



TORONTO INTERNATIONAL FOOTBALL ACADEMY (TIFA)

WEST HAM FOUNDATION TORONTO

PLAYER & PARENT/GUARDIAN CODE OF CONDUCT

Academy Values:

Respect • Discipline • Commitment • Integrity • Leadership • Excellence

1. PURPOSE

Toronto International Football Academy (“the Club”) is committed to providing a safe, positive, competitive, inclusive, and development-focused football environment.

Players and parents/guardians represent the Club both on and off the field. Everyone associated with the Club is expected to demonstrate respect, sportsmanship, accountability, integrity, and appropriate conduct when interacting with players, coaches, officials, opponents, families, facilities, leagues, governing organizations, and the wider community.

Acceptance of this Code of Conduct is a condition of participation in Club programming.

PART A — PLAYER CODE OF CONDUCT

2. PLAYER COMMITMENT

Players are expected to demonstrate commitment to their team and development.

Players must:

- Attend scheduled training sessions, matches, team meetings, and required Club activities unless reasonably unable to do so.
- Arrive on time and prepared.
- Notify the appropriate coach or team representative of an absence or expected lateness as early as reasonably possible.
- Bring all required equipment, apparel, water, and other necessary items.

- Participate with a positive attitude and genuine effort.
- Follow reasonable instructions from coaches and Club staff.
- Take responsibility for their development and behaviour.
- Demonstrate commitment to their team throughout the registered season.

3. TRAINING STANDARDS

Players are expected to:

- Give appropriate effort and concentration during training.
- Participate actively in exercises and activities.
- Listen when coaches are providing instruction.
- Avoid disruptive behaviour.
- Accept constructive feedback respectfully.
- Be willing to learn and improve.
- Support teammates during training.
- Respect training equipment and facilities.
- Avoid conduct that unnecessarily interferes with another player's development.

Repeated lateness, unexplained absence, lack of effort, or disruptive behaviour may be considered when determining match selection, playing opportunities, team placement, or other technical decisions.

4. MATCH-DAY CONDUCT

Players must:

- Arrive at the time specified by the coaching staff.
- Wear the designated Club match uniform and required apparel.
- Participate appropriately in warm-ups and team preparation.
- Respect teammates, coaches, opponents, match officials, and spectators.
- Accept referee decisions without abusive or confrontational behaviour.
- Remain with the team as instructed.
- Follow coaching instructions.

- Demonstrate sportsmanship regardless of the result.
- Represent the Club professionally before, during, and after matches.

Players are expected to **win with humility and lose with dignity**, consistent with the existing Club standard.

5. RESPECT & SPORTSMANSHIP

The Club expects players to treat others with dignity and respect.

Players must not engage in:

- Bullying;
- Harassment;
- Discrimination;
- Racist or discriminatory language or behaviour;
- Threatening or intimidating behaviour;
- Fighting or deliberate violence;
- Abusive or offensive language;
- Deliberate humiliation of another player;
- Retaliation against someone who raises a legitimate concern; or
- Other serious unsporting behaviour.

These expectations extend to in-person and digital interactions.

Your existing policy already identifies bullying, racism, discrimination, harassment, violence/threats, and prohibited substances as zero-tolerance matters.

6. TEAMWORK & LEADERSHIP

Players are expected to:

- Encourage and support teammates.
- Welcome new players.
- Respect differences in ability, experience, culture, and background.
- Put team objectives ahead of individual recognition where appropriate.
- Avoid blaming or criticizing teammates for mistakes.

- Demonstrate leadership through behaviour, effort, and attitude.
- Contribute to a positive team environment.

7. PLAYING TIME, POSITION & TEAM SELECTION

Registration with the Club does **not guarantee a specific amount of playing time, starting position, playing position, team assignment, or selection for every match.**

Consistent with the existing Club policy, coaching staff may consider factors including:

- Attendance;
- Punctuality;
- Effort;
- Attitude;
- Development;
- Performance;
- Behaviour;
- Tactical requirements;
- Player readiness and safety; and
- Team needs.

Your existing agreement already establishes these factors as relevant to playing time and selection.

Technical decisions will be made by the Club's coaching and technical staff.

Players may respectfully ask coaches for feedback about what they can do to improve.

8. PLAYER DEVELOPMENT & TEAM MOVEMENT

The Club is a player-development environment.

Where appropriate and permitted by applicable competition rules, technical staff may recommend that players:

- Train with another Club team;
- Play with another appropriate age group;
- Play one year up;

- Participate in a development or accelerated pathway;
- Move between appropriate training groups; or
- Receive additional development opportunities.

Such decisions will be based on the player's development and the Club's technical assessment.

9. COMMUNICATION WITH COACHES

Players, particularly older players, are encouraged to develop appropriate direct communication with their coaches regarding football-related development.

