



ACCREDITED
**ATHLETICS
COACH**

Accredited Athletics Coach Branding

Promoting your Athletics Coaching Accreditation

Coaches are encouraged to promote their accreditation with Athletics Australia and highlight their credentials when promoting their services to athletes and recreational runners. This document outlines the guidelines to follow to ensure you are representing yourself or your business accurately.

USING THE ACCREDITED ATHLETICS COACH LOGO

As an Accredited Athletics Coach you are able to display the Accredited Athletics Coach logo when promoting your coaching services. This logo can only be used by currently active Accredited Athletics Coaches.

The logo must be used without alteration, should not be cropped and must be displayed in its original proportions. The high resolution version of the image should always be used in printed publications. You are able to access a high resolution file of the Accredited Athletics Coach logo by logging in to the coaching portal. The image is available as a .png file and other formats are able to be requested by emailing coachaccreditation@athletics.org.au.

REFERRING TO YOUR ACCREDITATION

When referring to your coaching accreditation, you should refer to yourself as either an Accredited Athletics Coach or Accredited Coach.

If you wish to indicate your accreditation is with Athletics Australia you should refer to yourself as an Accredited Coach with Athletics Australia. Avoid referring to yourself as an Athletics Australia Coach unless you are conducting coaching work as an employee of Athletics Australia.

REFERRING TO YOUR LEVEL OF ACCREDITATION

Coaches are encouraged to promote their current level of accreditation when promoting their services e.g. An Accredited Level 1 Community Athletics Coach or Level 3 IAAF Coach accredited with Athletics Australia.

[Click here](#) to access the Accredited Athletics Coach Logo. Right click on the image and select 'Save Image As...' to save it to your hard-drive.