



# Code of Ethics and Conduct

## Structure of the Code

This code is based upon four ethical Principles, which constitute the main domains of responsibility within which ethical issues are considered. The manner in which they apply and the contexts that they apply within will inevitably change over time.

The Principles are:

- a) Respect
- b) Competence
- c) Responsibility
- d) Integrity

Each Principle is described in the statement of values, reflecting the fundamental beliefs that guide ethical reasoning, decision-making, and behaviour. Under each principle, we list issues and considerations that Coaches should be aware of in applying the Principles in their work.



# Ethical Principles

## Respect

Respect for the dignity of persons and peoples is one of the most fundamental and universal ethical principles across geographical and cultural boundaries, and across professional disciplines.

It provides the philosophical foundation for many of the other ethical Principles. Respect for dignity recognises the inherent worth of all human beings, regardless of perceived or real differences in social status, ethnic origin, gender, capacities, or any other such group-based characteristics. This inherent worth means that all human beings are worthy of equal moral consideration.

### Statement of Values

Coaches value the dignity and words of all persons, with sensitivity to the dynamics of perceived authority or influence over persons and peoples, and with particular regard to people's rights.

In applying these values, Coaches should consider:

- a) Privacy and confidentiality,
- b) Respect,
- c) Communities and the shared values within them,
- d) Impacts on the broader environment - living or otherwise,
- e) Issues of power,
- f) Consent,
- g) Self-determination,
- h) The importance of compassionate care, including empathy, generosity, openness, tolerance for distress, commitment, courage, and authenticity.



## Competence

Coaches may offer a range of services that usually require specialist knowledge, training, skill, and experience. Competence refers to their ability to provide those specific services to a requisite professional standard.

A coach should not provide professional services that are outside of their area of knowledge, skill, training, and experience.

## Statement of Values

Coaches value the continuing development and maintenance of high standards of competence in their professional work, and the importance of working within the recognised limits of their knowledge, skill, training, education, and experience.

In applying these values, Coaches should consider:

- a) Possession or otherwise of appropriate skills and care needed to serve persons and people,
- b) The limits of their competence and the potential need to refer on to another professional,
- c) Advances in the evidence base,
- d) The need to maintain technical and practical skills,
- e) Matters of professional ethics and decision-making,
- f) Any limitations to their competence to practise, taking mitigating actions as necessary,
- g) Caution in making knowledge claims.

## Responsibility

Coaches must accept appropriate responsibility for that which is within their power, control, or management. Awareness of responsibility ensures that the trust of others is



not abused, the power of influence is properly managed, and that duty towards others is always paramount.

### **Statement of Values**

Coaches value their responsibilities to persons and peoples, to the general public, and to the profession of Coaching, including the avoidance of harm and the prevention of misuse or abuse of their contribution to society.

In applying these values, Coaches should consider:

- a) Professional accountability,
- b) Responsible use of their knowledge and skills,
- c) Respect for the welfare of human, non-humans, and the living world,
- d) Potentially competing duties.

## **Integrity**

Acting with integrity includes being honest, truthful, accurate, and consistent in one's actions, words, decisions, methods, and outcomes. It requires setting self-interest to one side and being objective and open to challenge in one's behaviour in a professional context.

### **Statement of Values**

Coaches value honesty, probity, accuracy, charity, and fairness in their interactions with all persons and peoples. They seek to promote integrity in all faces of their professional endeavours.

In applying these values, Coaches should consider:

- a) Honesty, openness, and candour,
- b) Accurate unbiased representation,
- c) Fairness,



- d) Avoidance of exploitation and conflicts of interests (including self-interests),
- e) Maintaining personal and professional boundaries,
- f) Addressing misconduct

## Conclusion

This Code cannot and does not aim to provide the answer to every ethical decision a Coach may face. The Code provides the parameters within which professional judgements should be made. However, it is important to remember to reflect and apply a process to resolve ethical challenges.