FIFPRO
ASIA/OCEANIA

FIFPRO ASIA/OCEANIA ANNUAL REPORT 2024-2025



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FOREWORD

Welcome to the inaugural FIFPRO Asia/Oceania Annual Report.

It is a privilege to share this report with you, capturing a year of growth, collaboration with stakeholders, and meaningful progress for our member unions and the players we represent.

The purpose of this report is twofold: to reflect on our achievements during the 2024–25 financial year, and to assess our progress against the Division's 2023–2026 Strategic Framework.

Before outlining our organisational progress, we want to acknowledge the outstanding achievements of the players across Asia and Oceania. Their success on the global stage continues to inspire and drive our work.

From Celtic's Daizen Maeda being named the Scottish Premiership's best player, Son Heung-Min lifting the UEFA Europa League with Tottenham Hotspur, and Chris Wood's goal-scoring feats in the Premier League, to the Arsenal trio of Kyra Cooney-Cross, Caitlin Foord, and Steph Catley winning the UEFA Women's Champions League, our region's talent is shining brighter than ever on the biggest stages.

It is also important to acknowledge the collective achievements of the region's clubs. China's Wuhan Jiangda won the inaugural AFC Women's Champions League, whilst All Ahli were crowned AFC Champions League Elite Champions, and UAE club Sharjah FC lifted the AFC Champions League Two Trophy.

On the horizon are further opportunities for our players to showcase their quality. Many of our members will represent their countries at the 2026 FIFA Men's World Cup, including historic first-time appearances for Uzbekistan and Jordan, demonstrating the region's growing competitiveness.

Similarly, the 2026 AFC Women's Asian Cup, which will feature players from our network of unions across Australia, Japan, South Korea, Uzbekistan, Taiwan, and India as well as six other qualifiers from established and emerging football nations, promises to be a landmark event for women's football in our region.

Off the pitch, FIFPRO Asia/Oceania has made progress in advocating for players and strengthening the foundations of the game.

We have continued our efforts to build effective relationships with the Asian and Oceania Football Confederations, published world class research, supported the development of emerging unions across the region, and sought to further develop the existing capacity of our members.

Together we have made progress, but there remains much to do.

To our members, partners, and especially to the players: we thank you for your continued trust, engagement, and support.

This report reflects our shared efforts and illustrates that progress will always be the result of our collective efforts.



PRESIDENT

BEAU BUSCH



SECRETARY GENERAL

SHOKO TSUJI

STRATEGIC FRAMEWORK

OUR MISSION AND PURPOSE

FIFPRO ASIA/OCEANIA SUPPORTS PLAYERS

STRATEGIC VISION

- **STRONG REGIONAL REPRESENTATION AND GLOBAL INFLUENCE**
- **EFFECTIVE MEMBER UNIONS**

STRATEGIC OBJECTIVES

- **PLAYER ORGANISING AND MOBILISING**
- **MEMBER UNIONS**
- **BARGAINING AND LEVERAGE**
- **DIVERSITY**
- **INNOVATION, DATA AND ALLIANCES**

OUR VALUES AND GUIDING PRINCIPLES

- **FUTURE**
- **RESPECT**
- **PARTNERSHIP**
- **PROFESSIONALISM**
- **GOOD GOVERNANCE AND FAIR PLAY**

STRATEGIC VISION

STRONG REGIONAL REPRESENTATION AND GLOBAL INFLUENCE

Provide effective representation for players at the regional level and ensure an influential voice for the division within FIFPRO.

EFFECTIVE MEMBER UNIONS

Support the division's members to deliver world class representation and advice.

This vision will be pursued through the following strategic objectives.

PLAYER ORGANISING AND MOBILISING

Through education and empowerment, establish a powerful voice for the players across the region.

MEMBER UNIONS

Through capacity building, support and leadership, establish the division as FIFPRO's most effective.

BARGAINING AND LEVERAGE

Position FIFPRO Asia/Oceania as the body to act on behalf of players at the regional level and as the key supporter of the division's members' progress.

DIVERSITY

Respect, protect and promote the diversity of the division's members while pursuing a workplace for players that is free from all forms of discrimination and risks to their human rights.

INNOVATION, DATA AND ALLIANCES

Proactively shape the future of Asian and Oceanian football through evidence-based research, analysis and partnerships.

