2022

South West Academy of Sport

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

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1. **ATHLETE CODE OF BEHAVIOUR**

**By accepting a program or individual scholarship 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 from SWAS.**

1. Work towards the attainment of your full potential in sport and studies and/or employment.
2. Make every effort to attend all training and Personal Excellence sessions as specified by SWAS and the program personnel.
3. Notify the Manager of your Program, Coach or a SWAS Administrator in advance of your inability to attend any SWAS session with a reason for non-attendance.
4. Comply with the training requirements as instructed by the coaching staff.
5. Accept and respond in a positive manner to their requests and constructive criticism.
6. Maintain personal habits of health conducive to sporting excellence.
7. At all times behave in an appropriate manner – never argue with an Official, Coach, Manager of Programs.
8. Agree to not use any form of performance enhancing drugs that are banned by the Australian Sports Anti-Doping Authority.
9. Agree to participate in random drug testing conducted by recognised authorities.
10. Agree to attend SWAS promotional functions/ media releases as requested.
11. Wear the appropriate SWAS uniform to training, competition and Personal Excellence sessions.

***Please Note:*** When the athlete is accepted you are agreeing to and acknowledging the following:

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. 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.
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.
4. That your son/daughter is representing SWAS and therefore is expected to behave according to the Athlete Code of Behaviour.
5. That any breaches of (d) above 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.
6. **MEDIA RELEASE POLICY**

**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.**

1. South West Academy of Sport will prompt for updates monthly that will outline what has taken place in the past month for an athlete, what is to come and any images parents/guardians deem adequate for use by the Academy.
2. It is encouraged that the Academy is notified of any representative undertakings within a week to ensure relevance of media releases and via social media.
3. The Academy will provide contact details of parent/guardians of athletes included in such releases to relevant media outlets
	1. A parent/guardian may opt out via contact with the academy staff directly.

**Once an athlete has achieved a major milestone within their identified pathway the following process is to take place:**

1. Contact SWAS and provide details of the accomplishment.
2. SWAS will produce a media release and/or social media post and circulate to our media database as well as forwarding to the relevant sponsor.
3. The athlete should also nominate their preferred time to do a media interview of which SWAS may coordinate.
4. Where possible SWAS will ensure there is someone in attendance to assist the athlete with wording/nerves before interviews.

***Please Note:*** Contact with SWAS should be within a week following the achievement in order to report current news.

1. **GUIDELINES FOR SOCIAL MEDIA**
2. 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.
3. Profanity and abusive language are absolutely not permitted.
4. 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.
5. It is recommended you never post your address or phone number.
6. If your post does get deleted and you have questions, please feel free to email Academy staff.
7. Your posts should adhere to these guidelines at all times.
8. If for any reason you harass other Academy members or are unable to abide by these guidelines, immediate action may be taken in regards to my participation in the program
9. You may post personal images via personal social media accounts with other athletes from the Academy with their express consent.
10. It is encouraged that official academy uniform be worn when the context of the post is regarding the Academy.