

# **BAM's CODE OF CONDUCT**

## Definitions

In this BAM Code of Conduct, capitalised terms shall have the following meanings, unless the context specifically indicates otherwise:

Affiliate	A member of the BAM as recognised by the BAM Constitution, and who is a State Badminton Association
Associate Members	A member of the BAM as recognised by the BAM Constitution
Attribute	Race, colour, religion, language, politics, national or ethnic origin, gender, transgender, sexual orientation, age, marital status, pregnancy or intellectual or physical impairment or any other attribute specified under national legislation.
Badminton Association of Malaysia (BAM)	The national governing body for badminton in Malaysia
Badminton World Federation (BWF)	The world governing body for badminton
Benefit	Money, gift, advantage, consideration or any other benefit or reward, whether in cash or kind.
Club	A professional club or an amateur club registered with either the Sports Commissioner of Malaysia or the Companies Commission of Malaysia which participates in a BAM-sanctioned badminton competition or BAM-sanctioned league through its players.
Coach	An individual having an employment contract with BAM to act as a coach for the Players, including the Head Coach.
Code	This BAM Code of Conduct.
Disrepute	Any conduct, statement or appearance in public that is damaging to reputation.
Employee(s)	An individual having an employment contract with BAM including but not limited to Player, Coach, Head Coach and staff of BAM.

Head Coach	An individual having an employment contract with BAM to act as a coach for the Players as well as to supervise other Coaches.
Match	A local or state-level or national-level or international-level badminton match in its entirety (including a replayed and/or deferred match).
Member Association	A Badminton Association who is a member of BAM.
Office Bearer	All members of the BAM Council and BAM committees.
Official	All Office Bearers and Employees of BAM, managers, Head Coaches, Coaches, Technical Officials, medical officials and any other person responsible for technical, medical and administrative matters in the BAM, Affiliates, Associate Members, leagues or Clubs as well as other persons obliged to comply with the BAM Constitution (except Players).
Player	A badminton player who has a contract with BAM and is part of the national badminton team (senior and/or junior squad); OR a professional or amateur badminton player registered to a State Badminton Association.
Regulations	BAM constitution, regulations, directives, circulars and memos of BAM as well as the Laws of Badminton as issued by the BWF.
State Badminton Association	The controlling body for badminton within a state or territory recognised by the BAM.
Technical Official	Referee, umpire, line judge or desk officials appointed for a Tournament or Match.
Tournament	A badminton competition consisting of several Matches (including a postponed and/or delayed tournament).

For the purposes of this Code, and provided the context so permits:

- (a) the singular shall include the plural and vice-versa;
- (b) the masculine gender shall include the feminine and vice-versa;
- (c) reference to natural persons shall include any legal person or corporation;
- (d) references to the BAM shall include its successors and permitted assigns.

## 1. OBJECTIVE

This Code of Conduct (hereinafter referred to as "Code") aims to promote and strengthen the reputation of badminton in Malaysia by establishing a standard of performance, behaviour and professionalism for its participants and stakeholders. In addition, it seeks to deter conduct that could impair public confidence in the honest and professional conduct of Matches or in the integrity and good character of its participants.

This Code also aims:

- To ensure and maintain fair and orderly administration and conduct of Members;
- To protect the rights of BAM, sponsors, Players and other related stakeholders;
- To uphold the good name of the BAM and the integrity of badminton.

## 2. APPLICABILITY

1. This Code forms part of the BAM Constitution and applies to the conduct and behaviour of BAM, its Affiliates, Associate Members, Office Bearers, Officials, Employees, Clubs, Coaches, Players, Technical Officials, player's Agents and/or representatives [all these groups shall hereinafter referred to as "Members"].
2. Members are entitled to have their privacy respected and this Code is not intended to apply to private activities engaged in by a Member that are not in the public domain. Notwithstanding, should the private activity come into public domain either with or without the Member's consent and/or knowledge, the Member will be held responsible and the activity will no longer be treated as "private".

## 3. CORE PRINCIPLES

Members shall, at all times, comply with the following principles:

1. **Integrity and ethical behavior:** We all behave ethically and act with integrity in all situations, keeping in mind that a reputation for integrity is of the utmost importance to the BAM and its objectives.
2. **Respect and dignity:** We treat everyone with respect, and protect the personal dignity, privacy and personal rights of every human being.
3. **Zero tolerance of discrimination and harassment:** We are committed to a diverse culture. There shall be no discrimination as a result of race, ethnicity, origin, skin colour, nationality, religion, age, gender, language, physical appearance, sexual orientation or political opinion, or engagement in any kind of verbal or physical harassment based on any of the above-mentioned or any other criteria.
4. **Fair play:** We believe in the importance of fair play guiding us at all times in all our actions and decisions.

