations which do not value ethics often fall apart)

Why is Ethics important contd?

- Because it values accountability-one must be held accountable for his actions
- Fairness-this is the pillar of sportsmanship and any perception of unfairness creates problems



Ethical Principles

- Sports associations are expected to conform to ethical standards in a number of areas: humanity, relationships, commitment, co-operation, integrity, advertising, confidentiality, abuse of privilege, safety and competence.
- **Humanity**
- Associations must respect the rights, dignity and worth of every human being and their ultimate right to self-determination. Specifically associations must treat everyone equitably and sensitively, within the context of their activity and ability, regardless of gender, ethnic origin, cultural background etc.
- **Relationship**
- A good association will be concerned primarily with the well-being, safety, protection and future of the individual performer. There must be a balance between the development of performance and the social, emotional, intellectual and physical needs of the individual.

Ethical principles contd

- **Commitment**-Associations should clarify in advance with clubs and members the number of sessions, fees (if any) and method of payment. Written contracts may be appropriate in some circumstances.
- **Co-operation**-Associations should communicate and co-operate with other sports and allied professions in the best interests of their performers. An example of such contact could be the seeking of:
 - educational and career counselling for young performers whose involvement in sport impinges upon their studies

Ethical principles cont

- **Integrity-** Associations must not encourage performers to violate the rules of their sport. They should actively seek to discourage and condemn such action and encourage performers to obey the spirit of the rules.
- **Advertising-** Advertising by sports associations in respect of qualifications, training and/or services must be accurate and professionally restrained.
- **Confidentiality-** Sports associations inevitably gather a great deal of personal information about performers in the course of a working relationship. Coach and performer must reach agreement about what is to be regarded as confidential information.

Ethical principles cont

- **Abuse of Privilege**-The sports association is privileged to have regular contact with performers and occasionally to travel and reside with performers in the course of coaching and competitive practice. A coach must not attempt to exert undue influence over the performer in order to obtain personal benefit or reward.
- **Safety**-Within the limits of their control, coaches have a responsibility to ensure as far as possible the safety of the performers with whom they work

Ethical principles cont

- **Competence-**Associations shall confine themselves to practice in those elements of sport for which their training and competence is recognised by the appropriate NGB.



Establishment of a Code of Ethics

- If associations are to be recognised as professional bodies, it is important that there exists a code of ethics for this groups. Associations, by adhering to a code of ethics, would not only minimise the likelihood of being accused of unacceptable behaviour but would also project a sense of professionalism in their dealings with others.

Development of an ethical code of conduct for your association

- The development of a dynamic ethical code of conduct for sports associations require a personal commitment to a lifelong effort to act ethically; to encourage ethical behavior by coaches, officials, the executive, members and colleagues, as appropriate; and to consult with others, as needed, concerning ethical problems.

Core ethical standards

- Be honest and sincere when communicating with your athletes. Do not give false hopes to your athlete.
- Inform a fellow coach if and when you are working with their athletes.
- Your coaching qualifications and experience should be accurately represented, both in written and verbal form.
- Abide by the rules of your sport and respect your opponents and those in positions of authority.
- Adopt a professional attitude and maintain the highest standards of personal conduct. It should encompass your mannerism, dress and language.
- Exercise self-awareness and evaluate how your values and actions influence your coaching activities positively or negatively.