



## AoEA Ethical & Professional Standards

As members of the AoEA we all have a part to play in upholding the reputation of the Association and therefore ask that you read and adopt the standards to which we subscribe.

We believe that the interests of children are paramount and public confidence in those who support and advise schools and colleges is essential. These standards reflect that belief.

As a member of the AoEA I will always encourage professional behaviour and exhibit the following principles through my own behaviour and leadership:

- **Selflessness:** Act with the sole purpose of supporting others to raise the quality of education advice to schools and colleges. Act primarily in the interest of schools, children and their communities
- **Integrity:** Avoid placing myself under any obligation to people or organisations that might try inappropriately to influence me in their work. Use social networking sites and the AoEA hub wisely and cautiously so that I do not jeopardise myself, others or those whom I am supporting.
- **Objectivity:** Act and take decisions impartially, fairly and on merit, using the best evidence and without discrimination or bias.
- **Openness and Honesty:** Take decisions openly and transparently. Be honest at all times.
- **Accountability:** Recognise that I am accountable for my decisions and actions. Ensure that there is clarity over the expectations of me and invite feedback on the quality of my work.

Association of Education Advisers (AoEA)

[www.aoea.co.uk](http://www.aoea.co.uk)

0191 820 3117