STRATEGIC OBJECTIVE

PLAYER ORGANISING & MOBILISING

KEY DEVELOPMENTS

AFC WOMEN'S ASIAN CUP 2026

FIFPRO Asia/Oceania has conducted independent analysis of the forthcoming AFC Women's Asian Cup 2026, with the research indicating the tournament is forecast to generate significant revenue across six revenue streams. In May 2025, FIFPRO Asia/Oceania submitted a four-point proposal to the AFC outlining:

Equal Conditions: The application of identical regulations and conditions to both the men's and women's AFC Asian Cup competitions.

Equal Prize Money: Allocation of the same prize pool for the women's tournament as the men's edition, making the AFC the first football confederation to equalise prize money.

Player Payment Guarantee: Guarantee a minimum of 30% of the total prize pool is paid directly to participating players.

Legacy and Development: Establish shared legacy initiatives - co-designed by players, player associations, and the AFC - to support the ongoing development of women's football in Asia and Oceania.

On behalf of its members, FIFPRO Asia/Oceania is seeking to equalise conditions and prize money across men's and women's AFC Asian Cup tournaments, address historical gender imbalances and accelerate the professionalisation and development of football across Asia and Oceania.

PLAYER VISITS IN THE UK

FIFPRO Asia/Oceania leadership were in the UK between 7-10 February 2025 to engage with close to 20 national team players from Australia, China and Japan, as well as the Taiwan Women's Players' Association. Find out more here.

> *"Our meeting helped us understand the latest developments within FIFPRO and provided a great platform to discuss issues affecting our careers. Having these conversations face to face was invaluable, and we look forward to seeing the positive changes that come from them and the role we can continue to play through FIFPRO Asia/Oceania."*
>
> ***Wataru Endo**, Japan and Liverpool FC midfielder*

ENGAGEMENT WITH NATIONAL TEAM PLAYERS FROM COUNTRIES WITHOUT FIFPRO MEMBER UNIONS

Countries included: Afghanistan, Bangladesh, Bhutan, China, Iran, Macau, Pakistan, Papua New Guinea, Philippines, Saudi Arabia and Taiwan.

GLOBAL PLAYER COUNCIL (GPC)

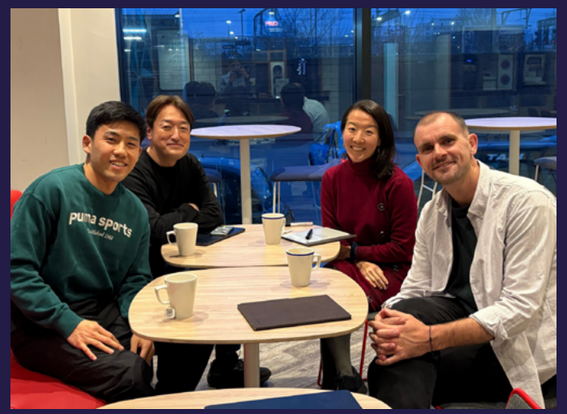
A group of players has been identified to represent FIFPRO Asia/Oceania in the upcoming term of the Global Player Council (GPC), with the launch expected in September 2025.

PLAYER PARTICIPATION AT FIFPRO ASIA/OCEANIA EVENTS

Active and retired players from different countries participated in the FIFPRO Asia/Oceania General Assemblies in Tashkent and Tokyo, providing valuable player perspectives and insights.















STRATEGIC OBJECTIVE

MEMBER UNIONS

KEY DEVELOPMENTS

AUSTRALIA

Launched the PFA Safe Football Project to combat abuse, bullying and harassment in the workplace.

Undertook a world-first in-competition study on the impact of extreme heat on players.

Launched a Football for Good partnership with Common Goal.

INDONESIA

Hosted the 2024 FIFPRO General Assembly and celebrated its 15th anniversary.

Successfully supported Yuran Fernandes following 12-month suspension by the Indonesian FA for calling Indonesian football "a joke", with the suspension reduced to 3 months following the intervention of APPI.

Published the 15 years Journey of APPI, a commemorative book capturing APPI's 15-year journey advocating for Indonesian footballers.

KOREA

Launched the first ever WK League awards.

Organised its third Charity Match to honour retiring players and support those with career-ending injuries.

Explored new business models, including opening a café to welcome players and creating merchandise using players' image rights.

INDIA

Supported players in their legal dispute with Hyderabad FC after it went bankrupt - players won their claims and recovered their unpaid salaries, while the club was sanctioned.

Increased membership numbers among Indian Women's League (IWL) players.

Sent first notice to the federation to discuss men's national team CBA.

JAPAN

Introduced minimum annual salary for all rookie players.

Negotiated with the JFA and J.League to adjust the J.League season to be more aligned with the European season.

