



Integrity & Respect

- Be professional, considerate, honest, and respectful at all times and encourage athletes and parents to be the same
- Build a positive culture that is welcoming, supportive, fair and respectful to everyone regardless of their personal characteristics or skill level
- Lead by example, demonstrating sportsmanship and ethical behaviour

Wellbeing & Safeguarding

- Prioritise athlete wellbeing and safety over performance and results
- Recognise and respond appropriately to any signs of physical or emotional distress in athletes. Encourage them to seek professional advice whenever needed
- Comply with all safeguarding policies, including those related to child protection and anti-harassment

Social Media & Comms

- Exercise caution when using social media and digital communication. Never share content and/or confidential information without the express permission of the subject(s)
- Do not post or share negative, harmful, or inappropriate content
- Maintain professional boundaries when communicating with athletes, parents, and other stakeholders

Roles & Responsibilities

- Stay within the limits of your knowledge, training, and experience. Refer athletes to other professionals when additional expertise is required
- Provide athletes with training programmes appropriate to their needs and goals and give them clear, constructive, and positive feedback
- Encourage the development of broader life skills alongside athletic performance

Event & Mountain Rules

- Learn and uphold event and competition rules and regulations. Make sure athletes know and comply with them too
- Respect the mountain environment, resort policies, and the staff operating it
- Ensure athletes understand and comply with event regulations

Clean Sport

- Promote and uphold the principles of clean sport
- Ensure athletes remain free from the influence of drugs, performance-enhancing substances, and alcohol
- Report any suspected doping violations through the appropriate channels