CODE OF CONDUCT FOR ATHLETES AND TEAM REPRESENTATIVES

Last updated on 14 September 2026

This Code of Conduct sets out the basic standard of conduct expected of all athletes and team representatives of the Kendo Association of Hong Kong, China Limited (HKKA).

1. Introduction

1.1 All athletes are automatically bound by and required to comply with all rules written under this Code of Conduct. Accordingly, they are deemed to have agreed that it is their personal responsibility to familiarize and comply with all the requirements written, in particular, what behaviours constitute as contraventions/offences under the Code.

1.2 Failure to comply with the Code may result in disciplinary action. For disciplinary actions relating to misconduct, please refer to ***Appendix 1 Misconduct and Disciplinary Actions***.

1.3 In this Code, a reference to an Athlete includes a team representative appointed by the HKKA (such as a team manager or other official who supports a delegation representing the HKKA and is not an athlete or coach), except where the context (such as team selection based on sporting performance) applies only to a competing athlete.

2. Fundamentals

2.1 Athlete should:

a) Compete with fairness, integrity and to always play by the rules. Cheating, misconduct, or any other form of unfair advantage will not be tolerated;

b) Respect the rights, dignity, and worth of all individuals, regardless of their race, gender, religion, or sexual orientation, and treat all participants as they would like to be treated without bias;

c) Maintain professionalism and refrain from using abusive, threatening, and/or disrespectful language and/or behaviour towards anyone. Any form of discrimination, harassment, or bullying will not be tolerated;

d) Take responsibility of his/her own actions and behaviour, both on and off the field. This includes avoiding behaviour that could bring himself/herself, the team, and/or the HKKA, into disrepute;

e) Work effectively as part of a team, cooperating with coaches, teammates, and support staff. He/she is responsible of attending all team meetings and practices, and giving his/her best effort in competition;

f) Participate in education programs/seminars related to anti-manipulation, anti-doping, use of social media, prevention of sexual harassment and child safeguarding, etc., arranged by the HKKA;

g) Prioritize safety at all times, both for himself/herself and for others. This includes using proper equipment, following all safety protocols and reporting any injuries;

h) Dress appropriately in accordance with the nature, requirements and seriousness of the event. This implies that he/she is most likely expected to wear appointed attire/team uniform in any official events;

i) Understand performance and conduct are considered as one of the deciding factors for selection to the team;

j) Commit in creating a safe and respectful environment for everyone involved;

k) Comply with athletes' guidance of the HKKA and other applicable rules by other organizations such as the International Olympic Committee (IOC), World Anti-Doping Agency (WADA), and related world and/or regional sports federations;

l) Not involve in any type of competition manipulations, including but not limited to betting or corruption of sports competitions and use of inside information etc.;

m) Keep his/her reputation in good standing and refrain from any conduct that may harm the standing of the HKKA; and

n) Complete the Declaration of Compliance with the Code of Conduct for Athletes and Team Representatives in ***Appendix 2*** upon registration and renewal as an athlete of the HKKA.

3. Provisions of Prevention of Bribery Ordinance

3.1 Under Section 9 of the Prevention of Bribery Ordinance (POBO, Cap. 201), an agent who solicits or accepts an advantage in relation to his/her principal's business or affairs without the principal's permission may commit an offence. The term "advantage" is defined in Section 2(1) of POBO and includes almost anything of value, except entertainment, such as money, gift, commission, loan, fee, reward, office, employment, contract, service or favour as detailed at ***Appendix 3***.

3.2 In this connection, any athlete commits an offence if he/she, without the permission of HKKA, solicits or accepts any advantage as a reward or inducement for doing any act or showing favour in relation to the HKKA's business.

4. Acceptance of Advantages

4.1 All athletes are prohibited from soliciting any advantage from any persons or companies having business dealings with the HKKA (e.g., suppliers and contractors, etc.). Athletes who wish to accept any advantage from such persons should, depending on the circumstances of the case, seek special permission from the designated approving authority of the HKKA.

4.2 Gifts/Souvenirs presented to athletes in official capacity

a) Any gifts/souvenirs offered voluntarily to athletes in their official capacity are regarded as gifts/souvenirs to the HKKA. The HKKA should decline the offer if the acceptance would affect the athletes' objectivity in conducting the HKKA's business, induce them to act against the interest of the HKKA, or lead to perception or complaints of bias or impropriety;

b) Athletes should follow the procedures set up in ***Appendix 4A*** for the disposal of gifts/souvenirs presented to them in their official capacity and, depending on the circumstances, report the matter to the designated approving authority of the HKKA and seek instruction by using the form in ***Appendix 4B***; and

c) Proper records of these applications should be kept by the Secretariat showing the name of the applicant, the occasion of the offer, the nature and estimated value of the gift/souvenir, and whether permission has been granted for the applicant to retain the gift/souvenir or other directions have been given to the disposal of the gift/souvenir.