Hosted the 2025 FIFPRO Asia/ Oceania General Assembly in Tokyo.

KYRGYZSTAN

Became a FIFPRO member in November 2024.

Raised awareness about the issue of dual contracts in football.

Delivered anti-racism workshops at top-tier clubs in collaboration with the Kyrgyz Premier League.













STRATEGIC OBJECTIVE

MEMBER UNIONS

KEY DEVELOPMENTS

MALAYSIA

Won its first legal case at the NDRC Appeal, reinforcing its legal credibility.

Initiated legal action that led to the landmark arrest of a former club owner who had failed to pay club salaries.

Organised the first-ever PFAM Agents Roundtable to discuss ethical representation and collaboration with agents and stakeholders.

NEW ZEALAND

Signed new CBA with equal terms for male and female national team players, including improved travel conditions and prize money share.

Organised events for players' families and friends around the 2026 FIFA World Cup qualification.

Supported the appointment process of new women's national team manager.

QATAR

Abolished regulation which limited compensation for players in cases of unjust contract termination and restricted players' freedom of movement.

Offered Player Reward fund to players to help them prepare for life after football or support them during financial hardship.

UZBEKISTAN

Hosted the 2024 FIFPRO Asia/Oceania General Assembly in Tashkent.

Became a FIFPRO member in November 2024.

Supported national team players throughout its first-ever qualification for the FIFA Men's World Cup.

DIVISIONAL OBSERVERS

Formalised collaboration with regional observers (Jordan, Singapore, Taiwan, Thailand) via a collaboration agreement.

MEMBER UNION SUPPORT

In collaboration with the FIFPRO union and Player Relations team, the FIFPRO Asia/Oceania Board agreed to hire a Divisional Organising Coordinator to provide additional hands-on support for member unions.











"It's motivational for us to know that we are fully integrated within the FIFPRO family, and for the players back in our country to know that there is a big supportive team behind us on the international level."

***Timur Nazirov**, Uzbekistan Footballers union*

STRATEGIC OBJECTIVE

BARGAINING & LEVERAGE
STAKEHOLDER ENGAGEMENT

KEY DEVELOPMENTS

ASIAN FOOTBALL CONFEDERATION (AFC)

Following the appointment of the new FIFPRO Asia/Oceania leadership, two in-person meetings were held in Kuala Lumpur with AFC's Professional Football Department. These meetings focused on sharing ongoing initiatives and identifying potential areas of collaboration.

OCEANIA FOOTBALL CONFEDERATION (OFC)

A leadership meeting took place in Auckland in March 2025 to discuss areas of mutual interest, particularly around player education and welfare in the context of the upcoming OFC Professional League. At the administrative level, OFC has begun implementing measures to improve team experience and performance at OFC competitions, building on FIFPRO's research in 2022 on the OFC Qualification Tournament for the 2023 FIFA Women's World Cup.

REGIONAL FEDERATIONS

South Asian Football Federation (SAFF)
In October 2024, FIFPRO Asia/Oceania jointly developed and disseminated a player survey to national teams participating in the SAFF Women's Championship. The survey achieved an impressive 78% response rate and identified areas of improvement in both national team conditions and tournament environments.

Central Asian Football Association (CAFA)
An online meeting took place in February 2025 to explore potential collaboration. FIFPRO Asia/Oceania attended CAFA's women's football seminar in Dushanbe, Tajikistan in August 2025.

East Asian Football Federation (EAFF)
The EAFF Secretary General attended the FIFPRO Asia/Oceania General Assembly in June 2025, marking a step forward in engagement with East Asian stakeholders.

STAKEHOLDER PARTICIPATION AT FIFPRO ASIA/OCEANIA EVENTS

FIFPRO Asia/Oceania General Assembly 2024 (Tashkent, Uzbekistan)
Uzbekistan Football Association (UFA), Uzbekistan Professional Football League (UPFL), National Olympic Committee of Uzbekistan.

FIFPRO General Assembly 2024 (Bali, Indonesia)
Ministry of Youth and Sports of the Republic of Indonesia, Football Association of Indonesia (PSSI), Liga Indonesia Baru (LIB), Borneo FC.

FIFPRO Asia/Oceania General Assembly 2025 (Tokyo, Japan)
Japan Football Association (JFA), J.League, WE League, East Asian Football Federation (EAFF), International Labour Organisation (ILO), Konami, Japanese Professional Baseball Players Association (JPBPA).









