



1. PURPOSES

- 1.1. To maintain the highest standards of conduct of Coaches and Educators and those who perform a similar role in a teaching / learning environment where there is a relationship of power between Coach and Player.
- 1.2. To ensure a positive teaching / learning environment for Players / learners.
- 1.3. To ensure and maintain fair and orderly administration and conduct of BWF Sanctioned Tournaments where a coach or team manager or Player sits in the field of play performing a coaching role at a BWF Sanctioned Tournament.
- 1.4. To uphold the good name of the BWF, its Continental Confederations, and the integrity of badminton.

2. DEFINITIONS

- 2.1. **Coaches and Educators** means any person takes on the responsibilities of a coach, whether licensed or not by the BWF or a Continental Confederation, as well as any person who takes on a coaching role at the back of the court in the field of play at BWF Sanctioned Tournaments.

3. APPLICABILITY

- 3.1. All Coaches and Educators participating in a BWF Sanctioned Tournament shall accept this Code, the Badminton Code of Ethics, the (Para-Badminton) General Competition Regulations and the Laws of Badminton, and therefore be bound by them.

4. SPECIFIC PROVISIONS FOR CONDUCT

Team Manager Role

Team managers, Coaches or team officials who are taking on the role of a team manager at a BWF Sanctioned Tournament are required to follow the specific provisions as outlined in this Code of Conduct:

- 4.1. Supporting fully the information flow on technical matters between the referee and Players.
- 4.2. Supporting fully the information flow on the logistics (transport, accommodation, practice schedule etc) between the Tournament organisers and the team / Players.
- 4.3. Attending the scheduled Managers Meeting on behalf of the team / Players or any other briefing or meeting called by the Referee.
- 4.4. Reporting any Player withdrawals in a timely manner and following the standard procedure.

Coaching Role at BWF Sanctioned Tournaments

Coaches, Team Officials or the Team Manager or a Player who is taking the seat and performing the role of a Coach in the field of play at a BWF Sanctioned Tournament are required to follow the specific provisions as outlined in this Code of Conduct.

Those performing this role must:

- 4.5. dress appropriately in the team uniform (sports clothing) and/or shirt/polo, shirt/blouse or long trousers/skirt. Inappropriate clothing (amongst other items)

- includes jeans, flip flops/sandals and beach/Bermuda shorts. The Referee will decide if a Coach is inappropriately dressed;
- 4.6. remain seated in the designated chairs provided at each end of the court behind his/her Player/Players except at the approved intervals, however, if the Coach wishes to move to another court, he/she must do so while the shuttle is not in play;
 - 4.7. not coach when the shuttle is in play or in any manner distract opposing Player or disrupt play;
 - 4.8. not delay the game by coaching in any form;
 - 4.9. in the pre-defined breaks during a match, return to their designated chairs as soon as the Umpire announces that there are twenty seconds remaining;
 - 4.10. not verbally abuse or intimidate in any form such as shouting or making gestures, or in any other way distract anyone within the precinct of the Tournament site;
 - 4.11. not attempt to communicate in any way with opposing Players or Coaches or team officials or use any electronic device for any purpose including for example mobile phones, laptop computers or similar devices;
 - 4.12. not make, or attempt to make any unwelcome, abusive or intimidating physical contact in any way with anyone within the precincts of the Tournament site; and
 - 4.13. refrain from making statements, either within the precincts of the Tournament site or in the media, that are abusive, insulting, personal in nature, imply bias or question the integrity of others.

Coaches / Educators

Coaches or Educators who take on a coaching, tutor, trainer or Educator role and who are teaching Players and learners badminton technical, physical, tactical skills and knowledge or other content must:

- 4.14. Act as a good role model and promote the positive aspects of sport and of badminton. Always maintain a high level of personal conduct and professionalism.
- 4.15. Recognise the responsibility to the sport, to the Players being coached, to other Coaches, parents, to BWF, to the Continental Confederation, and to officials in the sport.
- 4.16. Understand and abide by the rules of confidentiality. Ensure confidential and personal information related to students / learners, colleagues, the BWF, its Continental Confederations, and others being interacted with is only used in appropriate ways.
- 4.17. Treat all students / learners equally and with respect, fairness, honesty and consistency, regardless of their backgrounds, beliefs and abilities.
- 4.18. Take reasonable measures to protect students / learners and safeguard their welfare and health. Understand the role being performed and enact duty of care responsibilities when teaching / coaching people under 18 years of age.
- 4.19. Use appropriate training methods which in the long term will benefit students / learners and avoid any that could be harmful. Ensure tasks and activities are suitable for the age, experience, ability and physical and psychological conditions of the students / learners.
- 4.20. Be fair in the assessment of students / learners and be sure these assessments are in relations to the objectives of the learning. Provide feedback in a considerate manner and with honesty.

- 4.21. Always portray and maintain a professional working relationship with students / learners. Be aware of the power Coaches / tutors / trainers / course presenters have and the responsibility that goes with that. Strictly maintain a clear boundary between friendship and intimacy with students / learners and not engage in any inappropriate relationships with students / learners.
- 4.22. Avoid any situation with students / learners that could be construed as compromising.
- 4.23. Refrain from making statements in the media that are abusive, insulting, personal in nature, imply bias or question the integrity of others.
- 4.24. **Other Conduct Contrary to the Integrity of the Sport**
 - 4.24.1. Coaches, Educator, team managers and team officials have an obligation not to engage in conduct contrary to the integrity of the badminton.
 - 4.24.2. If a Coach, Educator, team manager and team official is convicted of serious violation of a criminal law of any country, the punishment for which includes possible imprisonment, that Coach, Educator, team manager or team official may be deemed by virtue of such conviction to have engaged in conduct contrary to the integrity of the game of Badminton.
 - 4.24.3. In addition, if a Coach, Educator, team manager and team official has at any time behaved in a manner severely damaging to the reputation of the sport, that Coach, Educator, team manager or team official may be deemed by virtue of such behaviour to have engaged in conduct contrary to the integrity of the game of Badminton.

5. JUDICIAL PROCEDURES

- 5.1. Any offence committed during a BWF Sanctioned Tournament can be penalized by the Tournament Referee, who may remove the Coach, team manager or team official from the playing area. The Referee may also in case of repeated offences during a Tournament or in case of serious offences (e.g. but not limited to clause 4.12) have the Coach, team manager or team official removed from the arena for the remainder of the Tournament or part thereof. The decision of the Referee is final and cannot be appealed.
- 5.2. Persistent or flagrant offenses according to clause 5.1 may also be reported to the BWF or the relevant Continental Confederation by means of the Referee's report and further penalties can be put in place according to clause 5.3.
- 5.3. Other potential breaches of this Code of Conduct shall be investigated and adjudicated in accordance with the principles and procedures set out in the BWF Judicial Procedures.