5. **Compliance with laws, rules and regulations:** We comply with all applicable laws and adhere to internal rules and regulations, including respecting stakeholders' interests.
6. **Avoidance of conflicts of interest:** We act always in the best interests of the BAM and its objectives. It is the personal responsibility of each member of the BAM family to avoid any conflict of interest.
7. **Transparency and compliance:** We seek transparency and strive to maintain a good compliance culture with checks and balances.
8. **Social and environmental responsibility:** We are committed to taking our social and environmental responsibility seriously. We want to contribute to positive social change through badminton, and aim to minimise the negative impact of all our activities on the environment and to promote sustainability within our sphere of influence.
9. **Fight against drugs and doping:** We want to play a pioneering role in the fight against drugs and doping in sport. We are strictly against drugs and all doping practices.
10. **Zero tolerance of bribery and corruption:** We reject and condemn all forms of bribery and corruption.
11. **No betting or manipulation:** We do not take part in betting connected with badminton and do not tolerate any form of manipulation or unlawful influencing of match results.

#### **4. RESPONSIBILITIES OF A MEMBER**

1. Members are the public face of badminton in Malaysia and so their behaviour is subject to greater scrutiny.
2. This is especially true for Players, Coaches and Technical Officials who are at the centre of tournaments and their on-court conduct is seen by other Players, the spectators in the stadium and a television audience of potentially hundreds of millions of people. Acting professionally and being a good role model is expected for all Members.
3. At all times, including during the Player's and/or Coach's own time, a Player and/or a Coach is responsible for their presentation, behaviour, conduct and performances including the following:
  - At all times behave in a manner that promotes and upholds the highest standards of integrity, dignity, sportsmanship and professionalism;
  - Comply with any team protocol and procedures, including in relation to alcohol, curfews and inappropriate relationships;
  - Not act in a manner contrary to the best interests of BAM;
  - Reject and oppose violence, abuse and all forms of discrimination;
  - Players and/or Coaches should not react, however hard it is, to verbal provocation from the press or fans when in public places;

- Respect opponents, officials and supporters;
  - Respect BAM, Badminton Asia and BWF officials at all times;
  - Respect drug-testing officers all times;
  - Respect hotel staff at all times;
  - When travelling to foreign countries, be respectful of their culture and traditions; and
  - Always acknowledge the supporters at the end of the game.
4. Players and/or Coaches are responsible for their on-court presentation, behaviour, conduct and performance including the following:
- Not arriving late for a match, resulting in a “no-show”;
  - Complying with the goodwill formalities before, during and after any match;
  - Presenting themselves for competition play in a suitable smart manner with clean and acceptable badminton sports clothing (cf. Article 22);
  - Complying with the conditions of entry of each Tournament with regard to clothing and advertising regulations. It is the responsibility of the Player and/or Coach to be informed of the regulations;
  - Always using one's “best efforts” to win a match; and
  - Completing a match in progress unless reasonably unable to do so.

## 5. SPECIFIC PROVISIONS FOR CONDUCT OF OFFICE BEARERS OF BAM, STATE BADMINTON ASSOCIATIONS, CLUBS

1. **Duty of Loyalty:** When attending meetings of the body they are elected to, Office Bearers shall not, under any circumstances, regard themselves or be regarded, as representing or acting on behalf of themselves or their affiliated State Badminton Association. They shall speak and vote on all matters only in the general interest of the BAM and the game of badminton as a whole in a national sense.
2. **Duty of Diligence and to Act in Good Faith:** Office Bearers must become familiar with and abide by the BAM Constitution and be familiar with the terms of reference for the body they have been elected to or appointed to. Office Bearers must be familiar with the BAM governance and operations through attending meetings and reviewing the minutes of missed meetings and to keep up to date with all the material provided to the meetings on which basis decisions are made. Office Bearers must reasonably attend all meetings for the body they have been elected to or appointed to.
3. **Duty to Consult:** Office Bearers shall consult stakeholder from their affiliated State Badminton Association and seek to become familiar with the opinions of their members on all matters of interest to Malaysian badminton.
4. **Duty to Exercise Power:** Office Bearers shall exercise and delegate only those powers which are so defined in the BAM Constitution for the body for which the Office Bearers is elected to or appointed to.
5. **Accountability:** Office Bearers, and the body they represent, shall be accountable to other organs within the BAM for their individual and

collective decisions as defined in the BAM Constitution and Terms of Reference for the body they are elected to or appointed to.

