

Athlete Life Development

Getting the Balance Right

Athlete Life Development Code of Conduct

Our Aims

Our aims are to:

- Provide professional and impartial lifestyle and welfare support to athletes during and after their sporting careers, as required.
- Treat each client with dignity, irrespective of age, gender, religion, race, nationality, sexual orientation, or physical ability.
- Provide support in an empathetic and non-judgmental fashion.
- Create and maintain a safe environment in which athletes of all ages can be supported.
- Ensure that the individual's welfare comes before any sporting outcomes.

Our Commitments

In order to achieve the above aims, we will:

- Outline to athletes the limits and boundaries of the working relationship and manage their expectations of the Practitioner-Client relationship.
- Participate in regular CPD and keep up to date with current thinking and practices
- Engage in continuous reflective practice
- Ensure client confidentiality is maintained at all times
- Make every effort to maintain our neutrality, ensuring that the athlete we are supporting is our client, irrespective of who might be funding that support.

Athlete Life Development and Anti-Doping

Athlete Life Development practitioners are committed to drug-free sport, and will, at all times, do what they can to contribute to a drug-free environment, including complying with section 21.2 of the World Anti-Doping Authority (WADA) code. This includes cooperating with Anti-Doping Organisations investigating anti-doping rule violations (section 21.2.5). Anti-doping issues are, therefore, the only matter on which practitioner-client confidentiality would be breached.

Additionally, in accordance with our zero-tolerance approach to anti-doping and in order to protect our reputation, any existing professional relationship will be severed should an athlete admit to using banned performance enhancing substances or practices, or be sanctioned for an anti-doping violation.

Anti-doping education will be provided where required, and though athletes should feel free to discuss their concerns about drug use in their sport, violation of the anti-doping code by a client will not be tolerated.

Note: 'Client' = individual to which we are providing support, irrespective of whether or not they are the one paying us for that support.