



**Australian Esports Association
Code of Conduct**

DRAFT



About the Australian Esports Association

The Australian Esports Association (**AESA**) is a non-profit organisation committed to working with the broader gaming and esports community within Australia to ensure a safe, fair and inclusive esports environment for all participants. AESA's core values are integrity, inclusion and respect (**Core Values**) – being the basic rights of all participants regardless of age, race, gender, ability, cultural background, sexuality or religion.

A full description of the AESA can be found on our website.

About this document

The AESA Code of Conduct (the **Code**) aims to inspire all members of the Australian esports community to conduct themselves with integrity, ethically and do not bring esports into disrepute. The Code sets out a minimum set of acceptable standards for the Australian esports community, covering: (a) conduct; (b) sportsmanship; (c) integrity; (d) fair play; (e) inclusiveness; and (f) safe environment (*as applicable*).

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Contact us

Email info@aesa.org.au

Website <https://www.aesa.org.au>

Facebook <https://www.facebook.com/australiansports>

Twitter https://www.twitter.com/aesa_info

Acknowledgements


The Australian Esports Association would like to thank everyone who gave their time during consultations, interviews and research to develop the Code.

In forming the Code, the AESA has had regard to policies and guidelines of the Australian Sports Commission (ASC), Australian Institute of Sport (AIS), National Integrity of Sport Unit (NISU), International Fair Play Committee (CIFP), International Esports Federation (IESF), the Esports Integrity Coalition (ESIC) and those of the Fair Play Alliance (FPA).

Disclaimer

This document is intended to be a voluntary code of conduct and may be updated from time to time without further notice. For the latest version, visit: <https://www.aesa.org.au/policies>





We are all responsible for the development of a safe, fair and inclusive esports environment in Australia.

As members of the Australian esports community, the AESA recognise the important role esports plays in the lives of the growing number of participants. The public, community, players and all other participants involved in the Australian esports industry are entitled to enjoy a fun, fair, safe and inclusive environment that fosters growth, participation and a healthy national competition.

The Code is our commitment to upholding these rights and reflects our core values of integrity, inclusion and respect. We recognise though that these are not just our values, and so have developed the Code to provide a framework of minimum acceptable standards for all participants of the Australian esports community. In so doing, we seek to promote diversity, sportsmanship, inclusiveness and maximise the benefit and enjoyment for all participants, enabling positive social impact upon the broader community.

I am incredibly grateful for all the support that has gone into developing this Code, including the extensive consultation from the community, and efforts of the AESA Board. We are all part of truly something special, and I am proud to be a part of the growing local and global esports community.

This Code is for every member of the Australian esports community and I encourage each one of us to adopt, promote and adhere the Code.

Sincerely,



Darren Kwan
Founder & President
Australian Esports Association



The Code

1. Scope and Application

- 1.1. The AESA emphasises the importance of maintaining an enjoyable, fair, safe and inclusive esports environment for all participants in Australia's esports community, and a collective effort to ensure continued improvement.
- 1.2. The Code is intended for all participants in Australia's esports community including administrators, promoters, sponsors, clubs, teams, staff, athletes and others who participate in esports whether in a paid or unpaid/voluntary capacity. It should be used as a benchmark for minimum standards expected of participants in the Australian esports industry.
- 1.3. The AESA encourages all participants in Australia's esports community to adopt, advocate and adhere to the Code. This includes sharing in the AESA's belief in good governance, social responsibility, fair-play, integrity and inclusiveness for all people regardless of gender, ability, race, religion, sexuality or age.

2. Acknowledgement and Adoption

- 2.1. By electing to formally acknowledge and adopt the Code, an individual, organisation or competition (**You or Your**) will receive:
 - i) accreditation from the AESA endorsing compliance with and adoption of the Code; and
 - ii) entitlement to display the "Code Mark" (*refer to Appendix B*) in all Your public branding and materials in accordance with the Code.
- 2.2. Formal acknowledgement and adoption of the Code by You is conditional on all of the following:
 - i) Your completion and receipt by AESA of the acknowledgement form (*refer to Appendix A*) (**Acknowledgement Form**);
 - ii) AESA providing You written notice confirming acceptance of Your Acknowledgement Form (which shall be at the AESA's discretion); and
 - iii) publication of Your name on an AESA public register which recognises accepted individuals, organisations and competitions bound by the Code (**Public Register**).
- 2.3. By formally acknowledging and adopting the Code:
 - i) You undertake to (and to use reasonable endeavours to ensure those within those team, organisation and/or competition (as applicable)) adopt, advocate and be bound by the Code; and
 - ii) You have the limited and royalty-free right and obligation to prominently display the "Code Mark" (*refer to Appendix B*) in all Your public branding and materials (as applicable).
- 2.4. It is the personal responsibility of those acknowledging and adopting the Code to (and to use reasonable endeavours to ensure those within those teams, organisations and/or competitions (as applicable)) familiarise themselves and understand what conduct constitutes a breach of the Code. The Code makes us collectively responsible for upholding the values and principles herein.