6. **Failing to Declare Conflict of Interest:** Office Bearers must declare any conflict of interest as defined in this Code including registering a personal or close family member's interest in areas that relate to the BAM's activities.
7. **Personal Gain:** Office Bearers must not take, influence, or try to influence a BAM decision that results in the Office Bearers or a close family member benefiting (in money or kind) from the decision.
8. **Duty to Act Honestly:** At all times, Office Bearers shall act honestly in relations to accounting for and claiming personal expenses while working on behalf of the BAM or undertake or attempt to undertake any kind of fraudulent behavior while serving an Office Bearers.
9. **Criminal Conviction:** Office Bearers are obliged to declare to the General Secretary if they are under investigation for a serious criminal offence or have been convicted of such and offence which is likely to bring the BWF or the sport into disrepute.
10. **Representation to Media:** Office Bearers must not make public statements to the media on the activities of the BAM unless they are the President or Chairman of a Committee or the delegated person for such public comment to media. Office Bearers must refrain from making negative, derogatory or personal comments and comments that may question the professionalism or integrity through media and social media posts that relate to other BAM Elected Officials or personnel of the BAM
11. **Office Bearers** must not undertake any action promoting, facilitating, associating with, or otherwise supporting behavior or actions that is related to doping, betting and/or wagering on badminton matches

## 6. BRINGING THE GAME INTO DISREPUTE

1. A Member must not bring BAM or the game of badminton into Disrepute.
2. Without limiting the generality of clause 6.1, a Member will be taken as having brought badminton into Disrepute if any of the following occurs:
  - i. discriminatory behaviour, including public disparagement of, discrimination against, or vilification of, a person on account of an Attribute;
  - ii. harassment, including sexual harassment or any unwelcome sexual conduct which makes a person feel offended, humiliated and/or intimidated where that reaction is reasonable in the circumstances;
  - iii. offensive behaviour, including offensive, obscene, provocative or insulting gestures, language or chanting;
  - iv. provocation or incitement of hatred or violence;
  - v. spectator or crowd violence;
  - vi. intimidation of Officials, which may take the form of (but is not restricted to) derogatory or abusive words or gestures toward an

- Official or the use of violence or threats to pressure an Official to take or omit to take certain action regardless of where such action is taken;
- vii. forgery and falsification, including creation of a false document, forgery of a document or signature, the making of a false claim or providing inaccurate or false information on a prescribed form;
  - viii. corruption, including offering a Benefit or an advantage to a Player or an Official in an attempt to incite him or her to violate BAM Constitution or any other BAM regulations and/or policies;
  - ix. abuse of position to obtain personal benefit;
  - x. commission or charge of a criminal offence; or
  - xi. any other conduct, behaviour or statement that materially injures the reputation and goodwill of BAM or badminton generally.

## **7. INTEGRITY**

1. Members have an obligation not to engage in conduct contrary to the integrity of the game of badminton.
2. If a Member is convicted of serious violation of a criminal law of any country, the punishment for which includes possible imprisonment, that Member may be deemed by virtue of such conviction to have engaged in conduct contrary to the integrity of the game of Badminton.
3. A person who is under prosecution for action unworthy of a management position (especially doping, corruption, forgery etc) or who has been prosecuted for such action in the last 10 years cannot be involved in badminton management, including as an Official or a Coach or a Player.
4. In addition, if a Member has at any time behaved in a manner severely damaging to the reputation of the sport, that Member may be deemed by virtue of such behaviour to have engaged in conduct contrary to the integrity of the game of Badminton.

## **8. CONFLICT OF INTEREST**

1. All persons bound by this Code shall avoid any situations that could result in a conflict of interest. Such a conflict may arise if persons bound by this Code have, or appear to have, private or personal interests that detract from their ability to perform their duties without any undue influence. Private or personal interests may include, but are not limited to, personal benefits, financial gain or other motives to obtain favours for oneself, family, friends or others.
2. All persons bound by this Code have a responsibility to disclose any such conflicts of interest to the BAM General Secretary without delay.
3. All persons bound by this Code shall abstain from performing their duties in cases of existing or potential conflicts of interest.



