

KELOWNA MINOR FOOTBALL ASSOCIATION

COACHES CODE OF CONDUCT POLICY

1. Purpose

The purpose of this KMFA Coaches Code of Conduct is to ensure a safe, positive, and development-focused environment for all participants in youth football. All coaches and team staff are expected to model professionalism, uphold athlete well-being, and conduct themselves in a manner that reflects positively on the organization at all times.

2. Scope

This policy applies to all coaches, assistant coaches, trainers, managers, and team staff during practices, games, tournaments, team events, travel, meetings, training camps, online communication, team platforms, and social media. Conduct outside football activities may also be subject to review if it negatively affects the organization or its members.

3. Coach Responsibilities

A. Respect, Inclusion & Dignity

- Treat all individuals with respect regardless of race, gender, sexual orientation, religion, ability, economic status, or background.
- Act to prevent discriminatory or unjust practices.
- Maintain an environment free from harassment, bullying, intimidation, or degrading behavior.
- Refrain from written or verbal abuse, threats, unwelcome remarks, obscene gestures, hazing, unwanted physical contact, or retaliation.

B. Safe, Positive & Athlete-Centered Coaching

- Prioritize the physical and emotional well-being of athletes above all other considerations, including winning.
- Ensure activities are age-appropriate, safe, and properly supervised.
- Ensure all players are properly equipped before participation.
- Never allow an ineligible or injured athlete to participate.
- Communicate and cooperate with medical professionals regarding athlete health.
- Be mindful of pressures in athletes' lives and coach in a way that supports positive development.

C. Professional Conduct & Role Modeling

- Lead by example in sportsmanship, integrity, and respect.

- Avoid negative criticism during games or practices.
- Reserve constructive feedback for private, appropriate settings.
- Treat officials with respect and model positive interactions.
- Follow all league rules, policies, and bylaws.
- Maintain honesty and good faith in all relationships with players, parents, officials, and other coaches.

D. Substance Use & Personal Conduct

- Never use tobacco, nicotine, vaping products, alcohol, or illegal substances in the presence of athletes or on the field.
- Never attend practices or games under the influence of alcohol, cannabis, illegal substances, or impairing medications.
- Any misconduct occurring in a setting where alcohol is present around minors may result in immediate disciplinary action, up to and including termination or removal from duties.
- Abstain from the use or promotion of performance-enhancing substances.

E. Abuse of Power & Boundaries

- Recognize the inherent power imbalance in the coach-athlete relationship.
- Never engage in intimate, romantic, or sexual relationships with athletes.
- Avoid private one-on-one interactions with minors whenever possible (Rule of Two).
- Refuse to tolerate harassment, abuse, or misconduct by others.

F. Fair Play & Equal Instruction

- Provide all athletes with equitable opportunities for learning, development, and participation.
- Ensure coaching decisions support fair play, balanced instruction, and the long-term development of every athlete, regardless of skill level or experience.
- Avoid favoritism and ensure all players receive constructive feedback and meaningful opportunities to improve.

4. Communication & Administrative Responsibilities

- Maintain open, respectful communication with parents and staff.
- Follow organizational communication protocols, including use of team managers for parent communication where applicable.
- Respect the 24-hour rule for post-game concerns.
- Report any major penalties, incidents, or safety concerns promptly.
- Ensure all coaching certifications are current and compliant with league requirements.

5. Photos, Video, and Game Film Policy

A. Consent & Privacy

- Photos, videos, and game film may only be captured, shared, or posted with appropriate parent/guardian consent.
- Personal information must not be shared publicly without explicit permission from KMFA and/or guardians.
- Media must be stored securely and not shared beyond approved platforms.

B. Sharing Within the Team

- Media may be shared internally only for legitimate team purposes such as coaching, development, or parent communication.
- All staff with access to media must follow the same privacy standards.

C. Sharing Between Organizations

- Game film or practice footage may only be exchanged when both Head Coaches agree, both Executives/Boards approve, and proper consent is obtained.
- Unauthorized sharing of film is strictly prohibited.

D. Prohibited Uses

- Media may not be used to embarrass or single out an athlete.
- Film may not be used to publicly criticize players, officials, or opponents.
- Media may not be shared in ways that compromise player safety or competitive fairness.
- Media may not be distributed to unauthorized individuals or platforms.

6. Head Coach Responsibilities

- Responsible for setting and maintaining positive sideline conduct of all assistant coaches, trainers, managers, players, and parents on their sideline.
- Ensure all players are safely picked up before leaving the field.
- Appoint an Acting Head Coach when absent.
- Report incidents or misconduct promptly.

7. Discipline & Enforcement

Violations may result in warnings, suspension, removal, or permanent loss of coaching privileges. All disciplinary actions will be documented.

8. Coach Acknowledgement & Signature

I acknowledge that I have read and understand the KMFA Coaches Code of Conduct. I agree to abide by all rules, policies, and expectations outlined in this document. I understand that violations may result in disciplinary action.

Association: Kelowna Minor Football Association

Division: _____

Head Coach Name (Print): _____

Signature: _____

Date: _____