Players should:

- Ask questions respectfully.
- Seek constructive feedback.
- Communicate concerns appropriately.
- Avoid confrontational discussions immediately following matches.
- Follow the Club's communication procedures.

10. HEALTH, INJURY & PLAYER SAFETY

Players and parents/guardians must promptly communicate relevant injuries, illnesses, or medical restrictions that may affect safe participation.

Players must not knowingly conceal an injury in order to participate.

Where a return-to-play or medical clearance process is required, the player must follow the applicable requirements before returning to full participation.

Your existing code already requires players to report injuries and follow return-to-play protocols.

11. CLUB UNIFORM & APPEARANCE

Players must follow the Club's uniform and apparel requirements.

Players are expected to:

- Wear the designated Club training apparel at training.
- Wear the designated match kit for games.

- Wear designated Club apparel for tournaments and official activities when instructed.
- Arrive with the required equipment.
- Use the official Academy backpack where required for Club activities.
- Keep Club apparel reasonably clean and presentable.

Players should not wear another academy or club's branded apparel during official Club activities unless authorized.

12. FACILITIES & CLUB PROPERTY

Players must respect:

- Fields;
- Gyms;
- Dressing rooms;
- Benches;
- Training equipment;
- Goals;
- Club equipment; and
- Property belonging to facilities, opponents, teammates, or other organizations.

Intentional damage, theft, vandalism, or serious misuse may result in disciplinary action.

The existing policy also provides that players may be held financially responsible for damage caused by misuse or intentional misconduct.

13. SOCIAL MEDIA & DIGITAL CONDUCT

Players must use social media, messaging applications, team chats, and other digital platforms responsibly.

Players must not:

- Cyberbully or harass others;
- Publish discriminatory or threatening material;
- Humiliate teammates;

- Share inappropriate photographs or videos of teammates;
- Impersonate another player or staff member;
- Use Club communication channels abusively; or
- Publish content that seriously undermines the safety or legitimate interests of players, staff, officials, opponents, or the Club.

Your current code already makes cyberbullying, harassment, and inappropriate online behaviour subject to disciplinary action.

PART B — PARENT/GUARDIAN CODE OF CONDUCT

14. PARENT/GUARDIAN ROLE

Parents and guardians are essential partners in creating a positive development environment.

Parents/guardians are expected to:

- Support their player's development.
- Encourage commitment and good sportsmanship.
- Reinforce respect for coaches, officials, teammates, and opponents.
- Support reasonable Club standards and team expectations.
- Allow coaches to coach and players to play.
- Help their child arrive prepared and on time.
- Communicate respectfully with Club staff.

15. SIDELINE BEHAVIOUR

Parents/guardians and accompanying spectators must maintain appropriate behaviour during matches and training.

Parents must not:

- Coach players from the sideline;
- Shout tactical instructions that conflict with coaching instructions;
- Abuse or aggressively criticize referees;
- Confront opposing players, coaches, or parents;

- Enter the playing field without permission;
- Use discriminatory, threatening, abusive, or offensive language;
- Publicly ridicule a player for making a mistake; or
- Create an intimidating or hostile environment.

Positive encouragement is welcomed.

Let the players play, let the coaches coach, and let the officials officiate.

16. COMMUNICATION WITH COACHES

Parents must communicate respectfully and through appropriate Club channels.

Except for urgent health, safety, or safeguarding matters, parents should follow the Club's **24-hour rule** before raising concerns arising from a match.

The existing Club code already establishes this standard.

Parents should not confront coaches:

- During training;
- During a match;
- During halftime;
- Immediately following a difficult match; or
- In front of players or other families.

A meeting or appropriate conversation should instead be arranged.

17. PLAYING TIME & TECHNICAL DECISIONS

Parents acknowledge that coaching and technical decisions are the responsibility of Club technical staff.

Parents may respectfully request information regarding their child's development, but should not attempt to dictate:

- Starting lineups;
- Playing positions;
- Formations;
- Tactics;

- Substitutions;
- Team selection;
- Another player's playing time;
- Another player's team placement; or
- Coaching methodology.

Development questions are welcomed when raised constructively.

18. ATTENDANCE & PUNCTUALITY

Parents/guardians are responsible for helping ensure that younger players arrive on time and prepared for training and matches.

Where a player will be absent or late, families should notify the appropriate team representative as early as reasonably possible.

Repeated unexplained absence or lateness may affect the player's development and competitive opportunities.

19. PLAYER DROP-OFF & PICKUP

Parents/guardians remain responsible for appropriate transportation arrangements for their child.

Players should be dropped off and collected in accordance with the communicated session times and Club procedures.

Parents should notify appropriate Club personnel if an unexpected delay or unusual pickup arrangement occurs.

20. RESPECT FOR ALL PLAYERS

Parents must not publicly criticize, insult, compare, target, or discuss another child in an inappropriate manner.

Concerns regarding another player's behaviour should be communicated privately through the appropriate Club channel rather than addressed directly with the child.