4.3 Sponsorships offered to athletes in official capacity

a) Athletes may be offered sponsorships in their official capacity by persons/organizations for official purposes such as attending local/overseas conferences, conventions and product trial activities, etc. Such sponsorships should be regarded as sponsorships offered to the HKKA and referred to the designated approving authority for consideration of acceptance, except for those offered by sports governing bodies (e.g., International Olympic Committee, Olympic Council of Asia, etc.) to the HKKA for attending athlete meetings/programs.

b) The designated approving authority should consider whether the acceptance of the sponsorship will benefit the HKKA as a whole and not bring the HKKA into any disrepute, whether the HKKA will feel obliged to do something in return for the offeror, and whether the acceptance will give rise to any actual or perceived conflict of interest (e.g., the offeror is a supplier/contractor bidding for the HKKA's contract).

If decision is made to accept the sponsorship, the HKKA should then select a suitable athlete to attend the sponsored activity.

4.4 Advantages offered to athletes in private capacity

a) Where an athlete is offered an advantage in his/her private capacity, he/she may accept it if the acceptance will not affect the performance of his/her roles as an athlete; and he/she will not feel obliged to do something in return in connection with the HKKA's business for the offeror. If an athlete feels that he/she would be obliged to reciprocate an advantage by returning to the offeror a favour connected with any business of the HKKA, he/she should decline the offer.

b) When an athlete is in doubt as to whether he/she should accept an offer of advantage, it is advisable for him/her to apply the "sunshine test"[1] and consult the designated approving authority for advice and instruction.

5. Acceptance of Entertainment

5.1 As defined in Section 2 of POBO, "entertainment" refers to food or drink provided for immediate consumption on the occasion, and any other entertainment provided at the same time. Although entertainment is an acceptable form of business and social behaviour and is not an "advantage", athletes should not accept lavish or frequent entertainment from persons/organizations with whom the HKKA has official dealings (e.g., suppliers or contractors, clubs/persons to which the HKKA may allocate resources or job assignments), to avoid placing themselves in a position of obligation to the offeror.

6. Offer of Advantage

6.1 Athletes are prohibited from offering advantages to any director, or staff of any company or organization, for the purpose of influencing such person or company in any dealings, or any public official, whether directly or indirectly through a third party, when conducting the business of the HKKA.

6.2 Relevant provisions of POBO including the offences of solicitation, acceptance and offering of advantages are at ***Appendix 5***.

7. Professionalism

7.1 Athlete should:

[1] In the sunshine test, the person concerned should ask himself/herself if he/she would be happy to openly discuss with the general public what he/she is doing. If he feels uncomfortable about that, what he/she is doing is probably conflicting with the ethical standard generally expected by society.

a) Demonstrate a solid understanding of the rules and their applications and make efforts on achieving the goal during the events;

b) Ensure that sportsmanship is well maintained throughout all events; and

c) Dress up properly and professionally throughout the events.

8. Participation in Overseas and/or Local Competitions

8.1 Athlete should:

a) Maintain good discipline, conduct, and behave properly in and out of competition as he/she is representing the image of Hong Kong, China and the HKKA;

b) Comply with the local and national laws where the overseas competition is placed. It will be personal liability for any violation, and the HKKA will not bear any cost regarding the matter;

c) Attend official functions such as opening, closing and award ceremonies, official dinners and receptions as arranged by the event organizer;

d) Keep all original copies of receipts for matters including but not limited to air ticket, boarding pass, accommodation, meal, supplements, and long-distance calls in case of reimbursement. Alcohol or any illicit substances will not be reimbursed. Credit/debit card slips will not be accepted unless it is supported by original receipts, in accordance with the conditions stipulated by the HKKA;

e) Lodge the appeal through his/her team manager and coach in accordance with the competition rules in case of disputes on the judging and results of the competition; and

f) Agree that the HKKA reserves the right to remove his/her name from the list of athletes if a violation of the Code or any illegal or inappropriate behaviour has occurred. The HKKA may take any corrective action deemed appropriate.

