

BOSCO FOOTBALL CLUB

Ethical Standards

November 2014



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1.0 Document Control

Version	Description of Change	Author	Owner	Approve	Issue Date
1.0	New Policy				19/11/14
1.1					

Legislation/Regulation	Reviewed by	Date of review
N/A		

Updates & Distribution List

Suggested changes to this procedure shall be proposed to the document owner. These shall be reviewed with the Executive Committee where relevant and, if applicable, approval of any proposed changes shall be provided by the Committee

When changes are made to this procedure the procedure owner shall save to: xxxxxxxxxxxxxxxxx.

The following shall be advised of procedure changes:

- Executive Committee
- Committee
- Any other roles identified as accountable or responsible

Next revision within 3 years after last issue date unless there have been changes in legislation or scope of application.



2.0 Introduction

2.1 The Manual

The **Bosco FC Committee Ethical Standards** has been designed to:

- be used a “Working Document”.
- produce a consolidated Manual for Ethical Standards Operating Procedures that standardises the structure for policies, reporting processes, performance measurements and monitoring systems across Bosco FC.
- acknowledge, in the development of this Manual, the implications of players/parents & supporters continually evolving in order to be proactive in planning for future outcomes.
- ensure that the knowledge and expertise required to deliver the ethical standards resides in a structure, rather than individual operators.

Service Definition and Philosophy

Guest Experience is about setting standards, providing superior service and delivering an experience that result in satisfied, repeat Players/Parents & Supporters.

Bosco FC is dedicated to putting players/parents & supporters first, allowing our Players/Parents & Supporters to not only expect a reliable experience but to depend on the Bosco FC brand every time they visit either of our ovals.

It is about presenting a personality, an ethic and a consistency that can be applied seamlessly across all areas of Bosco FC. From the Committee to Coaches, Managers, Players/Parents & Supporters.

It is about establishing a cultural environment that matches the financial imperatives that the Club is seeking to achieve under their Plans, with a service that the players/parents & supporters seeks to experience and one that the players/parents & supporters sees as excellent value for money.

“players/parents & supporters may forget what you say or what you do. But they won’t forget how you make them feel.”

“You can design and create and build the most wonderful place in the world. But it takes people to make the dream a reality”. Walt Disney

Responsibilities

It is the responsibility of the Committee to ensure that these policies and procedures are implemented.

2.2 Rationale

Players/Parents & Supporters Experience at Bosco FC is all about people.

This program has the potential to redefine what we are about: a club with people at the centre. It is about treating and respecting our Players/Parents & Supporters.

It is about maintaining the belief that everything we do enhances people’s experiences at our club.

Bosco FC Ethical Standards 2015.docx



People visit our club for many different reasons: Our aim is to provide our Players/Parents & Supporters with a great experience during their visit, so they choose to join here over anywhere else.

Further we hope to encourage them to keep coming back, stay longer when they do, and tell their friends about how much they enjoy the experience we offer. We all have a role to play in creating great experiences and it starts by putting our Players/Parents & Supporters first.



3.0 Manifesto and Guiding Principles

These principles are not called rules for a reason: rules can be inflexible and do not encompass the full range of situations we might encounter.

For more specific requirements, we have developed 18 service standards. These standards convey the expectations that our Players/Parents & Supporters have of us in all situations regardless of the context.

These 18 standards should be used to help guide our decisions about how to address, interact and serve Players/Parents & Supporters. They have been written to provide you and your team with a consistent understanding of what is expected when common Players/Parents & Supporters enquiries or problems arise.

While each Players/Parents & Supporters requirements are different, these service standards should be used in all situations unless the Players/Parents & Supporters has requested otherwise.

While different Players/Parents & Supporters have different needs, there are some aspects of their experience that remain consistent.

For example, not all Players/Parents & Supporters need to be given directions when they enter the club. However, all customers would expect to play or visit a clean and safe environment, whether it is their first time or they visit regularly.

These consistent service expectations have been documented in the 18 service standards and should be followed for all Players/Parents & Supporters.

