



Staff Expectations Policy

Overview

All Star Soccer Academy expects every member of staff to demonstrate consistently high standards of personal and professional conduct throughout the Gothia Cup tour. The standards set out in this policy apply to all coaching staff, management, support staff, medical personnel and volunteers.

Standards of Conduct

All staff members are expected to maintain high standards of ethics and behaviour by:

- Treating players with dignity, building relationships rooted in mutual respect, and at all times observing proper boundaries appropriate to their professional position
- Having regard for the need to safeguard players' wellbeing in accordance with statutory provisions and All Star Soccer Academy's Safeguarding Policy
- Showing tolerance of and respect for the rights of others at all times
- Ensuring that personal beliefs, opinions or values are not expressed in a way that could influence, pressure or negatively affect players
- Modelling the standards of behaviour that are expected of players — staff set the example

Professional Responsibilities

All coaching and management staff must:

- Maintain proper and professional regard for the ethos, policies and practices of All Star Soccer Academy at all times
- Maintain high personal standards in attendance, punctuality and appearance
- Have read and understood all tour policies prior to departure and act in accordance with the guidance contained within them
- Attend any pre-tour briefings or induction sessions as required by the Tour Manager (**Craig Bowker**)
- Report any concerns, incidents or breaches of policy to the Tour Manager without delay

Dress Code

During training sessions and matches, staff are expected to wear smart All Star Soccer Academy team kit, including football socks and appropriate footwear. Sunglasses must be removed when addressing players or parents.

Relationships with Players

Staff must at all times maintain appropriate professional boundaries with players. This includes:



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GOTHIA CUP TOUR

- Never forming relationships with players that could be perceived as overly personal or preferential
- Never engaging in one-to-one communication with players on personal social media accounts or messaging platforms
- Never being alone with a single player in a private space — refer to the Guidance for Staff document for full best practice guidance

Accountability

Any staff member who fails to meet the standards set out in this policy may be subject to disciplinary action. Serious breaches will be referred to the Tour Manager (**Craig Bowker**) and where appropriate to the club's leadership on return. All Star Soccer Academy reserves the right to remove a staff member from the tour in serious cases.