

Dear players and players' association staff,

Please see below an update on a number of key areas we are progressing on behalf of players and associations around the world. It includes updates on:

- **ICC Events - ICC / WCA Agreement**
- **Olympics LA28**
- **Establishment of Sri Lankan Professional Cricketers' Association**
- **WCA Global Commercial Program**
- **Global Player Benefits and Support**
 - **Domestic T20 Leagues Support**
 - **Wellbeing and Education Support**

As always, our progress is built on the **strength of players and associations working together globally**. We remain committed to **ensuring players are properly represented, protected and positioned** to support players and help the game release its full potential.

Thank you for your continued support and engagement.

Kind regards,



Tom Moffat

Chief Executive

ICC Events - ICC / WCA Agreement

In 2024 WCA reached a [landmark collective agreement](#) with the ICC covering areas including player Squad Terms, prize money and commercial rights payments, and other protections for players in ICC Events.

Renewal of Agreement

- Over the **next 6-12 months** we will be re-negotiating this agreement
- We expect opposition from the ICC and its members, and **achieving further progress and outcomes will rely on players staying united** around the world
- We are currently working with players' associations and player leaders to **finalising proposals and planning** and will keep you updated as this progresses

Previous ICC Events Square Up Payment (2016 – 23 ICC Events Cycle)

- We are currently flowing through **payments to eligible players** who competed in ICC Events in the 2016 – 2023 ICC Events cycle
- **ICC exceeded its forecast revenue** in the 2016 – 23 Events cycle, and players who were affiliated to WCA during that cycle are **entitled to a percentage of that excess**
- These payments represent an important principle, that players should share in the upside and success that they help to generate

Back of Bat Sponsor Restrictions

- We are continuing to push for ICC to **unlock the back of bat space** for players in ICC Events, so players can have commercial sponsors on their bats like they do in other cricket during the year
- Following a mediation held with ICC last year, we have received an **expert legal opinion**
- We will be **re-tabling this issue as part of our upcoming ICC agreement renewal negotiations**, and are currently obtaining an **updated valuation** on the asset for WCA affiliated players

Olympics LA28

- There are **a number of positives, and challenges**, associated with cricket's inclusion in LA28
- Some of these include:
 - Ensuring there is **clarity on the value that cricket is receiving back from its Olympic inclusion**, given cricket's inclusion will unlock significant new commercial value for the IOC
 - That cricket is a professional team sport being 'plugged in' to a system that treats athletes as amateur. Despite some recent positive progress, the **IOC has previously paid less than 0.5% of its almost 12 Billion dollars in revenue per cycle to athletes** [\(link to Coventry quotes?\)](#), and refused to deal with athlete representatives
- We are currently building understanding, and working with players' associations and player leaders, and other athlete bodies, to **finalise proposals** to the IOC / ICC

WCA Global Commercial Program

Recent Updates

- **We are currently making royalty payments to participating players for 2025 / 26**
- Our program now includes most of the best men's and women's players in the world - more than **750 current international players across 17 countries**. All of them have aggregated certain global collective commercial (name, image, likeness) rights through WCA
- We are pleased to confirm that the **Bangladesh players** have recently joined the program

Background

- Since establishing the program we have achieved some **significant outcomes for players** which would not have been possible without players working together through WCA globally, including:
 - The NFT Settlement reached with ICC (2021) - approx. **USD 10M to WCA players only**
 - WCA / ICC Agreement, prize money & commercial rights payments (ICC Events 2024 - 27) – **an additional forecast USD 70M to players through to 2028**
 - Landmark global group licensing agreement with [Winners Alliance](#) – unlocking *new* collective earning opportunities for players, currently forecast at approximately **USD 6.5M through to 2030**. Winners have reached licensing agreements with companies including Krafton, Next Wave, Dream, Panini (trading cards)
 - We remain committed to **stopping unauthorised uses of player commercial rights** by an estimated 100+ companies globally
- Players should be aware that several governing bodies have made it clear that they do not like that players have autonomy over their own name, image and likeness, and that they would prefer to 'own' your image (in all contexts). If you have any queries on any aspect of the detail of the program please let us know so we can **clarify any misinformation** that may be presented to you
- More information about can be accessed [HERE](#).

Establishment of the Sri Lankan Professional Cricketers' Association (SLPCA)

- After being asked to assist, WCA has recently supported the Sri Lankan players in the [establishment of SLPCA in Sri Lanka](#).
- The establishment of a genuinely representative players' association in Sri Lanka is a significant achievement. We **congratulate the players** and look forward to continuing to support its growth
- As always, when a new players' association is being established, we have seen some misguided opposition and attempts to divide the players. There has **never been a more important time for players to be united in their own countries, and at global level**, to deal with those efforts, which are designed to prevent players from having a voice and being treated fairly
- We will continue to **advocate strongly for every stakeholder in cricket to respect players' rights to organise, form and join a players' association**. The [International Labour Organisation guidelines](#) set out how these rights apply to all professional athletes.

Global Player Support in Domestic T20 Leagues

Leagues Hub

- Our [Leagues Hub](#) continues to consolidate key information into a **single overall rating out of 100** for each league, offering a clear **benchmark across the global T20 landscape**, supporting **better outcomes for players** while strengthening standards across the global game

DT20 Global Benefits Program

- We are continuing to roll out and evolve our [DT20 Global Benefits Program](#), ensuring some more coordinated, consistent communications and minimum service provision (i.e. around player wellbeing, security, non-payment issues) for all WCA affiliated players competing in domestic leagues

Global Player Wellbeing and Development

- We continue to provide a [minimum level of services for WCA affiliated players](#), including across WCA's:
 - **Global Hardship Fund** - supporting eligible players in need
 - **Global Wellbeing and Education Fund** - providing eligible players with education grants and support
 - **Independent security and contractual advice** – including through [ESI](#) (Reg Dickason)

Key WCA contacts:

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