STRATEGIC OBJECTIVE

BARGAINING & LEVERAGE
COMMUNICATIONS, ADVOCACY & CAMPAIGNS

KEY DEVELOPMENTS

LAUNCH OF SOCIAL MEDIA CHANNELS

Successfully launched FIFPRO Asia/Oceania's official presence on X and Instagram, expanding the division's digital footprint and engagement with regional and global audiences, and spotlighting player experiences. The digital channels were launched in November 2024 to coincide with FIFPRO's Annual General Assembly in Bali, Indonesia, hosted by APPI.

RAMADAN CAMPAIGN

Featured Indonesian international Rizky Ridho during FIFPRO's global campaign that highlighted the experience of professional footballers observing Ramadan. The Day In The Life piece helped to create awareness of the physical demands on players fasting throughout Ramadan, while celebrating faith and football, and amplifying player voices during a significant time for many in the region.

ANTI-ASIAN RACISM REPORT & CAMPAIGN

The division's Anti-Asian Racism Report was accompanied by a social media campaign that spotlighted players' experiences, provided football stakeholders with resources to tackle the issue, and called for systemic change across football.

FIFPRO'S WORKLOAD REPORTS

Asian and Oceanian players are among the most travelled footballers globally, as revealed by FIFPRO's Player Workload Monitoring Platform, with FIFPRO Asia/Oceania amplifying the platform's research.

UNION IN THE SPOTLIGHT SERIES

"The union in the Spotlight" series showcases the work and impact of player unions across Asia and Oceania, strengthening solidarity and visibility within the global football community.

SUPPORT FOR YURAN FERNANDES

The Division used its social media to raise awareness about the case of Yuran Fernandes who was banned for publicly criticizing Indonesia's domestic football system. The campaign emphasized freedom of expression and player rights, and Fernandes' ban was reduced from 12 to three months after an appeal and the public campaign.

FOOTBALLERS' UNFILTERED – JOSHUA CAVALLO FEATURE

Amplified the Footballers' Unfiltered series feature on Joshua Cavallo, highlighting his lived experience as an LGBTI+ advocate in football.

MEDIA RELATIONS

Collaborated with High Park Communications to enhance media outreach and storytelling around the General Assembly in Tokyo in June 2025, ensuring strategic coverage and amplification of key initiatives.







STRATEGIC OBJECTIVE

EQUITY, DIVERSITY & INCLUSION

KEY DEVELOPMENTS

ANTI-ASIAN RACISM CAMPAIGN

Ran a first of its kind educational and awareness raising campaign, giving visibility to a form of abuse oftentimes ignored, minimized or misunderstood in the football industry.

Equipped players, unions and other stakeholders with resources and practical recommendations on how to act.

Positioned FIFPRO Asia/Oceania as a proactive leader in confronting anti-Asian racism, offering a safe and visible platform for players to speak out, share experiences, and get involved.

Launched the campaign at the 2025 General Assembly, in Tokyo, with media and stakeholders in attendance.

> *"I hope we can work together to promote this anti-Asian racism campaign so that players can focus on playing the game and performing at their best."*
>
> *Maya Yoshida, JPFA President*

> *"Football is a game that brings everyone together. There should be no room for racism in this game."*
>
> *Michelle Pao, former Taiwan international*

FIFPRO ASIA/OCEANIA WOMEN'S NETWORK

Established the Women's Network to strengthen connections between women working in Asia/Oceania unions and create a platform to support women's experiences across unions.

Increased visibility of women's contributions across the region, fostering a direct link with FIFPRO.

Initiated quarterly meetings to discuss inclusive workplaces, share success stories, and address common challenges faced by women in male-dominated environments, including strategies to overcome them.

INCLUSIVE PRACTICES

Collected and analysed existing gender diversity data across member unions.

Maintained the Divisional commitment to gender diversity in leadership roles.

Increased number of representatives attending the annual General Assembly, enabling broader engagement and ensuring gender diversity as a prerequisite.

Engaged unions and players in FIFPRO's Ramadan campaign.

Supported language needs through document translations and live interpretation.







STRATEGIC OBJECTIVE

INNOVATION, DATA & ALLIANCES

KEY DEVELOPMENTS

LEAGUE BENCHMARKING PROJECT

Ran an end-of-season player survey in Japan, South Korea, Indonesia and Malaysia, building on PFA Australia's regular surveying of professional players.

The standardized survey allows for comparison of player feedback across countries/leagues, as well as comparison across clubs of a given league; it makes clubs, leagues and federations more accountable for the working conditions that players face.

The survey provides valuable insight for players to make career decisions based on their peers' feedback; it also provides valuable insight for clubs, leagues and federations to make improvements.