## **9. BEST EFFORTS**

1. A Player must always his best efforts to win a Match.
2. A Member shall not, directly or indirectly, solicit or facilitate any Player to not use his best efforts in a Match.
3. A Member shall not, directly or indirectly, solicit or accept, offer or provide, any money or Benefit with the intention of negatively influencing a Player's best efforts in a Match.
4. Except where approved by BAM, a Member or any other third party shall not solicit or accept, offer or provide, any money or Benefit with the intention of positively influencing a Player's best efforts in a Match.
5. A Player must immediately inform BAM should he/she receive an offer including but not limited to money or Benefit with the intention of either positively or negatively influencing the player's best efforts in a Match.
6. A Member must immediately inform BAM should he/she have any knowledge of any other Member who had or will receive or provide an offer including but not limited to money or Benefit with the intention of either positively or negatively influencing a Player's best efforts in any Match.
7. A Member must immediately report to BAM any offer of a bribe or any attempt by a person in breach of this Article 9.

## **10. BETTING, MATCH-FIXING AND CORRUPTION**

1. A Member must not, directly or indirectly:
  - i. Bet, Wager or attempt to Bet or Wager on the outcome or any other aspect of any Match irrespective of whether the Member is participating in the Match or not;
  - ii. contrive or attempt to contrive the outcome or any aspect of any Match;
  - iii. engage in any conduct or behaviour intended to unfairly affect the result of a Match, including accepting or agreeing to accept any Benefit connected with or relating to the ability of a Member to exercise control over or influence the outcome of a Match so as to bring about a result other than that which would be achieved in a fair contest between the competing players.
  - iv. provide for a Benefit any information concerning a player, its team's actual or likely composition, the form or injuries of Players or possible tactics (other than in connection with a bona fide media interview), irrespective of whether the Bet or Wager is actually placed;
  - v. have any interests, either directly or indirectly (through or in conjunction with third parties), in entities, companies, organisations, individuals, etc. that promote, broker, arrange or conduct betting, gambling, lotteries or similar events or transactions.

- vi. accept bribes through the offer, promise or acceptance of any Benefit in return for violating his duties;
2. A Player and/or an Official must not Bet, Wager or attempt to Bet or Wager on the outcome or any other aspect of any other sports, including but not limited to football, Formula 1, basketball, snooker, etc. and/or any other activities. For the avoidance of doubt, this includes but not limited to outcomes of activities during training sessions.
3. Irrespective of whether a Player or Coach Bet, Wager, attempt to Bet or Wager, a Player and/or Coach must not enter a casino at any time while participating in a tournament or on BAM duties. The ban to enter a casino applies even in cases where a Player has lost his match.
4. Similarly, a Player or Coach must not have an online or offline betting account regardless whether this account is used by the Player or Coach himself or by a third party.
5. All Members are bound by the BWF Statutes, Section 2.4: Code of Conduct in Relation to Betting, Wagering and Irregular Match Results (cf. Appendix 3 or also available on [https://extranet.bwfbadminton.com/docs/document-system/81/1466/1468/2.4%20CC%20in%20relation%20to%20Betting%20Wagering%20and%20Irregular%20Match%20Results%20\(20171118\).pdf](https://extranet.bwfbadminton.com/docs/document-system/81/1466/1468/2.4%20CC%20in%20relation%20to%20Betting%20Wagering%20and%20Irregular%20Match%20Results%20(20171118).pdf))

## **11. NO GIFT AND NO ENTERTAINMENT POLICY**

1. All Employees and its immediate family are bound by the BAM "No gift and no entertainment" policy (cf. Appendix 2).

## **12. PARTICIPATION IN AND/OR WITHDRAWAL FROM TOURNAMENTS**

1. A Player or a Coach may only Participate in and/or withdraw from a badminton Match or Tournament once written approval has been obtained by BAM.
2. A Player or a Coach may not Participate in a badminton match or tournament which is not sanctioned by BAM.

## **13. MEDIA & SPONSOR ACTIVITIES**

1. Activities related to media, sponsorship and ceremonies are an important part of BAM and an opportunity for the Players and/or Coaches to promote themselves, BAM and the game of badminton. Such media, sponsorship and ceremony activities are also opportunities for BAM's sponsors to be acknowledged and recognised.
2. Players and Coaches have obligations around these activities and must follow the provisions provided in this Code.
3. All media activity for Players and Coaches must be co-ordinated through BAM's media department.