9. Anti-Manipulation of Competition

9.1 Athlete should:

a) Always play by the rules of the sport and to compete with integrity. He/she should not engage in any behaviour that undermines the fairness of the competition;

b) Report any suspicious behaviour related to manipulation (such as match-fixing, bribery, betting and use of inside information) to the HKKA and appropriate authorities. This includes any attempts to bribe or offer him/her any incentives to influence the outcome of a game or competition;

c) Cooperate with any investigations related to manipulation in sports and provide any information or evidence requested by the HKKA and the appropriate authorities;

d) Participate in education programs/seminars related to anti-manipulation in order to be better equipped for identifying and report any suspicious behaviour

e) Take responsibility for his/her actions and do not engage in any behaviour that could compromise the integrity of the sport. He/she should refrain from any actions that could make he/she vulnerable to manipulation, such as gambling on sports events;

f) Not involve in any type of competition manipulations, including but not limited to betting, manipulation or corruption of sports competitions and use of inside information, etc.; and

g) Maintain confidentiality and not disclose any information on any investigations related to manipulation, unless required by law or authorized by the appropriate authorities.

10. Handling of Social Media

10.1 Athlete should:

a) Use social media responsibly, and will be held personally liable for any commentary and/or material deemed to be defamatory, offensive or obscene;

b) Strictly refrain from sharing any possible source or hint of confidential information such as team strategies, financial information, or personal information of Executive Committee Members, Senate Members, Committee Members, staff, athletes, coaches and referees, etc.;

c) Not engage in cyberbullying, derogatory comments, harassment, offensive and discriminatory opinion about the HKKA, Executive Committee Members, Senate Members, Committee Members, staff, athletes, coaches or referees, in social media; and

d) Be cautious when endorsing products or services on social media. He/she should disclose any financial or other interests he/she may have in the product or service and ensure that the endorsement does not incur any conflict of interest with the HKKA's policies or values.

e) This section should be read together with the HKKA Guidelines and Procedures on Handling of Social Media.

11. Prevention of Sexual Harassment, Bullying and Abuse

11.1 Athlete should not engage in any forms of sexual harassment under any circumstances. Examples include unwanted physical contact, sexual advances, requests for sexual favours. The HKKA will not tolerate any comments or initiatives that are considered as sexual harassment under the HKKA's discretion.

11.2 The same zero-tolerance approach applies to bullying, intimidation, verbal abuse and any form of violence or physical abuse, including the application of force which is excessive, dangerous or intended to injure, humiliate or intimidate, or which otherwise goes beyond what is reasonably incidental to the proper teaching, practice and competition of kendo as a martial art, and to any abuse of a position of authority, seniority or trust against any other person. Nothing in this Code restricts physical contact, strikes or rigorous training conducted in good faith in accordance with the rules and etiquette of kendo, applicable safety standards and accepted instructional practice.

11.3 Ensure that no action could be misconstrued or experienced as inappropriate while physical contacts are sometimes necessary during the event.

11.4 Athlete should avoid:

a) Offer sexual favours to any other individual in return for access to resources and team selection, etc.; and

b) Hostile environment where unwelcome conduct of a sexual nature is prevalent.

11.5 Athlete should:

a) Report to the Senior Sports Executive of the Secretariat immediately and show support to the victim if he/she notice or receive a report of any incidents of harassment;

b) Refrain from making any comments or engaging in any behaviour that can be considered sexually suggestive, intimidating, or offensive;

c) Commit to the act of preventing sexual harassment and any retaliation actions against any person who reports an incident of sexual harassment;

d) Cooperate with investigation procedures when being requested by the HKKA. Investigation and disciplinary procedures are prioritized over competitions, matches, and any other events;

e) Attend education programs/seminars related to prevention of sexual harassment in order to be better equipped for identifying the actions considered as sexual harassment and understand the severe consequences; and

f) Commit to creating a safe and respectful environment for everyone involved.
g) This section should be read together with the HKKA Guidelines and Procedures on Prevention of Sexual Harassment, Bullying and Abuse.

12. Prevention of Discrimination and Other Forms of Harassment[2]

12.1 Athlete should not make any comments and/or engage in actions that display discrimination and are intimidating, offensive and coercing on the basis of age, gender, sexual orientation, religion, occupation, status, geographic location, income level, ethnicity and nationality.

12.2 Athlete should understand the term discrimination and work against it. Discrimination is a legal term referring to treating a person less favour based on above mentioned factors. There are two types of discrimination:

a) Direct Discrimination occurs when someone is treated less favourably than another person because of a protected characteristic; and

b) Indirect Discrimination occurs when a condition or requirement, which is not justifiable, is applied to everyone but in practice adversely affects persons who possess the aforementioned protected characteristic.

