Athlete Advocacy
Guiding Principles
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I am so proud to Chair the Commonwealth Games Federation (CGF) Athletes Advisory Commission (AAC). I speak for all my AAC colleagues when I say that we are truly honoured to represent the voice of Commonwealth athletes to the very best of our abilities.

Across our 72 nations and territories, our great strength is our close friendship and our true diversity.

The Commonwealth is made up of some of the biggest, most populous countries on the planet with the most advanced economies as well as developing countries and small states, just like my own country of Dominica in the Caribbean.

“A priority for me as the CGF AAC Chair is ensuring that every single athlete, in every single nation and territory, has a voice and a platform to be heard.”

For a long time, we have spoken about Commonwealth athletes as Inspiring Leaders, Agents of Change, Advocates for Integrity and Ambassadors for Respect, Impartiality and Non-Discrimination.

It is important for every Commonwealth athlete to know what that means and what that looks like, particularly at our flagship event; the Commonwealth Games.

That is why I am proud that, after much work and consultation, we have created three Athlete Advocacy Guiding Principles to support our athletes.

This work has been developed by and for athletes, but it applies to all Participants who may wish to make positive expressions of their values in accordance with these Guiding Principles.

Aligned with the principles of the Commonwealth Charter, these focus on freedom of expression and positive action.

This is not a protest policy, rather principles that encourage tolerance, respect and understanding.

The principles outlined in this document are relevant to every single Commonwealth athlete. Some are comfortable advocating for big issues and some are not, but our mission is to support every single one of you.

My AAC colleagues and I aim to be a visible and readily available presence to every Commonwealth athlete, both at Games Time and outside of Games Time.

If you are passionate around supporting positive causes and are not sure what that could look like, I would encourage you to reach out because the job of the AAC is to support, advise, guide and above all, represent your views.

I hope you find our guiding principles helpful, and I hope that as the CGF AAC Chair, and the athlete representative on the CGF Executive Board, I can honestly represent all your views and do you all proud.

Yours in Commonwealth Sport,
Brendan Williams

Brendan Williams
Athletes Advisory Committee Chair
Two-time Commonwealth Games competitor for Dominica in high jump (Delhi 2010 and Glasgow 2014).
Our Values

We are defined by people, how we treat each other and where we are going.

Humanity

Our athletes and citizens inspire us with their purpose and potential

Equality

Our sports and our Games are a level-playing field, bringing us together as equals

Destiny

Together we can create a more peaceful, sustainable and prosperous future
The Commonwealth Games Federation (CGF) recognises that athletes are: inspirational leaders, agents of change, advocates for integrity, ambassadors for respect, impartiality and non-discrimination.

The CGF is supportive of freedom of expression and trusts, respects and understands that athletes may want to make positive expressions of their values in line with the CGF values of Humanity, Equality and Destiny.

Any such positive expressions of values are subject to the CGF Charter of Good Conduct.
Good Conduct

The team colours and flags Commonwealth Athletes wear with pride in competition mark them out as one of the world’s most diverse fraternities of nations, territories and people.

Commonwealth Athletes stand for much more than a number on a bib, or a name on a start list. They reach further than their medal or their personal best. They are the vanguard of a great movement whose purpose has been carried and shared across decades, across generations and across borders.

To embody these shared values at Games Time, the CGF has developed a Charter of Good Conduct to promote the highest possible standard of competition, respect, fairness and behaviour at the Games. Any infringement or alleged infringement of this Charter will be subject to the CGF’s rules.

Every CGA also has a responsibility to provide positive advocacy advice and guidance to their athletes in line with relevant National Laws.
Commonwealth Athletes are...

**Inspiring Leaders**
They drive the ambition and impact of all Commonwealth citizens through sport.

**Agents of Change**
Inspiring leaders of a forward-looking global sporting force which has committed to act with grace, humility and pride as it seeks to change the world for the better by upholding and living its values of humanity, equality and destiny.

**Advocates for Integrity**
Commonwealth Athletes uphold and cherish the principle of the level playing field and connect people across the world through a shared passion for sport and a sense of common purpose that endures.

**Ambassadors for Respect, Impartiality and Non-Discrimination**
Through their actions, words and deeds Commonwealth Athletes inspire fairness, inclusion and respect for the individual regardless of gender, ability, faith, sexuality or ethnicity.

To Commonwealth Athletes, sport is more than just competition. Sport is just the beginning. Sport connects them – and all of us – with dreams, goals and aspirations for ourselves, our families and our communities.
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