4. Coaches, Players and/or Technical Officials are not allowed to have or contribute to media columns.
5. If requested by BAM, the Media Manager or other BAM officials, a Player or Coach is required to:
  - i. attend any filming activity for the creation of TV-graphics for a Tournament or BAM or BAM's Partners or to generate promotional content for a Tournament or BAM or BAM's Partners;
  - ii. attend any television studio interview, including one-on-one interview to promote a Tournament or BAM or BAM's Partners or badminton in general;
  - iii. attend any media conference as required by BAM;
  - iv. give on-court interviews for television immediately after a match whether the match has been won or lost, and must follow instructions to create an effectful sports presentation for spectators and TV viewers;
  - v. unless injured and physically unable to appear, attend mixed-zone interview(s) and/or post-match media conference, within 30 minutes of the match finishing, regardless of whether the Player was the winner or loser of such a match, provided that this does not interfere with the preparation for the Player's next match. The minimum time commitment for such mixed-zone interview(s) and/or post-match media conference is 25 minutes per media activity;
  - vi. assist with the promotion of a Tournament and the game in general. A Player must be willing to participate on request in at least one appropriate activity of not more than one hour's duration during each Tournament that is hosted by BAM (by way of example only autograph-signing, participating in "meet the public" events, question and answer sessions, etc.).
6. A Player and/or Coach is required to participate in the following activities organised by / for BAM's sponsors and/or other stakeholders such as but not limited to MSN or ISN:
  - i. hospitality visits, autograph sessions or other similar sponsor related activities;
  - ii. photograph opportunities;
  - iii. Media/sponsor activities.
7. Where requested by BAM, a Player and/or Coach must appear and participate in at least sixteen (16) of the above activities per year.
8. Players are entitled not to attend an activity specified in clause 1.6 above if they have existing sponsors in categories which conflict with categories of the relevant BAM sponsor, it being agreed that BAM will decide if a category conflict exists.
9. The activities specified in Article 9.6 above cannot constitute a direct individual endorsement by the Player of a commercial product.

#### **14. DISPARAGING MEDIA / SOCIAL MEDIA STATEMENTS**

1. A Member must not make any statement (true or otherwise) and/or posting in public, including any contribution to television, radio or print media and/or on Social Media platforms that:
  - i. is or can be construed as embarrassing to or disparaging or derogatory of a Technical Official or any Player or Official;
  - ii. is or can be construed as embarrassing to or disparaging or critical of BAM, or any BAM Constitution or BAM policy decision; or
  - iii. is or can be construed as embarrassing to or disparaging or critical of BAM's Partners and/or other BAM stakeholders such as but not limited to the Ministry of Youth & Sports, Majlis Sukan Negara, Institut Sukan Negara, etc.
2. A Member must be aware that texts, conversations, picture messages, videos, etc. may become public even if originally not intended for public consumption. Regardless of the initial intention, the Member shall be solely responsible for the content of the statement and/or posting.

#### **15. COMMUNICATION CHANNEL(S)**

1. Should a Player and/or a coach is unhappy or need to raise a complaint, he may do so according to the following channels:
  - i. A Player shall first speak to his/her Coach. In the event the matter is not solved, the Player shall then speak to Coaching Director and/or the General Manager.
  - ii. A coach shall first speak to his/her Head Coach. In the event the matter is not solved, the Player shall then speak to Coaching Director and/or the General Manager.
  - iii. A Head Coach shall first speak to the Coaching Director. In the event the matter is not solved, the Player shall then speak to the General Manager.
2. Having exhausted all avenues, a Player or Coach shall speak to the General Secretary.
3. At no time shall a Player or Coach meet with other third parties or BAM stakeholders such as the officials and/or representatives from the Ministry of Youth & Sports or Majlis Sukan Negara or Institut Sukan Negara or members of the press without the expressed written permission of BAM.
4. BAM also adopts a "Whistle-Blower" policy which provides an avenue and encourages any persons to share their concerns or complaints on any improper conduct through reporting channels within the Association that the affected persons have engaged, are engaging or are preparing to engage when conducting the Association's affairs. The Whistle-Blower policy can be viewed using this link  
(<http://bam.org.my/sites/default/files/download-pdf/Whistleblower-Policy.pdf>)

5. At no time shall a Member disclose any information about BAM which is not in the public domain. This information may be related to, but not limited to, BAM's finances, operational matters, national team information, etc.

## **16. SMOKING**

1. A Player is always not allowed to smoke.
2. If a Player is found to be smoking (i.e. either via a positive test acquired from smoking test conducted, or caught by other means), the Player will be immediately expelled from BAM.

