

Managers/Coaches are key to the establishment of good practices in football. Their attitude to the game directly informs the attitude of the players under their supervision. Mentors must speak and act in a manner consistent with this reality.

- A Mentor must respect the rights, dignity and worth of each person and treat each equally within the context of the sport.
- A Mentor must not subscribe to the ethos of "win at all costs".

 A Mentor must strive to develop an appropriate working relationship with each player based on mutual trust and respect.

 A Mentor must guide players to accept responsibility for their own behaviour and performance.

 A Mentor must exercise authority and control over the players under his/her stewardship particularly whilst on the field of play and with regard to the decisions of match officials.

 A Mentor must always promote a positive approach to the game e.g. fair play, honest endeavour and genuine team work.

