EDMONTON SWU TEAM STAFF CODE OF CONDUCT

As a team staff member with Southwest United Soccer Club (SWU), I understand that I serve as a role model, mentor, and leader for young athletes. I commit to creating a safe, respectful, and inclusive environment that promotes player development, enjoyment, and lifelong participation in sport. By agreeing to this Code of Conduct, I affirm the following:

1. Player-Centered Philosophy

- I recognize that players participate in sport for their own enjoyment and growth — not to fulfill adult ambitions.
- I will follow the principles of the Long-Term Player Development (LTPD) model to guide age-appropriate programming.
- I will ensure that every player's experience is positive, inclusive, and focused on learning, effort, and fun.

2. Conduct and Communication

- I will treat all participants — including players, parents, opponents, match officials, fellow coaches, club staff, and volunteers — with dignity and respect.
- I will lead by example, modelling composure, fairness, and professionalism at all times.
- I will never ridicule, yell at, or single out a player for a mistake, poor performance, or loss.
- I will be considerate and reasonable in my expectations of players, recognizing that soccer is only one part of their lives.

3. Safety and Well-Being

- I will prioritize the physical and emotional safety of all players.
- I will follow appropriate protocols for dealing with injuries and defer to qualified medical professionals when determining a player's readiness to return.
- I will avoid any physical contact with players unless it is:
  - necessary for skill instruction or medical care
  - appropriate to the situation
  - conducted in the presence of another adult, team official, or parent/guardian.

4. Substance Use and Appropriateness

- I will abstain from the use of alcohol, controlled substances, tobacco, or any inappropriate conduct while supervising or being responsible for players — including prior to practices or games.

5. Digital and Social Media Conduct

- I will not use text messages, email, or social media to harass, criticize, or spread negativity about any participant, official, or administrator.
- I will model appropriate online behaviour and report any incidents of digital misconduct to club leadership.

6. Equity, Inclusion, and Respect

- I will treat all individuals with respect, regardless of their race, gender, ability, sexual orientation, cultural background, or religion.
- I will not engage in — or tolerate — any form of discrimination, harassment, or exclusion.

7. Use of Images and Recordings

- I will not take or share photos or videos of players unless it is for official club purposes.
- Any such media remains the property of SWU and will not be used for personal purposes or shared publicly without appropriate consent.

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8. Reporting Obligations

- I understand that I am a trusted adult and have a duty to report concerning behaviour.
- I will immediately report any suspected abuse, inappropriate behaviour, or misconduct — whether personally witnessed or reported to me — to law enforcement, child welfare authorities, and to Stewart Meffen, SWU Child Safety Liaison.
- If I am unsure whether a situation warrants reporting, I will consult the Club's Child Safety Liaison for guidance.

9. Compliance and Accountability

- I will comply with all club, EMSA, and Canada Soccer rules, policies, and expectations.
- I will pursue appropriate certifications and remain current in coaching best practices and safe sport training.
- I understand that failure to adhere to this Code of Conduct may result in immediate suspension, pending investigation, and potential further disciplinary action up to and including removal from the club.

Acknowledgment & Signature

I understand and agree to follow the SWU Team Staff Code of Conduct. I recognize that any violation of this Code may result in disciplinary action, including temporary or permanent removal from club activities.

Team Staff Name (print): _____

Signature: _____