## **17. DOPING**

1. A Player shall not use and/or consume banned substances and/or recreational drugs.
2. BAM and/or stakeholders such as ADAMAS, BWF and BAC have the right to collect both blood and urine samples from Players in its competitions and/or out of competition. A Player might be tested after a match, at training, or even at home.
3. All substances on the World Anti-Doping Agency (WADA) List of Prohibited Substances and Methods are banned in badminton. The list is updated on 1 January each year. It is the Player's sole responsibility to ensure they are aware of the most up-to-date version of the list of banned substances. The prohibited list includes substances like anabolic steroids and hormones as well as recreational drugs like cannabis, but it also includes lots of substances that are contained in common medications.
4. It is the Player's sole responsibility to check that any medicines, substances and/or supplements does not contain a banned substance. WADA has a website ([www.wada-ama.org](http://www.wada-ama.org)) and an app where Players can check if a substance is banned or not.
5. If a Player is required medically to consume medicine that contain (a) banned substance(s), the Player must ensure he/she applies for a Therapeutic Use Exemption (TUE) to enable the Player to use the medicine.
6. Each Player must, once in their badminton career, undertake and pass the WADA's "Athlete Learning Program about Health and Anti-Doping" (ALPHA) program before he/she is registered for participation in international tournament. The Player must produce the program certificate as evidence of the Player having completed the ALPHA program.

## **18. ALCOHOL CONSUMPTION**

1. A Player must not consume alcohol without the express permission of the Coach.

## **19. USE OF MOBILE PHONES**

1. No phones are allowed into the ABM training hall and all other training venues, including but not limited to training halls, gym, running track, etc. Head Coach or Coach is responsible to collect all mobile phones and ensure no usage.
2. No phones are allowed during meal times at the ABM dining hall.

## **20. ATTENDANCE AT TRAINING SESSION**

1. All Players and Coaches must be available and ready at the training site at least 15 minutes before the actual training sessions begin. Note: ready = with full training attire and equipment.
2. A Player or Coach is considered late if...
  - i. he/she arrives at the training site later than 15 minutes before the start of the training session; or
  - ii. he/she is not ready at the training site at least 15 minutes before the start of the training session.
3. If a Player is late to training, the following action shall be taken:
  - 1<sup>st</sup> time: written warning
  - 2<sup>nd</sup> time: suspension for 3 months from tournament and a one-time fine of 15 days salary
  - 3<sup>rd</sup> time: dropped from BAM

## **21. ABSENTEEISM**

1. Players and Coaches must attend all training sessions no time unless in the following cases:
  - i. Family emergency / death;
  - ii. Illness (must provide medical certificate from doctor)
  - iii. Dentist / doctor / physiotherapy appointment (must notify at least 24 hours before)
2. If a Player will be absent due to the above, the Player must inform their Coach immediately. If the Player uses or requests a third party to inform the Coach, the Player will be considered absent.
3. If a Coach will be absent due to the above, the Coach must inform their Head Coach immediately. If the Coach uses or requests a third party to inform the Head Coach, the Coach will be considered absent.
4. If a Head Coach will be absent due to the above, the Head Coach must inform the BAM Performance department immediately. If the Head Coach uses or requests a third party to inform the BAM Performance department, the Head Coach will be considered absent.
5. All notification must take place before the training session in which the Player or Coach will be absent. If a Player or Coach informs of his/her

absence only after the session, he/she will be considered to have been absent without approval.

6. If a Player is absent from training without the Coach's prior approval, the following action shall be taken:
  - 1<sup>st</sup> time: written warning
  - 2<sup>nd</sup> time: suspension for 3 months from tournaments and a one-time fine of one month's salary
  - 3<sup>rd</sup> time: dropped from BAM
7. If a Coach is absent from training without the Head Coach's or BAM's prior approval, the following action shall be taken:
  - 1<sup>st</sup> time: written warning
  - 2<sup>nd</sup> time: suspension for 3 months from tournaments and a one-time fine of one month's salary
  - 3<sup>rd</sup> time: dropped from BAM

## **22. ATTIRE AND EQUIPMENT**

1. Unless written permission is given by BAM, all Players and Coaches shall, at all times during the locations and activities below, only wear and use the attire and equipment provided by BAM's official equipment sponsor:
  - i. at BAM facilities (this includes the academy, BAM offices, gym, physio room, hostel, canteen, ice bath, training courts);
  - ii. attending any training session and/or official functions of BAM (unless a formal occasion of shirt and tie);
  - iii. when participating in tournaments, including during training, warm-up, journey from the hotel to the training centre / venue and/or vice-versa;
  - iv. when interviewed by the media and/or for any media activities;
  - v. when uploading content onto their social media account(s) / platform(s).
2. Players and/or Coaches shall, at all times, NOT wear and/or use equipment and/or products from VICTOR's competitor (such as but not limited to Yonex, Li Ning, etc.)
3. Players shall be solely responsible to ensure that their rackets are stencilled with VICTOR logo each and every time they participate in tournaments.
4. Players and/or Coaches must not endorse any other brand or product of attire or equipment unless written permission has been given by BAM.
5. Breach of any of the clauses in Articles 18.1-18.4 will result in a minimum fine of RM5,000 for each breach. Additionally, if BAM is fine by the equipment sponsor, the Player or Coach shall bear the full amount of the fine.
6. It is the sole responsibility of the Player and/or Coach to be aware of the BWF's General Competition Regulations pertaining to equipment and

attire. Where a Player or Coach breaches the BWF regulations, the Player or Coach shall be fully responsible in settling the fine imposed by BWF.

