

## **What are Solicitation, Promotion and Tampering?**

### **Promotion is done publicly.**

It is appropriate for all coaches to promote their background and credentials to the entire world.

This information can be posted in a public space at the rink, advertised in a flyer or promoted in a newspaper or website – as long as the opportunity is available to all and the audience is general.

Many coaches say they promote themselves through their work. Their student's accomplishments are their 'advertisement'. That, unequivocally, is the best way to promote oneself.

### **Solicitation is done behind the scenes.**

Solicitation can be done by a coach, a parent on behalf of a coach or by rink management favoring one coach over another. It is usually conveyed one to one. It is considered solicitation for a professional to contact a skating student, not their own, when a significant motive for doing so is the personal gain of the skating professional.

Solicitation includes contact directly, indirectly, or through a third party, in person, by telephone, email or by another means directed to a specific recipient.

Examples:

- 'I could take your child further (to the Olympics etc.)
- 'I am much more qualified than \_\_\_ is'
- 'Join our program. That other program doesn't offer what we can provide'
- 'I'll give your child some free lessons / ice time / equipment etc'
- Parents talking in the stands, convincing other parents to switch their skater to the 'better' coach.
- Skaters in the dressing rooms, persuading another skater to become a part of the 'good group of skaters'.
- Coach's spouse talking inside or outside of the rink. 'My husband / wife could do so much more for your child

### **Tampering is subtle.**

Tampering involves a coach making comments or actions to another skater or their parent to either: put doubt into their minds about their coach, or to build a relationship with the family that may lead to a coaching change in the future. Comments to the skater such as offering a suggestion that might improve their skating or mentioning to a skater's parent a problem with the skater's technique, or program elements etc.

This is a gray area. The sentiment is often sincere, but the perception is suspect. This is not by any means meant to deter coaches from being friendly and encouraging to the other skaters and families in their rink.

### **Stopping Solicitations**

Stopping solicitations from occurring is critical to have a comfortable and friendly environment in your rink.

If you witness any form of solicitation you should:

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- Notify your rink manager, club president or NSWPSA rink representative.
- Document what you have seen and /or heard. Include dates, times, method of solicitation, names of parties involved and what occurred.
- Reports can be anonymous.

#### **ATTACHMENT B4**

##### **SYNCHRONIZED & THEATRE ON ICE ETHICS GUIDELINES**

This document has been created as a supplement to the New South Wales Professional Skaters' Association Code of Ethics. As it is a supplement, it is not intended to replace the Code of Ethics already in place but rather provide guidelines for coaches' professional behavior. Below are listed just a few of the many scenarios that occur.

It is adapted for NSWPSA with permission from the Professional Skaters Association America.

##### **Recruitment vs. Solicitation**

When you advertise for skaters to join your team, you are RECRUITING.

Targeting a skater

already skating on a team and suggesting they change to another team is SOLICITATION.

##### **Examples:**

- **Recruiting** If a Synchronized Skating coach is asked for information from a parent/skater, the coach may give them information including the team contact information. The coach may give out this information even if the skater is currently on a team or taking private lessons, only if the coach has NOT approached the skater/parent.
- **Solicitation** A coach, team manager, team personnel or team parent should not approach (target) a skater who is a member of another team or taking private lessons.
- **Solicitation** Sending recruiting material directly to a skater/parent on another team is 'targeting' a skater.
- **Recruitment** A coach may directly approach a skater as long as the skater is not currently on a team or taking private lessons (such as a retired skater). This must be checked out before you talk with the skater/parent!
- **Recruitment** A coach or team manager may contact a parent/skater if the coach of the other team invites such action.
- **Recruitment** Leaving recruiting brochures at an ice rink is OK but MUST be in compliance with the Board of Directors of the club and/or rink management policies.

##### **Obligations of Coaches:**

Here are a few scenarios that arise.

- When a skater from another club is accepted to a team, the new coach is responsible to make sure that the new organization receives a Change of Team Form (found on ISA Website (SSF-YY10) and

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procedure (SSP-YY09), a skater must pay any money that's outstanding prior to joining another team.

- The new coach must not allow the skater to start training on the new team before a Change of Team Form is received stating the skater is in good standing with their previous team. (Please note: this is a professional courtesy)
- At the beginning of a season sometimes skaters try a few teams to see what team they would like to be associated with, if a skater/parent decides not to join your team you or team management **MUST NOT** telephone/harass that skater in anyway to join your team.

### **Miscellaneous**

- When you take on a new skater into your team, never criticize the former coach's technique or coaching methods.
- Don't resent the new coach if your skater decides to join another team.
- For documents which address professional responsibilities, go into the Australian Professional Skaters' Association website ([www.apsa.net.au](http://www.apsa.net.au)) Code of Ethics.
- Synchronized Skating coaches need to create a good relationship with singles, pairs and dance coaches. These coaches should not feel 'threatened' by the sport of Synchronized Skating. Synchronized Skating coaches should emphasize and encourage their team members to continue training in singles/pairs/dance. Team Managers/team personnel have often not been involved in our sport for very long, remember they need to be aware of acceptable behavior within our sport. Ignorance of these Guidelines is no excuse, it's your job to make sure they are aware of and abide by these Guidelines.