



**SOUTH WEST ACADEMY OF SPORT (SWAS)**

**Athlete Code of Behaviour, Media Release Policy and Social Media  
Guidelines**



Version Control, Change History and Distribution Version Control

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<b>Prepared by:</b>	Unknown Revised by Andrew Sloane – SWAS CEO
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Change History

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Distribution

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## **1. ATHLETE CODE OF BEHAVIOUR**

- 1.1. By accepting a position with the South West Academy of Sport you agree to comply with all the conditions listed below and fully understand that failure to do so may result in expulsion.
- 1.2. Work towards the attainment of your full potential in sport and studies and/or employment.
- 1.3. Make every effort to attend all sessions or services as specified by SWAS.
- 1.4. Notify a SWAS representative (eg. coach, administrator, etc) in advance of your inability to attend any SWAS session with a reason for non-attendance.
- 1.5. Comply with the training requirements as instructed by the coaching staff.
- 1.6. Accept and respond in a positive manner to their requests and constructive criticism.
- 1.7. Maintain personal habits of health conducive to sporting excellence.
- 1.8. At all times behave appropriately – never argue with an Official, Coach, or SWAS representative.
- 1.9. Agree to not use any form of performance enhancement banned by Sport Integrity Australia.
- 1.10. Agree to participate in random drug testing conducted by recognised authorities.
- 1.11. Agree to attend SWAS promotional functions/ media releases as requested.
- 1.12. Wear the appropriate SWAS uniform to training, competition and any other SWAS event.

## **2. RISKS TO ATHLETES: When the athlete is accepted you are agreeing to and acknowledging the following:**

- 2.1. That you are aware of the nature of any normal hazard associated with transportation supplied by SWAS to attend tournaments, trainings and training camps.
- 2.2. SWAS will not be liable for any injury or illness associated with the athlete. All athletes participate in SWAS programs/activities at their own risk.
- 2.3. SWAS will not be liable for any loss or damage arising out of the normal course of camps/ excursions/activities/ competitions or courses attended by the athlete.
- 2.4. That you / your child is representing SWAS and therefore is expected to behave according to the Athlete Code of Behaviour.
- 2.5. That any breaches of 2.4 will result in the athlete being sent home, with costs associated with this action being the responsibility of the parent/guardian, and the athlete status within the SWAS program will be reviewed.



### 3. MEDIA RELEASE POLICY

- 3.1. Media releases are a key tool utilised by SWAS to promote our athlete's achievements in addition to recognising our sponsors and providing them with promotional value.
- 3.2. South West Academy of Sport will prompt for updates that will outline what achievements have taken place for an athlete, what events are to come and any images parents/guardians deem adequate for use by SWAS.
- 3.3. It is encouraged that SWAS is notified of any representative undertakings within a week to ensure relevance of media releases and via social media.
- 3.4. SWAS will provide contact details of parent/guardians of athletes included in such releases to relevant media outlets
  - 3.4.1. A parent/guardian may opt out via contact with SWAS staff directly.
- 3.5. Once an athlete has achieved a major milestone the following process should take place:
  - 3.5.1. Contact SWAS and provide details of the accomplishment.
  - 3.5.2. SWAS will produce a media release and/or social media post and circulate to our media database.
  - 3.5.3. The athlete should be prepared to undertake a media interview of which SWAS may coordinate.
  - 3.5.4. Where possible SWAS will ensure there is someone in attendance to assist the athlete with wording/nerves before interviews.
  - 3.5.5. Contact with SWAS should be within a week following the achievement in order to report current news.



#### 4. GUIDELINES FOR SOCIAL MEDIA

- 4.1. Exercise courtesy, especially in regards to the tone of your posts. Treat your SWAS community members with respect just as you would like to be treated.
- 4.2. Profanity and abusive language are absolutely not permitted.
- 4.3. The Academy may be monitoring your posts for their veracity or usefulness. Each of you must also be responsible for how you interpret the information if you choose to read it.
- 4.4. It is recommended you never post your address or phone number.
- 4.5. If your post does get deleted and you have questions, please feel free to email SWAS.
- 4.6. Your posts should adhere to these guidelines at all times.
- 4.7. If for any reason you harass others online or are unable to abide by these guidelines, immediate action may be taken in regards to participation in the program
- 4.8. You may post personal images via personal social media accounts with other athletes from SWAS with their express consent.
- 4.9. It is encouraged that official SWAS uniform be worn when the context of the post is regarding SWAS or your involvement with SWAS.