12.3 Athlete should:

a) Commit to foster a culture of respect and accountability within the team or HKKA by promoting positive values and behaviours, such as teamwork, fairness, and empathy;

b) Not engage in any forms of harassment. Any actions and/or comments that seek to harm, intimidate, or coerce will be considered as harassments. Using obscene language and/or gesture is one of the examples;

c) Understand that there will be consequences to the action of discrimination and harassment. There will be investigation and disciplinary procedures when incidents are reported. He/she will be required to attend interview and answer questions relevant to the incidents;

[2] Other forms of harassment include but not limited to discriminatory harassment, physical harassment, cyberbullying, retaliation harassment, etc.

d) Be respectful towards Executive Committee Members, Senate Members, Committee Members, staff, other athletes, coaches and referees; and

e) Report any incidents of other forms of harassment to a coach, team manager, the Senior Sports Executive of the Secretariat, or other authority figure immediately to show support and exercise due diligence to ensure the well-being of the victim.

f) This section should be read together with the HKKA Guidelines and Procedures on Equal Opportunities.

13. Anti-doping

13.1 Athlete should:

a) Comply with the anti-doping rules and regulations of World Anti-Doping Agency (WADA), Anti-Doping Organization of Hong Kong, China (ADOHK) and the HKKA and be aware of the impact and consequences of doping;

b) Strictly prohibit the use of any performance enhancement substance, illicit drugs, illegal drugs, or any other substances that are listed as banned products in the local, national, and international sports competitions and associations;

c) Participate in anti-doping education programs/seminars to in order better understand the risks and consequences of doping in sports and to be better equipped for making informed decisions with regard to his/her own health and safety;

d) Report any suspicious behaviour related to doping by other athletes to the Senior Sports Executive of the Secretariat and the appropriate authorities;

e) Cooperate with any anti-doping test and investigation when the HKKA commands with full honesty;

f) Maintain confidentiality and not to disclose any information related to any anti-doping test or investigations, unless required by law or authorized by the appropriate authorities;

g) Disclose any use of prescribed or over-the-counter medications, supplements, or treatments to the HKKA and the appropriate authorities; and

h) Take responsibility of his/her actions and not engage in any behaviour that could compromise the integrity of the sport. This includes refraining from any actions

i) This section should be read together with the HKKA Guidelines and Procedures on Anti-Doping.

that could make he/she vulnerable to doping such as using supplements or medications without proper medical advice. Those who fail to comply with anti-doping rules may receive provision of punishment including sanctions.

14. Child Safeguarding

14.1 Athlete should report immediately to the Senior Sports Executive of the Secretariat when witnessed a suspicious behaviour which may harm children and provide support to any child who has been affected.

14.2 This section should be read together with the HKKA Guidelines and Procedures on Child Safeguarding.

Appendix 1

Misconduct and Disciplinary Actions

Level	**Examples of Misconduct**	**Disciplinary action**
Minor	Using foul language	Verbal Advice/Warning, Written Warning
Serious	Use of doping	Suspension to participate in any sport-related activities for a period of time, Disqualification of results in a particular competition or event, Forfeiture of medals, points and prizes, Fines

Appendix 2

Declaration of Compliance with the Code of Conduct for Athletes and Team Representatives

I agree to abide by the Code of Conduct for Athletes of the HKKA and acknowledge that the HKKA may take disciplinary actions which may include suspension and termination against me for violation of provision of the Code.

Signature of the Athlete: _____

Full Name of the Athlete: _____

Date: _____

For the athletes under 18 years old:

Signature of the Parent/Guardian/
Authorized Person of the Athlete: _____

Full Name of the Parent/Guardian/
Authorized Person of the Athlete: _____

Date: _____

Appendix 3

Definition of Advantage under Section 2(1) of

the Prevention of Bribery Ordinance (Cap. 201)

"Advantage" means: -

a) any gift, loan, fee, reward or commission consisting of money, of any valuable security or of other property or interest of property in any description;

b) any office, employment or contract;

c) any payment, release, discharge or liquidation of any loan, obligation or other liability, whether in whole or in part;

d) any other service, or favour (other than entertainment), including protection from any penalty or disability incurred or apprehended or from any action or proceedings of a disciplinary, civil or criminal nature, whether or not already instituted;

e) the exercise or forbearance from the exercise of any right or any power or duty; and

f) any offer, undertaking or promise, whether conditional or unconditional, of any advantage within the meaning of any of the preceding paragraphs a), b), c), d) and e),

but does not include an election donation within the meaning of the Elections (Corrupt and Illegal Conduct) Ordinance (Cap. 554), particulars of which are included in an election return in accordance with that Ordinance.

