

Respect

Football is built on respect for teammates, opponents, referees, and the game itself.

Bad behaviour doesn't belong in football. We all must protect the values that make the game enjoyable for everyone.

Inclusion & Equality

Football is for everyone. Every player should feel welcome and be able to join in.

Enjoyment

Football should always be fun!

Whether you play, coach, cheer, or help out, the game should make you happy and excited to come back and play again.

Report Bad Behaviour Here



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SOUTH WALES FOOTBALL ASSOCIATION BEHAVIOURS AND CULTURES FRAMEWORK

Football is for everyone!

It's up to all of us to help make football a place where everyone feels happy, safe, and welcome. That way, players can enjoy the game and keep loving it as they grow up.



-
- Players • Coaches and Team Managers
 - Parents and Guardians and Spectators
 - Club Committee Members and Volunteers • Referees

Respect

Equality &
Inclusion

Enjoyment



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COMMITTEE BRIEFING DOCUMENT

THE SOUTH WALES FOOTBALL ASSOCIATION STRATEGY WAS ESTABLISHED IN 2025 WITH THE FOLLOWING UNDERLYING VALUES:

- RESPECT
- COLLABORATION
- INTEGRITY
- INNOVATION
- DEVELOPMENT

FOOTBALL IN SOUTH WALES IS GROWING, AND WE ALL HAVE A PART TO PLAY IN KEEPING IT A PLACE WHERE PLAYERS OF ALL AGES CAN ENJOY THE GAME FOR LIFE. TO MAKE THIS HAPPEN, WE NEED TO WORK TOGETHER AND FOLLOW THE VALUES THAT MAKE OUR FOOTBALL COMMUNITY STRONG AND POSITIVE.

WE HAVE THREE CORE PRINCIPLES TO GUIDE EVERYONE INVOLVED IN SWFA FOOTBALL:

RESPECT

FOOTBALL IS BUILT ON RESPECT; FOR YOUR TEAMMATES, OPPONENTS, REFEREES, AND THE GAME ITSELF. BAD BEHAVIOUR HAS NO PLACE IN FOOTBALL, AND IT'S UP TO ALL OF US TO PROTECT THE VALUES THAT MAKE THE SPORT A GREAT EXPERIENCE FOR **EVERYONE**.

EQUALITY AND INCLUSION

FOOTBALL IS FOR EVERYONE. EVERY PLAYER SHOULD FEEL WELCOME, INVOLVED, AND ABLE TO TAKE PART FULLY.

ENJOYMENT

FOOTBALL SHOULD ALWAYS BE FUN! WHETHER YOU PLAY, COACH, VOLUNTEER, CHEER FROM THE SIDELINES, OR HELP OUT IN ANY WAY, THE GAME SHOULD MAKE YOU SMILE AND KEEP YOU COMING BACK FOR MORE.

WE ARE WORKING HARD TO MAKE SURE THE VALUES OF **RESPECT, EQUALITY & INCLUSION, AND ENJOYMENT** ARE PART OF EVERY FOOTBALL CLUB IN SOUTH WALES. TO HELP WITH THIS, WE WILL CREATE SIMPLE RESOURCES AND MESSAGES SO THAT EVERYONE; PLAYERS, COACHES, REFEREES, PARENTS, GUARDIANS, SUPPOERTERS AND CLUB VOLUNTEERS UNDERSTANDS WHAT GOOD BEHAVIOUR LOOKS LIKE.

YOUR ROLE AS A CLUB COMMITTEE

CLUB COMMITTEES ARE IMPORTANT IN MAKING SURE THESE VALUES ARE PART OF EVERYDAY FOOTBALL LIFE. YOU CAN HELP BY:

- SHARING THESE MESSAGES WITH EVERYONE IN YOUR CLUB.
- LINKING SWFA VALUES WITH YOUR OWN CLUB'S CULTURE SO THEY WORK TOGETHER.
- CELEBRATING AND SHARING GOOD EXAMPLES OF POSITIVE BEHAVIOUR.
- LEADING BY EXAMPLE AND SHOWING THE RIGHT BEHAVIOURS YOURSELF.
- TAKING ACTION IF BEHAVIOUR DOESN'T MEET EXPECTATIONS.
- EACH HEADLINE PAGE CAN ALSO BE SHARED AS AN INDIVIDUAL POSTER IT CAN BE DISPLAYED IN YOUR CLUBHOUSE OR CHANGE ROOMS OR SHARED WITH MEMEBRS.
- CHOOSING A "BEHAVIOURS CHAMPION" (THIS SHOULDN'T BE YOUR SAFEGUARDING OFFICER UNLESS YOU MEET FAW BEST PRACTICE) TO HELP PROMOTE AND TRACK PROGRESS.

THIS IS THE FIRST STEP TOWARDS MAKING SURE EVERY CLUB IN SOUTH WALES UNDERSTANDS AND FOLLOWS THE SAME POSITIVE VALUES. TOGETHER, WE CAN MAKE FOOTBALL SAFER, FAIRER, AND MORE ENJOYABLE FOR **EVERYONE** INVOLVED.

YOUR SUPPORT IS VITAL IN BUILDING A FOOTBALL ENVIRONMENT THAT PLAYERS LOVE AND WANT TO BE PART OF FOR YEARS TO COME.

Respect

Listen to your coaches, teammates, and referees, even when you disagree.

Treat opponents fairly and avoid any unsporting behaviour.

Accept decisions gracefully and encourage others to do the same.

Equality & Inclusion

Encourage and support all teammates, regardless of skill or experience.

Include everyone in training, games, and team activities.

Respect differences and welcome players from all backgrounds.

Enjoyment

Play to have fun and improve, not just to win.

Celebrate your own and your teammates' successes.

Keep a positive attitude, even when things don't go your way.

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JUNIOR PLAYERS

RESPECT MATTERS!

Play fair, stay safe, support others, and help make the game fun for everyone on and off the pitch.



Football is for everyone!

Respect

Model respectful behaviour towards players, officials, parents, supporters, and opponents at all times.

Communicate clearly and constructively, giving positive feedback even during challenges.

Uphold and enforce the Laws fairly and consistently.

Equality & Inclusion

Everyone feels welcome, valued, and given a fair chance to play and succeed.

Enjoyment

Playing with intensity but fairness, showing respect to teammates, referees and opponents, and creating a positive experience for everyone on the pitch.

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SENIOR PLAYERS

RESPECT MATTERS!

Competing to win is part of football, but it should always be done fairly, within the Laws of the Game, and with respect for referees and the opposition.



Football is for everyone!

Respect

Model respectful behaviour towards players, officials, parents, supporters and opponents at all times.

Communicate clearly and constructively, giving positive feedback even during challenges.

Uphold and enforce the Laws fairly and consistently.

Equality & Inclusion

Ensure every player feels valued, giving equal opportunities for participation and development.

Foster a team culture that welcomes diversity and encourages mutual support.

Address and challenge any discriminatory or exclusionary behaviour promptly.

Enjoyment

Create a fun, positive atmosphere that balances learning and competition.

Encourage players to celebrate progress and effort, not just results.

Promote a love of the game by keeping training engaging and age-appropriate.

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COACHES & TEAM MANAGERS

Coaches and Team Managers play an important role in creating a positive team environment. As role models, you set the example, helping players become confident, respectful footballers who love the game. You also work with volunteers, parents, and spectators to make sure everyone supports a safe and fun experience for all players.



Football is for everyone!

Respect

Football is built on respect for teammates, opponents, referees, and the game itself. Bad behaviour doesn't belong in football. We all must protect the values that make the game enjoyable for everyone.

Inclusion

Football is for everyone. Every player should feel welcome and be able to join in, with boots, ball, or kit.

Enjoyment

Football should always be fun! Whether you play, coach, cheer, or help out, the game should make you happy and excited to come back and play again..

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PARENTS GUARDIANS AND SPECTATORS

Parents, guardians, and spectators help young players enjoy football and love the game for life. Supporting coaches and showing positive, respectful behaviour sets a great example and makes football fun and safe for everyone.



Football is for everyone!



What to report and to who?

● SWFA Behaviours and Cultures (That doesn't come under another category)

Examples:

- Anti-social behaviour from Parents, fans or club staff.
- A Coach, Team official or Parent consistently shouting at players in a way that discourages or embarrasses them, without using abusive or discriminatory language.
- Clubs and Teams that aren't being inclusive.
- Behaviour that doesn't violate rules but undermines the environment in which the game is played.

Report to:

SWFA Behaviours and Cultures

<https://forms.office.com/e/iExSYsL333>

● Discipline & On-Field Misconduct

Examples:

- Violent conduct
- Verbal abuse of referees
- Red and Yellow cards

Report to:

SWFA

-Email: discipline@southwalesfa.co.uk

● Abuse Online

Examples:

- Online abuse targeting players or officials, that isn't discrimination.

Report to:

SWFA

-Email: discipline@southwalesfa.co.uk

● Safeguarding Concerns

Examples:

- Child protection issues
- Inappropriate adult behaviour
- Bullying or neglect
- Concerns about coaching practices

Report to:

- If urgent or criminal: Police or Social Services
- Club Safeguarding Officer
- FAW Safeguarding Team: safeguarding@faw.co.uk
- SWFA Safeguarding Team: safeguarding@southwalesfa.co.uk

● Match Integrity Concerns

Examples:

- Match-fixing
- Attempts to influence match outcomes improperly

Report to:

FAW

- Email: integrity@faw.co.uk

● Discrimination

Examples:

Treating someone unfairly or less favourably because of a particular characteristic they have or are perceived to have. It can be direct or indirect.

- Age, Disability, Gender reassignment, Marriage and civil partnership, Pregnancy and maternity, Race, Religion or belief, Sex (male or female) and Sexual orientation.

Report to:

FAW

- Email: PAWB@FAW.Cymru
- Online: [Discrimination Reporting - FAW](#) (Online Form)

Reporting Guidelines

- Report concerns promptly – don't wait.
- Provide as much detail as possible – dates, times, names, witness info, and any evidence.
- Use official reporting forms where applicable.
- All reports will be handled confidentially and professionally.

If You're Unsure

If you're unsure who to contact, start with:

- Your Club Safeguarding Officer
- Your League Secretary
- Or email: info@southwalesfa.co.uk for guidance