



**#WORLDPLAYERSUNITED**

V O I C E     D I G N I T Y     H U M A N I T Y

# THE WORLD PLAYERS ASSOCIATION

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The **World Players** Association brings together 85,000 players across professional sport through more than 100 player associations in over 60 countries.

Major player associations belonging to **World Players** include:

- FIFPro, the world football players' union
- Federation of International Cricketers' Associations (FICA)
- International Rugby Players' Association (IRPA)
- European Elite Athletes' Association (EU Athletes)
- National Football League Players Association (NFLPA)
- National Hockey League Players Association (NHLPA)
- National Basketball Players Association (NBPA)
- Japanese Professional Baseball Players Association (JPBPA)
- Australian Athletes' Alliance (AAA).

## #WORLDPLAYERSUNITED

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**#WorldPlayersUnited** is the new strategic vision of the **World Players** Association. It introduces the organised and highly respected voice of the players and their organisations to the leadership of world sport.

In so doing, it envisages a future world of sport that is very different to the one that exists today.

**#WorldPlayersUnited** has, as its centrepiece, the advancement of the rights of the players at the global level. This requires building the strength of the player association movement throughout the world, and working to ensure that the human rights of everyone involved in the delivery of sport are protected, respected and upheld.

The future world of sport will therefore be underpinned by adherence to universal principles and international law.

Fundamental player rights will be embedded in sport at the global level. These are the foundational rights upon which the work of player associations can be built.

The rights of players will be powerfully advocated and advanced by being organised into player associations which have enhanced expertise, player control and independence.

International sporting bodies will respect human rights, and join forces with sport's many global stakeholders – including the United Nations and its agencies, governments, brands, broadcasters, NGOs, the trade union movement and, of course, the **World Players** Association – to embed the human rights of all in international sport.

## EXECUTIVE COMMITTEE

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### **Don Fehr (Canada)**

The Executive Director of the NHLPA (President)

### **Theo van Seggelen (The Netherlands)**

The Secretary General of FIFPro (First Vice President)

### **Jeff Reymond (France)**

The General Secretary of EU Athletes (Vice President)

### **Omar Hassanein (Ireland)**

Chief Executive Officer of IRUPA and Board member of IRPA

### **Tony Irish (South Africa)**

The Executive Chairman of FICA

### **Paul Marsh (Australia)**

The Chief Executive Officer of the AFLPA and a Board member of the AAA

### **DeMaurice Smith (United States)**

The Executive Director of the NFLPA

### **Dejan Stefanovic (Slovenia)**

FIFPro Board member

### **Frederique Winia (The Netherlands)**

The Director of International Relations of FIFPro

### **Takuya Yamazaki (Japan)**

Legal Counsel and Board member of the JPBPA

### **Brendan Schwab**

Executive Director

### **Philip Jennings**

The General Secretary of the UNI Global Union (ex officio)

# #WORLDPLAYERSUNITED

The players are at the centre of #WorldPlayersUnited

85,000 players united through over 100 player associations in more than 60 countries including FIFPro, FICA, IRPA, EU Athletes, NFLPA, NBPA, NHLPA, JPBPA and AAA.



## I. VOICE

A. Build a highly credible and visible **World Players Association**

B. Help build the power and capacity of player associations at the global, regional and national levels



## II. DIGNITY

A. Establish and enforce fundamental player rights in world sport

B. Encourage global collective bargaining



## III. HUMANITY

A. Partner with sport's many stakeholders to embed human rights in sport

B. Promote and protect the role of the players in the advancement of human rights in sport and across society



Pictured (L – R). Don Fehr (NHLPA)(President), Theo van Seggelen (FIFPro)(1st Vice President), DeMaurice Smith (NFLPA), Jean François Reymond (EU Athletes)(Vice President), Takuya Yamazaki (JPBPA), Omar Hassanein (IRPA), Brendan Schwab (Executive Director), Dejan Stefanovic (FIFPro), Frederique Winia (FIFPro), Tony Irish (FICA) & Paul Marsh (AAA)

# VISION

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The vision of the **World Players Association** is:

To champion the dignity of the player and the humanity of sport.

As the world players association across professional sport, **World Players** has a three-part goal in the pursuit of this vision. First, the human rights of everyone involved in the delivery of sport must be protected, respected and, where needed, upheld. Second, the same must be true for the players. Third, the impact of sport must be positive, including in sporting, economic, environmental and cultural terms.

# PRINCIPLES

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Three overarching principles guide the work and decision-making of the **World Players Association**.