Once we are consistently delivering on these basic service expectations, we will be more able to start serving specific Players/Parents & Supporters by going above and beyond.



4.0 Service Standards

Guiding Principle 1: I will consider Players/Parents & Supporters first when I'm doing my job		
Service Standard 1	As a committee member, I will assist with all Players/Parents & Supporters issues that I encounter and aim to resolve issues even if I am not directly responsible	<i>In the customer's eyes, everyone in a uniform should be able to assist. The Players/Parents & Supporters have an expectation that his or her issue will be resolved by any one of the team regardless of that person's role.</i>
Service Standard 2	I will always stop what I'm doing and focus my attention on the Players/Parents & Supporters' needs.	<i>Whatever other duties I may have, I try to keep in mind that our reason for being here is to make the experience at the club as pleasant as possible. The Players/Parents & Supporters are like visitors to my home and should be treated as such.</i>
Service Standard 3	If, due to things beyond my control, I cannot deliver on the commitments I have made to a Players/Parents & Supporters, I will inform them at the first opportunity, explain why and provide an alternative solution.	<i>Relationships are based on trust and it is only through honest and frank communication that we can earn our Players/Parents & Supporters' trust, which provides a solution to their issue.</i>

Guiding Principle 2: I will be a proud member of the team and passionately demonstrate this to our Players/Parents & Supporters		
Service Standard 4	I will take pride in how I present myself to Players/Parents & Supporters and ensure all interactions are consistently delivered to the highest standard	<i>The way we present ourselves provides reassurance to our Players/Parents & Supporters that we value and respect them along with the rest of our team / committee.</i>
Service Standard 5	If Players/Parents & Supporters are angry or upset, I will not take it personally and will do my best to find a solution without being defensive.	<i>The Players/Parents & Supporters are not angry with me personally; they are expressing frustration with a situation. By remaining detached from the Players/Parents & Supporters anger, I have a better chance of getting to the heart of the matter and providing a satisfactory response.</i>



Service Standard 6	When communicating rules and regulations, I will be firm but polite. If an activity is dangerous or illegal, I will report it immediately.	<i>Rules and regulations are necessary in order to maintain a safe and fair environment for all Players/Parents & Supporters.</i>
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Guiding Principle 3: I will strive to understand our Players/Parents & Supporters and respond to their needs

Service Standard 7	I will help until the Players/Parents & Supporters indicates that his or her query has been adequately resolved and always ask at the conclusion of our interaction whether I can assist with any other matter.	<i>Often Players/Parents & Supporters will have other questions or issues and may require additional help.</i>
Service Standard 8	When a Players/Parents & Supporters reports a problem or fault at the field, I will thank them for notifying us and indicate what action we intend to take.	<i>Players/Parents & Supporters of the club are like visitors in our own home and should be shown the warmth of our hospitality.</i>
Service Standard 9	When a Players/Parents & Supporters reports a problem or fault at the club, I will thank them for notifying us and indicate what action we intend to take.	<i>Players/Parents & Supporters who complain are making an effort to improve the club and should be appreciated for doing so.</i>

Guiding Principle 4: I will consistently help deliver on the commitments we make to our Players/Parents & Supporters

Service Standard 10	To the best of my abilities, I will deliver on the commitments I make to Players/Parents & Supporters in a manner that they would expect.	<i>At the heart of all relationships is trust. We want our Players/Parents & Supporters to trust us to provide them with the best possible experience. To do that, we need to consistently meet and exceed their expectations..</i>
Service Standard 11	When Players/Parents & Supporters have had a negative experience at the club, I will apologise on behalf of the club and ask how I, or someone else, can address their dissatisfaction and if necessary act on their concern.	<i>Expressing regret and promising action is the least I can do to minimise a Players/Parents & Supporters frustration with a problem at the club.</i>