Appendix 4A

Guidelines for Handling Gifts/Souvenirs Presented to an Athlete in Official Capacity

All gifts and souvenirs received by an athlete in official capacity should be forwarded to the designated approving authority of the HKKA for disposal in the following manner:

a) If the gift/souvenir is of perishable nature (e.g., food or drink), it may be shared among the office or during an activity organized by the HKKA with approval from the designated approving authority of HKKA.

b) If the gift/souvenir is of historical or other interest, it may be sent to the HKKA Archive with approval from the designated approving authority of HKKA.

c) If the gift/souvenir is a useful item, it may be retained and used by the HKKA, or donated to another charitable organization with approval from the designated approving authority of HKKA.

d) If the gift/souvenir is suitable for display (e.g., a painting, vase, etc.), it may be retained for display at appropriate locations of the HKKA with approval from the designated approving authority of HKKA.

e) If the gift/souvenir has a value below HK$2,000 but is not suitable for sharing, archiving or display, it may be retained by the recipient with approval from the designated approving authority of HKKA.

f) If the gift/souvenir is a personal item having a value above HK$2,000, the designated approving authority of the HKKA shall decide whether the gift/souvenir should be retained by the recipient or returned to the offeror.

g) If the gift/souvenir is not a personal item and has a value of above HK$2,000 but is not suitable for sharing, archiving or display, it may be reserved as a lucky draw prize in functions organized by the HKKA with approval from the designated approving authority of HKKA

h) If the gift/souvenir is of little or nominal value and is distributed to all participants in public activities, such as a ball pen, file folder or key clasp, etc., it may be retained by the recipient without the need to seek approval.

Appendix 4B

Report of Gifts/Souvenirs Received

Part A – To be completed by Receiving Athlete
To: * [Secretary of Executive Committee/Department Head]

Description of Offeror: _____
Name and title of Offeror: _____
Company: _____
Relationship (business/personal): _____
Occasion on which the gift was/is to be received: _____
Description of the gift: _____
Estimated value of the gift: _____

Suggested Method of Disposal:		Remark
( )	Retain by the Recipient	
( )	Retain for Display as a Souvenir in the Office	
( )	Share among the Office	
( )	Reserve as Lucky Draw Prize at a Staff Function	
( )	Donate to another Charitable Organization	
( )	Return to Offeror	
( )	Others (please specify) :	

Name of Receiving Athlete: _____

Title: _____

Date: _____

Part B – To be completed by *the Secretary of Executive Committee/Department Head
The recommended method of disposal is ***approved/not approved.***

*The gift/souvenir(s) concerned should be disposed of by way of:

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* Secretary of Executive Committee/Department Head Full Name: Date:

** Please delete as appropriate*

Appendix 5

Relevant Provisions on offences of solicitation, acceptance and offering of advantages under the Prevention of Bribery Ordinance (Cap. 201)

Section 9 – Corrupt transaction with agents

1. Any agent who, without lawful authority or reasonable excuse, solicits or accepts any advantage as an inducement to or reward for or otherwise on account of his –

   (a) doing or forbearing to do, or having done or forborne to do, any act in relation to his principal's affairs or business; or

   (b) showing or forbearing to show, or having shown or forborne to show, favour or disfavour to any person in relation to his principal's affairs or business,

   shall be guilty of an offence.

2. Any person, who, without lawful authority or reasonable excuse, offers any advantage to any agent as an inducement to or reward for or otherwise on account of the agent's –

   (a) doing or forbearing to do, or having done or forborne to do, any act in relation to his principal's affairs or business; or

   (b) showing or forbearing to show, or having shown or forborne to show, favour or disfavour to any person in relation to his principal's affairs or business,

   shall be guilty of an offence.

3. Any agent who, with intent to deceive his principal, uses any receipt, account or other document –

   (a) in respect of which the principal is interested; and

   (b) which contains any statement which is false or erroneous or defective in any material particular; and

   (c) which to his knowledge is intended to mislead the principal,

   shall be guilty of an offence.

4. If an agent solicits or accepts an advantage with the permission of his principal, being permission which complies with subsection 5, neither he nor the person who offered the advantage shall be guilty of an offence under subsection 1 or 2.

5. For the purposes of subsection 4 permission shall –

   (a) be given before the advantage is offered, solicited or accepted; or

   (b) in any case where an advantage has been offered or accepted without prior permission, be applied for and given as soon as reasonably possible after such offer or acceptance,

and for such permission to be effective for the purposes of subsection 4, the principal shall, before giving such permission, have regard to the circumstances in which it is sought.