### **23. SERIOUS MISCONDUCT AND/OR CRIMINAL OFFENCES**

1. Where an allegation of serious misconduct has been made, BAM may suspend a Member while the matter is investigated further and/or pending the outcome of any regulatory or criminal investigations.
2. If a Member receives a non-custodial sentence, BAM will decide the nature of the punishment on a case-by-case basis.
3. If a Member is accused of or have been found guilty of any criminal offence, the Member shall inform BAM General Manager as soon as possible.

### **24. DUTY TO REPORT**

1. All persons bound by this Code is obliged and required to report to BAM immediately if any of the below occurs:
  - i. alleged breaches or breaches of this Code;
  - ii. if they are a target of attempted bribery;
  - iii. if they know of any other Member who are or will be a target of attempted bribery or match fixing;
  - iv. if they know of any other Member who are involved in bribery or match fixing
2. All report must be submitted to BAM by using the form in Appendix 1 or the Whistle-Blower form (available on <http://bam.org.my/sites/default/files/download-pdf/Whistle-blower%20Form.pdf>).

### **25. DISCIPLINARY MEASURES**

1. In case of an alleged breach or breach of any of the clauses in this Code, the Member will be referred to the BAM Rules, Disciplinary & Integrity Committee.
2. All persons bound by this Code is obliged to and must cooperate with the investigations and inquiries conducted by the BAM Rules, Disciplinary & Integrity Committee.
3. Where a sanction is already indicated in this Code for a particular breach, the BAM Secretariat shall immediately implement the sanction and notify the related parties. Notwithstanding, the breach shall still be referred to the BAM Rules, Disciplinary & Integrity Committee who may decide on additional sanctions.
4. Sanctions that may be meted out by the BAM Rules, Disciplinary & Integrity Committee include but not limited to:
  - i. warning;



- ii. reprimand;
- iii. fine;
- iv. suspension from training or coaching;
- v. suspension from participating in tournament;
- vi. suspension from being a member of the BAM National Team
- vii. ban from training or coaching;
- viii. ban from participating in tournament;
- ix. expulsion from the BAM National Team.

Note: sanctions are not exclusive and may be issued in combination.

## **26. APPEAL**

1. Decisions taken by the BAM Rules, Disciplinary & Integrity Committee in relation to breaches of this Code is final and cannot be appealed.

## **27. ADOPTION**

1. This Code was adopted by the BAM Council on XX in Kuala Lumpur, Malaysia and comes into force immediately.

For the BAM Council

**Dato' Sri Mohamad Norza Zakaria**  
President

**Datuk Ng Chin Chai**  
General Secretary

**APPENDIX 1: BAM's CASE REPORT FORM to BAM RULES, DISCIPLINARY & INTEGRITY COMMITTEE**

**BAM's Case Report Form**

<b>TELL US ABOUT YOU</b>			
Last Name:		First Name:	
ID/Passport No:		Citizenship:	
State:		City:	
Contact Number:		E-mail:	
<b>TELL US ABOUT THE INDIVIDUAL OR ENTITY YOU WANT TO REPORT</b>			
Name of Individual or Entity:			
City:		State:	
Any Contact Information (if available):			
<b>TELL US ABOUT THE CASE (please use a separate sheet of paper if necessary)</b>			
Please describe the following in as much detail as possible			
What happened?			
How did it happen?			
Where did it happen?			
When did it happen?			
Which other people know of this offense and could have additional information about it?			

Do you have any evidence material relating to the offense?	YES <input type="checkbox"/> NO <input type="checkbox"/>	Can such evidence material be made accessible to the BAM?	YES <input type="checkbox"/> NO <input type="checkbox"/>
How can the evidence material be made available to the BAM?			
Please make a list of evidence material available			
Any other information about the offense?			
Signature: Full Name: Date:	.....		
<b>FOR OFFICE USE:</b>			
Date:		Time:	

**Guidelines:**

- This form must be sent to the Chairman of BAM's Rules, Disciplinary & Integrity Committee via e-mail: [admin@bam.org.my](mailto:admin@bam.org.my).
- Reports will, in general, be treated as confidential until reasonable certainty has been established that the reported offence can be proven correct.

**ANY REPORTS OF ANY OFFENCE MADE BY ANYONE WITH THE KNOWLEDGE THAT THE OFFENCE IS BELIEVED TO BE FALSE/MALICIOUS/FRIVOLOUS/VEXATIOUS OR NOT REPORTED IN GOOD FAITH IS CONSIDERED UNACCEPTABLE. THE BAM RESERVED ITS RIGHT TO TAKE NECESSARY ACTIONS AGAINST ANY PERSON WHO WERE FOUND TO PROVIDE SUCH REPORTS.**

## **APPENDIX 2: NO GIFT AND ENTERTAINMENT POLICY**

### **1. INTRODUCTION**

The BAM is committed to establish an ethical work environment for all BAM employees. This No Gift Policy underpins the standards of conduct expected from BAM employees and its immediate family.

### **2. OBJECTIVES**

This Policy outlines BAM's policy on gifts and entertainment provided to and/or by BAM employees and its immediate family.

### **3. SCOPE**

This Policy applies to every BAM employee, including but not limited to all its staff, officers, managers, directors, assistant coaches and head coaches.

This Policy also applies to the immediate family of BAM employee. The expression "immediate family" means his/her spouse and child/children.

### **4. PRINCIPLES**

Gifts and entertainment should never be offered or accepted with the intention to influence – or appear to influence – business decisions or relationships in any way.

### **5. DEFINITION OF GIFT AND ENTERTAINMENT**

"Gift" means something that is given to another person including but not limited to cash, vouchers or any item (e.g. pens, hampers, concert tickets) having any cost or financial value, including food or beverages (e.g. sponsored meals and entertainments) as well as any items of value.

Gifts and entertainment include (but are not limited to):

- Travel or accommodation, including those associated with a business conference, meeting or event
- Meals and/or refreshments including but not limited to any alcohol and/or tobacco
- Tickets to sports, music or cultural events
- Jewelry, accessories
- Membership, discounts or commission
- Cash, stock
- Hamper
- Property, vehicles
- Corporate branded items
- Cultural courtesies
- Business gifts

## **6. PROHIBITION TO GIVE / RECEIVE GIFT AND ENTERTAINMENT**

1. Except for those listed in Article 7 below, no gifts of any kind that are offered by vendors, suppliers, potential vendors / suppliers, stakeholders, parents of players, players or any other individual or organization and/or the general public, no matter the value, shall be accepted by any employee or their family members, at any time, on or off the work premises.
2. Gifts of food that may arrive during the holidays, and at other times of the year when gift giving is traditional, belong to the entire staff even if addressed to a single employee. Under no circumstances may an employee take a food gift home; food gifts must be shared with and distributed to all staff, with email notice, during work hours, in a central, worksite location.
3. BAM prohibits the giving of gifts or entertainment using BAM and/or individual resources for the purpose of improperly influencing someone to take action in favor of BAM and/or the employee or to refrain from taking action adverse to BAM and/or the employee.
4. At any time, on or off the work premises, an employee may not offer or provide gifts or anything else of value to any person, such as but not limited to an agent, consultant or contractor, vendor, supplier, other than as approved by General Manager, and/or the relevant Committees.

## **7. ACCEPTABLE GIFTS AND ENTERTAINMENT TO GIVE / RECEIVE**

1. Gifts and entertainment whose amount are not more than RM100.
2. Gifts such as t-shirts, pens, goodies bags including cards, thank you notes, certificates or other forms of thank you and recognition that employees obtain as members of the public at events such as seminars, conferences, training events etc., provided that such gifts are offered equally to all participants of the event.

## **8. GIFT POLICY FOR OFFICIAL EVENT**

Notwithstanding Article 6.3, BAM may, at official events and/or special occasions, provide gifts to third party who may be, but not limited to, another organization and/or individual. Gifts from BAM may be in the form of a plaque, pennant, flowers, perishable food, badminton equipment, etc.

## **9. VIOLATION**

Any violation of this Policy may lead to disciplinary action, up to and including termination of employment. Any employee with knowledge or suspicion of violations of this Policy must report his/her concerns to [integrity@bam.org.my](mailto:integrity@bam.org.my)

## **10. EFFECTIVE DATE**

This Policy was ratified by the BAM Management Committee on 20 December 2018 and came on 1 January 2019.