<p>Service Standard 12</p>	<p>I will follow up on a serious incident or complaint to ensure the Players/Parents & Supporters is satisfied with the outcome.</p>	<p><i>If the solution to a Players/Parents & Supporters problem or complaint involves others, I will try to resolve the issue so that the Players/Parents & Supporters don't feel that I am just passing the buck.</i></p>
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Guiding Principle 5: I will commit to building long-term relationships that encourage Players/Parents & Supporters to return

<p>Service Standard 13</p>	<p>When I serve the same Players/Parents & Supporters again and again, I will acknowledge our existing relationship. If a name is offered, I'll do my best to remember it and use it in future interactions.</p>	<p><i>Bosco FC is not just places to play but also a community club. People want to be a part of those communities and by recognising them we make them feel welcome.</i></p>
<p>Service Standard 14</p>	<p>When handing Players/Parents & Supporters on to another member of committee, I will explain the nature of the enquiry so that there's no need to repeat him or herself.</p>	<p><i>If someone has just had to explain the details of their problem to me, although I might not be equipped to solve the problem, I can at least save them going over it all again.</i></p>
<p>Service Standard 15</p>	<p>If I cannot solve a Players/Parents & Supporters problem, I will always provide a personal introduction to someone who can.</p>	<p><i>Players/Parents & Supporters will see me as part of the Club and so the efficiency with which I can assist them will reflect on their impression of the club itself. As a representative of the club, I can play a role in finding a solution by introducing the Players/Parents & Supporters to a more appropriate person.</i></p>

Guiding Principle 4: I will always be upfront with our Players/Parents & Supporters by providing them with the assistance they need

<p>Service Standard 16</p>	<p>To the best of my knowledge, I will provide Players/Parents & Supporters with completely accurate and helpful information.</p>	<p><i>Players/Parents & Supporters see all committee as ambassadors of the club and the accuracy and usefulness of information given by committee impacts on the image and reputation of the whole club.</i></p>
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<p>Service Standard 17</p>	<p>I will be aware of Players/Parents & Supporters at the club and try to anticipate their needs, such as when they are lost. When offering directions, I will walk the customer to the point where the final destination can be seen.</p>	<p><i>Finding your way around a large club can be confusing and longwinded explanations equally frustrating. Taking a moment to walk Players/Parents & Supporters to a point where they are within sight of their destination can help reduce the frustration of getting lost or not being able to find where they are going.</i></p>
<p>Service Standard 18</p>	<p>I will engage with the activities of the club to ensure I am aware of the latest developments, which I will use to assist Players/Parents & Supporters when required.</p>	<p><i>As a committee representative, people expect me to know about any relevant changes. By being aware of club news, I do my part to keep the information flowing.</i></p>



5.0 Ethical Standards - Operating Procedures

5.1 Honesty

Committee members are held to high standards of honesty and are expected to refrain from any acts which may diminish the trust our Players/Parents & Supporters, or the trust the Club has placed in its Committee members.

Committee Members are responsible for honestly completing all Club records, reports, match sheets and other Club documents, and must be honest in all verbal and written communications with the Club.

No Committee member shall ever convert equipment or property to his or her own personal use.

Theft is strictly forbidden. Any act of removing items not belonging to an Committee member from the facilities will be considered theft and may result in police investigation. Any Committee member who violates this policy is subject to immediate discharge.

5.2 Uniform

Always wear your uniform while on duty. Uniforms must be neat, clean, wrinkle free and properly fitting. Do not wear your Committee uniform while not at work.

5.3 Smoking

You may smoke in designed areas only. Please check with your Committee to learn the location of smoking areas. Smoking should not disrupt your job, i.e. answering phones, servicing Players/Parents & Supporters, cleaning etc. Players/Parents & Supporters to the club are like guests in our home and should be shown the warmth of our hospitality. I try to anticipate Players/Parents & Supporters' needs and make myself available to them. If a Players/Parents & Supporters appears lost or confused I look up to allow them to catch my eye or approach them and offer my assistance.

5.4 Safety

To ensure the safety of Committee and Players/Parents & Supporters, the Club has an emergency plan of action.

You can help prevent and reduce accidents and injuries through comprehensive safety awareness and immediate reporting and correction of hazardous conditions.

