

WCA GLOBAL DT20 BENEFITS PROGRAM



An insight into the WCA Global DT20 Benefits Program with WCA Global Head of Player Welfare and Education, JP van Wyk...

Tell us a bit about your background and involvement with WCA?

I've been privileged to serve players through my work in cricket since joining the South African Cricketers' Association (SACA) in 2004 after graduating, where I work as Player Services Manager. I'm passionate about seeing cricketers develop as individuals, enjoy their careers, and make the most of every opportunity—on and off the field. Supporting players through the personal and professional ups and downs of their journeys is a core part of this, ensuring players are supported and equipped to navigate life's challenges

As a youngster, I aspired to be a pastor or professional cricketer, though my enthusiasm for the game outweighed my talent. Over the past five years, my role as WCA Global Player Welfare & Education Manager has provided an opportunity to serve in a different capacity, drawing on over 20 years' experience in player employee benefits, development and wellbeing to support players globally.

I live in Cape Town with my wife of 14 years, Alexa, and our three children. I enjoy attending and serving in my local church, will never say no to a good braai and try to keep my competitive instincts in check with games of padel, tennis, and touch rugby.



What are some of your goals for cricketers in the global space and how does the WCA Global Benefits Program fit into this?

The WCA role presents an exciting opportunity to operate in a new and evolving landscape, shaped by unique challenges and opportunities across the global game. While the core aim remains consistent—supporting player development and wellbeing—the approach must be carefully tailored to meet the diverse needs of players within different cricketing environments. Central to this is WCA's strong commitment to player wellbeing and development, alongside a clear focus on building out meaningful programmes and services that truly add value.

The global context also allows for the sharing of insight and expertise, drawing on best practice from around the world to coordinate and strengthen player development and support solutions in a cohesive and impactful way.

What about players who already have excellent support through their domestic Players Association?

It's great for the professional game that so many strong players' associations around the world provide well-established, high-quality programs. What matters most is that every player has someone they can trust to turn to for support—whether that's through their PA or the WCA. The WCA and PAs work hand in hand to deliver coordinated support, always putting the player first. That's what makes this space so rewarding to work in: people aligned around serving players, leaving ego at the door, and focusing on what truly matters.