



## Australian Coaching Institute Code of Conduct

The Australian Coaching Institute Code of Conduct requires that all coaching practitioners shall:

- Apply fair, reasonable and honest business principles when dealing with clients and others;
- Respect people's individuality and be non-judgemental;
- Establish respectful partnerships with clients to promote a sense of mutual responsibility for achieving optimal outcomes;
- Respect the confidentiality, privacy and security of client information;
- Not provide false or misleading information to clients;
- Not use false or misleading advertising or marketing practices;
- Deliver services fairly, courteously and effectively;
- Acknowledge the boundaries of their competence and shall provide services and use interventions only for which they are qualified by training and experience;
- Strive for excellence in the services they provide and make every effort to assist the client achieve their desired goals;
- Not disclose information about a client without the clients permission, unless such a disclosure is permissible or required by law;
- Not make commitments that have the potential to produce a conflict of interest with their professional integrity or primary obligation to clients;
- Not sell, supply, endorse, or promote services or goods in ways that exploit their professional relationships with clients;
- Not exploit their professional relationships with clients;
- Not denigrate professional colleagues;
- Manage client complaints in a professional, sensitive and timely manner;
- Have appropriate and adequate professional indemnity insurance; and,
- Demonstrate a commitment to lifelong learning.