Immediately report any injury or accident, no matter how minor, to the committee member on duty.

5.5 Health and Personal Hygiene

All Committee members will maintain good personal hygiene practices.

All Committee members must:

Grooming:



1. Arrive at work clean – clean hair, teeth brushed, and bathed with deodorant used daily.
2. Wash hands (including under fingernails vigorously and thoroughly with soap and warm water for a period of 20 seconds:
 - When entering the facility before work begins.
 - As often as necessary during work when contamination occurs.(e.g. picking up of rubbish item from floor.
 - In the restroom after toilet use, and when you return to your work station.
 - Any other time an unsanitary task has been performed – i.e. taking out garbage, handling cleaning chemicals, wiping tables, picking up a dropped food item, etc.
3. Wash hands only in hand sinks designated for that purpose.
4. Dry hands with single use towels. Turn off faucets using a paper towel in order to prevent recontamination of clean hands.

Proper Attire:

1. Wear appropriate clothing – clean uniform with sleeves and clean non-skid, close-toed work shoes that are comfortable for standing and working on floors that can be slippery.
2. Wear disposable gloves with any cuts, sores, rashes, or lesions. Wear gloves when cleaning food areas and amenities.
3. Change disposable gloves as often as hand washing is required. Wash hands before donning and after discarding gloves.

Hair Restraints and Jewellery:

1. Keep beards and moustaches neat and trimmed
2. Refrain from wearing excessive jewellery
 - Only a plain wedding band is permitted.
 - No necklaces, bracelets, or dangling jewellery are permitted.
 - No earrings or piercing that can be removed are permitted.

Illness:

1. Report any flu-like symptoms, diarrhea, and/or vomiting to your Committee member. Committee members with these symptoms will be sent home with the exception of symptoms from a non-infectious condition. These Committee members could be re-assigned to activities so that there is no risk of transmitting a disease to other Committee members or Players/Parents & Supporters.

Cuts, Abrasions, and Burns: Committee member Health and Personal Hygiene

1. Bandage any cut, abrasion, or burn that has broken the skin.
2. Cover bandages on hands with gloves and finger cots as appropriate.
3. Inform committee member of duty of all wounds.

Smoking, eating, and gum chewing:



1. Smoke only in designated areas. No smoking or chewing tobacco shall occur inside production facilities.

The Executive Committee manager will:

1. Ensure all Committee members are following proper hygiene requirements when they report to work.
2. Follow up as necessary.

5.6 Players/Parents & Supporters Feedback

At Bosco FC, we like to use the term Players/Parents & Supporters feedback. We believe that the word complaint can create a negative picture, and make us think of trouble, anxiety and stress, anger and embarrassment for our club.

The term Players/Parents & Supporters feedback focuses on a more positive feeling, and reminds us that Players/Parents & Supporters satisfaction is our priority.

We do receive complaints at Bosco FC but these are viewed in a positive way, as an opportunity to learn from our mistakes and improve our service.

We make sure we take advantage of this opportunity by having a system that all our agents follow - we call this our complaints management policy.

5.7 Lost and found

Promptly report all "lost and found" items and note where they were found, and turn them over to your committee member on duty

Lost and Found is managed by the xxx at all club

5.8 Phone etiquette

Telephone etiquette requires more than a pleasant greeting and friendly speaking voice. Committee members who answer phones promptly and can respond to callers' needs accurately can have a positive impact on Club.

Greetings:

Bosco FC recommends answering the phone within three rings.

Speak slowly and clearly, using a standard greeting, such as

"Good afternoon. Thank you for calling Bosco FC.

My name is Jane Doe. How may I assist you?

"Listen to the caller's needs without interrupting and ask permission before placing her on hold.

Warning:



Resist the urge to be rude or abrupt with an irate caller. Allow the caller to voice their complaint, and respond with empathy.

Expert Insight:

Poor phone etiquette can mean lost business for your club. Callers form an impression of your club based only on your words and tone of voice, since they cannot see your facial expressions or body language.