2.5. In the event any allegation of breach¹ is reported to the AESA, the AESA will notify You, consider/investigate the nature of the allegation and surrounding circumstances, and assess (at its sole and reasonable determination) whether further action is required. The AESA may also take immediate action to report information to the police or other relevant authorities if it deems necessary. Notwithstanding the aforementioned, the actions the AESA may take include:

- i) provide you written notice (including the AESA's findings) that the AESA will take no further action;
- ii) provide you a formal warning by written notice (including the AESA's findings); or
- iii) provide you written notice (including the AESA's findings) that Your adoption of the Code has been either revoked or suspended for a specified period, and:
 - (a) You must immediately cease using the Code Mark for the specified duration; and
 - (b) Your name will be immediately removed from the Public Register for the specified period,

taking into account without limitation whether it is proved that the breach has occurred on the balance of probabilities, the gravity/seriousness of the breach and the frequency of breaches by You. Subject to compliance with applicable laws, the AESA reserves the right to make a public announcement advising of Your suspension or revocation and the relevant reasons.

3. Values

3.1. The following core values should be imbued in all participants within Australia's esports community:

- i) Be responsive to community needs;
- ii) Strive for excellence and maximise performance;
- iii) Uphold competitive integrity and the spirit of fair play;
- iv) Treat each other with respect, empathy and do not discriminate; and
- v) Accept full responsibility for your decisions and actions.

4. Conduct principles

4.1. You have a personal responsibility under the Code to (and to use reasonable endeavours to ensure those within Your team, organisation and/or competition (as applicable)) uphold the values of the AESA and the good reputation of esports in Australia by adhering to the following principles:

- i) Behave and encourage others to act ethically, respectfully and with integrity²;
- ii) Treat others with respect, and without harassment, discrimination or threatening behaviour³;

¹ Including but not limited to any information that You have acted and/or engaged in conduct inconsistent with the values, standards, principles and/or requirements set out in the Code.

² The quality of being honest and having strong moral principles. A person of "integrity" is expected to uphold the ethics, rules and good conduct of esports to ensure fair play, competition and results for all. Activities and behaviours that detract from the integrity of esports include: (a) creating an unfair advantage or the manipulation of results through performance enhancing drugs; (b) cheating and breaking the rules; (c) match fixing, throwing or tanking; illegal conduct; (d) lying, deceitful behaviour or deception; (e) anti-social behaviours demonstrated by parents, spectators, coaches and players; and (f) bullying, harassment, discrimination and child abuse.

³ Including by responsibly using social media, in-game communication and other means of communication.



- iii) Act with care and empathy, and conduct yourself in a manner that is conducive to the wellbeing and safety of both yourself and others⁴;
- iv) Maintain a safe⁵ and inclusive⁶ environment; and
- v) Comply with all applicable rules, policies, laws and regulations.⁷

4.2. Specific stakeholder group have additional responsibilities under the Code:

- i) Players and Teams: act professionally and exhibit fair-play⁸ and sportsmanship⁹.
- ii) Coaches and Team Managers: support and encourage fair-play, sportsmanship and the development and safety of players.
- iii) Admins, Referees and Officials: provide quality supervision, take due care and professional diligence in upholding their position and obligations.
- iv) Promoters and organisers of esports competitions and/or events:
 - (a) Operate in a professional manner that promotes inclusion, fair-play and safety;
 - (b) Protect the integrity of esports from unfair advantage, manipulation or collusion; n
 - (c) Adhere to best practice and professional standards for event production, safety, promotion and operations.

5. General Terms

- 5.1. The AESA reserves the right to amend this Code from time to time without notice to You and shall make available the amended Code on its website.

⁴ Including by taking all reasonable steps to ensure a safe environment and preventing the discrimination, abuse or bullying of others.

⁵ Fostering an environment without bullying, abusive, harassment, discrimination, violence and dangerous behaviours or situations online or offline and in game or out of game. This includes creating child-friendly environments and implement sound risk management practices when working with children.

⁶ Encouraging participation from all sections of society, and fostering an inclusive and diverse esports environment and community.

⁷ This includes without limitation acknowledging and complying with all relevant Australian laws (federal and state), particularly anti-discrimination and child protection laws, and abiding by the policies and regulations of the Australian Esports Association, International Esports Federation and national sporting and Olympic authorities.

⁸ Consistent with the International Fair Play Committee, "fair play" means equitable or impartial treatment where results are measured by absolute fair means, equal terms, honesty and just play. This includes not cheating, using performance enhancing drugs or doping, hacking, sabotaging or exploiting the game, equipment or systems to obtain an advantage, or unduly the fair and true result of a game and/or competition.

⁹ Including conduct such as fairness, courtesy, gamesmanship, respect for one's opponent, and graciousness in winning or losing that is becoming to one participating in esports.



Acknowledgement and Acceptance of the AESA Code of Conduct ("Code")

As an individual:

I, _____,

or

As an organisation or competition:

I, _____, on behalf of _____, being an organisation or competition,

Certify,

I, in my individual capacity or on behalf of the said organisation or competition (as applicable), have read and understand the provisions of the Code, and accept the provisions of the Code, including to uphold and promote the provisions of the Code. I also understand that violation of the Code may lead to disciplinary action including revocation of accreditation and the right to use the Code Mark.

Signed,

Organisation or competition name (if applicable):

Signature:

Name:

Title (if applicable):

Date:

