



## Summary

As an exercise professional, one should proactively champion ethical behaviour. Our Code defines good practice for one as a professional in the fitness industry by reflecting the core values of rights, relationships, responsibilities, standards and safety. It will support the client in looking to recognise and resolve ethical issues and conflicts, and it sets out the key principles that one should adhere to as an exercise professional to ensure an ethical and professional approach to their work. A personal trainer or fitness instructor is placed in a position of trust by the nature of their work. Honest, open, transparent and integrity driven dealings with all clients should be a starting point – and ultimately these make good business sense.