First, **World Players** believes in the dignity of the player. This means:

- all players are free to negotiate the terms upon which they are involved in sport, and to be represented by persons of their choosing in those negotiations
- developing the full potential of the players as outstanding people, professionals and citizens
- promoting and protecting the good name, image, reputation and performance of the players
- safeguarding long-term player health, safety, security and social wellbeing
- upholding the rights and responsibilities of the players of the world, including the application of international human rights and labour standards and the enforcement of the fundamental rights of players at work, which should prevail over any specific sports law or regulation.

Second, **World Players** believes in the humanity of sport. This means:

- championing the practice and pursuit of sport as a human right
- sport protecting, respecting and upholding fundamental human rights
- sport working in partnership with the players to be a force for good
- promoting the highest standards of governance and accountability in sport
- protecting the integrity and good standing of sport from threats such as racism, discrimination, violence, anti-competitive behaviour, self-interest, corruption, match manipulation and doping.

Third, **World Players** believes in organising. This means:

- ensuring the voice of the players is heeded in the leadership of sport, especially through collective bargaining
- being a democratic player driven organisation that acts on the mandate of our affiliated player associations
- acting with unity and solidarity. Players who are members of a player association in one country or sport can rely on the support and solidarity of **World Players** and our affiliated player associations
- educating, engaging and empowering the players to work for the betterment of their profession, sport and humanity
- taking a knowledge and evidence based approach
- taking a world perspective.

The **World Players** Association was formally established in December 2014 as an autonomous sector of UNI Global Union (UNI).

UNI is the voice of 20 million service sector workers around the world. Through 900 affiliated trade unions, UNI represents workers in 150 countries and in every region of the world. Its Head Office is in Nyon, Switzerland with nearly 50 staff.

From December 2014 to March 2017, the **World Players** Association was known as UNI World Athletes.

## PRESIDENT

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**World Players** President Donald Fehr is the Executive Director of the NHLPA, a position he has held from December 18, 2010. Since joining the NHLPA, Don has focused his efforts on building active participation by players in their union, and has travelled extensively to meet and consult with players around the league.

Prior to joining the NHLPA, Don spent 33 years with the Major League Baseball Players Association – the last 26 as Executive Director. Don has brought the same goals to the NHLPA that he maintained with the MLBPA by keeping the players involved and informed and developing a strong consensus on all important issues. In 2012/13 he kept his constituents united in negotiating through the 113-day NHL Owners' lockout. Over his time with the MLBPA, Don successfully maintained unity through one lockout and two strikes; litigated the collusion cases of the 1980s which led to the owners paying \$280 million in damages to the players; won the bad-faith bargaining case that ended the 1994/95 strike and subsequently negotiated an agreement and negotiated new agreements with MLB in 2002 and 2006. These achievements resulted in an extended era of uninterrupted play and new levels of stability in baseball labour relations.

He was elected as the first President of **World Players** at its inaugural world assembly held in Cape Town in December 2014.

## SPORT AND RIGHTS ALLIANCE

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The **World Players** Association is a partner of the Sport and Rights Alliance (SRA), which is based in its Nyon headquarters.

The SRA is a coalition of leading global organisations, including Amnesty International, FIFPro, Football Supporters Europe, Human Rights Watch, the International Trade Union Confederation, UNI Global Union, Supporters Direct Europe, Terre des Hommes, the Committee to Protect Journalists, and Transparency International Germany, who are working together to improve human rights, labour rights, children's rights, anti-corruption and sustainability in sport.

## EXECUTIVE DIRECTOR

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**World Players** Executive Director Brendan Schwab brings expertise in organising, labour and human rights law, collective bargaining and dispute resolution, particularly in professional team sports, after 25 years representing elite athletes in Australia and around the world.

Brendan co-founded and led the Australian Athletes' Alliance (AAA), which represents eight player unions and over 3,500 athletes in sports such as Australian football (AFL), basketball, rugby union, rugby league, cricket, netball, horse racing (jockeys) and football. He also co-founded Professional Footballers Australia (PFA), serving as Chief Executive and General Counsel while advancing its progression and the reform of Australian soccer during the past 20 years.

On a global level, Brendan played an instrumental role for FIFPro in protecting the rights of professional footballers in Asia and Oceania. He served FIFPro as a board member, Vice President and as Chair of FIFPro Asia/Oceania.

Brendan was elected as the inaugural 1st Vice President of **World Players** in December 2014, before assuming his current position in July 2015.



## OUR VALUES

INHERITANCE

LEADERSHIP

SUPPORT

LEGACY



#Legacy. 26 September 2015. All NPB players honour the legendary Japanese Professional Baseball Players Association Executive Director Toru Matsubara by observing a moment of silence and wearing mourning badges during all six games. Mr Matsubara co-founded the [World Players Association](#).

## #WORLDPLAYERSUNITED



**World Players Association** | Brendan Schwab, Executive Director

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