21. PARENT WHATSAPP, TEAMSNAPE & DIGITAL COMMUNICATION

Team communication channels exist primarily for legitimate team and administrative communication.

Parents must not use Club-related chats or digital platforms to:

- Attack coaches or staff;
- Criticize children;
- Bully or harass another family;
- Spread knowingly false or harmful information;
- Engage in discriminatory behaviour;
- Publish private information concerning another player; or
- Create repeated disruptive conflict.

Individual concerns should be addressed privately with the appropriate Club representative.

22. SOCIAL MEDIA

Parents are expected to use good judgment when discussing the Club, its players, coaches, officials, opponents, or other families online.

Nothing in this Code is intended to prevent a parent from raising a legitimate safety, safeguarding, legal, or regulatory concern through appropriate channels.

23. SAFEGUARDING

Player welfare is a priority.

Parents and players must comply with applicable Club safeguarding procedures.

Any concern involving potential abuse, harassment, inappropriate adult-child interaction, discrimination, serious bullying, or player safety should be reported promptly through the appropriate safeguarding or Club reporting channel.

Safeguarding concerns should **not** be delayed because of the 24-hour communication rule.

24. PRIVACY & CONFIDENTIALITY

Parents must respect the privacy of other players and families.

Personal, medical, disciplinary, safeguarding, or other sensitive information concerning another player should not be distributed through team chats, social media, or other public channels.

25. REGISTRATION & FINANCIAL RESPONSIBILITIES

Parents/guardians are responsible for:

- Providing accurate registration information;
- Reviewing applicable Club policies;
- Meeting agreed payment obligations;
- Keeping contact information current;
- Purchasing required uniforms/apparel where applicable; and
- Communicating with administration promptly regarding account questions.

Financial matters should be addressed directly with Club administration rather than coaches or other parents.

26. UNIFORMS & CLUB IDENTITY

Parents are responsible for ensuring that players have the required Club apparel and equipment.

Players should attend Club activities wearing the apparel designated for that activity.

The uniform and Club apparel requirements form part of the standards expected of registered players.

PART C — CONDUCT, DISCIPLINE & ACCOUNTABILITY

27. ZERO-TOLERANCE CONDUCT

Serious misconduct may include:

- Racism or discriminatory conduct;
- Bullying;
- Harassment;
- Violence;
- Threats of violence;
- Serious verbal abuse;
- Sexual harassment or inappropriate sexual conduct;
- Serious safeguarding violations;
- Possession or use of prohibited substances in connection with Club activities;

- Deliberate serious damage to property; or
- Retaliation against an individual who raises a safeguarding or serious conduct concern.

Serious matters may proceed directly to an appropriate level of disciplinary action without requiring every lower-level step first.

28. DISCIPLINARY PROCESS

Depending on the nature, seriousness, and frequency of the conduct, the Club may use measures including:

1. Verbal discussion or warning;
2. Written warning;
3. Meeting with the player and/or parent/guardian;
4. Behavioural expectations or corrective action plan;
5. Suspension from specified training sessions, matches, or activities;
6. Restrictions on a parent's attendance or participation at Club activities where appropriate;
7. Team or program reassignment where appropriate; or
8. Removal from the Club in serious or repeated cases.

This expands on your existing progressive process of warnings, suspension, meetings, and removal.

The Club may modify the sequence depending on the seriousness of the incident and applicable governing-body requirements.

29. REPORTING CONCERNS

Players and parents are encouraged to raise legitimate concerns through appropriate Club channels.

Football-development and administrative concerns should normally be directed to the appropriate coach, team manager, technical staff, or administration.

Urgent safety or safeguarding concerns should be reported immediately and should not wait for the normal 24-hour communication period.

No player should be punished merely because a parent or player raises a good-faith safeguarding or safety concern through an appropriate channel.

PART D — ACKNOWLEDGMENT

30. PLAYER ACKNOWLEDGMENT

I understand that representing Toronto International Football Academy / West Ham Toronto carries responsibilities.

I agree to:

- Respect my teammates, coaches, officials, opponents, and Club staff;
- Attend and participate with commitment;
- Follow reasonable coaching and Club instructions;
- Demonstrate sportsmanship;
- Follow uniform and team standards;
- Use social media responsibly; and
- Represent my team and Club appropriately.

I understand that failure to follow this Code may result in appropriate disciplinary action.

31. PARENT/GUARDIAN ACKNOWLEDGMENT

I confirm that I have read and understood the **Player & Parent/Guardian Code of Conduct**.

I agree to support the Club's standards regarding respectful communication, sideline behaviour, attendance, player development, safeguarding, uniforms, and appropriate conduct.

I understand that coaches and technical staff are responsible for football-related decisions and that concerns should be communicated through the appropriate Club channels.

I understand that serious or repeated breaches of this Code by a player or parent/guardian may result in disciplinary measures in accordance with Club policies and applicable rules.