In Japan, more than 1500 J.League and WE League players participated in the survey.

AFC WOMEN'S CLUB CHAMPIONSHIP REPORT

Ran a survey among players that participated in the competition and published a report to issue player-centric recommendations ahead of inaugural AFC Women's Champions League.

Four out of five footballers (81%) surveyed said that players should have a greater say in AFC decisions regarding the structure, scheduling, and financial aspects of the competition.

> *"As players, we want these tournaments to get better and better, which is why it is so important that our voices are heard, and why it was important for us to share our experiences in FIFPRO Asia/Oceania's report on last season's invitational tournament."*
>
> *Shea Connors, ex Sydney FC*

SPORTSFX PARTNERSHIP

Entered into a partnership agreement to provide foreign currency exchange guidance to member unions and players affiliated to the member unions.







ADMINISTRATION & EVENTS

KEY DEVELOPMENTS

ADMINISTRATION

- New leadership (Board and President) confirmed in December 2024 to lead division's strategy until 2028
- Actively pushed forward the professionalization of the administration with appointment of full-time Secretary General, Shoko Tsuji
- Key working areas resourced, including project management (Mateo Peyrouzet), communications and social media (Julius Ross, Nick D'Urbano) and member union support (Robbie Gaspar)
- Board and administration adopted principles of "Strategic governance"

EVENTS

- FIFPRO Asia/Oceania General Assembly in Tashkent, Uzbekistan (12-13 September 2024)
- FIFPRO Global General Assembly in Bali, Indonesia (26-28 November 2024)
  - Opportunity for FIFPRO Asia/Oceania to present its history, vision and ongoing work to the FIFPRO membership
  - Engagement with domestic stakeholders during General Meeting
- FIFPRO Asia/Oceania General Assembly in Tokyo, Japan (16-17 June 2025)
- Introduction of open process for selection of host of FIFPRO Asia/Oceania General Assembly

FIFPRO ASIA/OCEANIA LEADERSHIP



PRESIDENT

BEAU BUSCH

Professional Footballers Australia

Beau Busch is the Chief Executive of Professional Footballers Australia (PFA) and was appointed President of FIFPRO Asia/Oceania in 2024. A former professional defender who played in Australia and Scotland, Busch transitioned into player advocacy in 2013 with the PFA. He has since played a pivotal role in negotiating collective bargaining agreements and enhancing player welfare in Australia.



SECRETARY GENERAL

SHOKO TSUJI

FIFPRO Asia/Oceania

Appointed in 2024, Shoko Tsuji serves as the Secretary General of FIFPRO Asia/Oceania and is the first Asian woman to hold this position. A graduate of Waseda University and the FIFA Master, she brings over a decade of experience in football organisations across Spain, Singapore and the Netherlands. Prior to her current role, she led the player relations strategy and managed the Global Player Council at FIFPRO's global headquarters.



BOARD MEMBER

TAKUYA YAMAZAKI

Japan Pro-Footballers Association / FIFPRO Global Board

Takuya Yamazaki served as Chair of FIFPRO Asia/Oceania for eight years before being nominated to FIFPRO's global board in 2024. A lawyer with an LLB from Waseda University, he has been involved in various sports law roles, including serving on the FIFA Dispute Resolution Chamber from 2009 to 2019.



VICE PRESIDENT

ANNA GREEN

New Zealand Professional Footballers Association

Anna Green is a former Football Fern (New Zealand's women's national team) who participated in three FIFA Women's World Cups and four Olympic Games. Currently, she serves as the NZPFA representative on the FIFPRO Asia/Oceania Board.



VICE PRESIDENT

IZHAM ISMAIL

Professional Footballers Association of Malaysia

Izham Ismail has been the Chief Executive Officer of the Professional Footballers Association of Malaysia (PFAM) since 2014 and a Board Member of FIFPRO Asia/Oceania since 2015. Holding a law degree from the University of Malaya, he has represented players in contractual disputes before the FAM Status Committee and FIFA Dispute Resolution Chamber.



BOARD MEMBER

HYEBIN KANG

Korea Pro-Footballers' Association

Hyebin Kang represents the Korea Pro-Footballers' Association (KPFA) on the FIFPRO Asia/Oceania Board. The KPFA, established in 2017 and a FIFPRO member since 2019, is dedicated to supporting professional footballers in South Korea.



BOARD MEMBER

SALMAN AL-ANSARI

Qatar Players Association

Salman Al-Ansari is the President of the Qatar Players Association (QPA) and a member of the FIFPRO Asia/Oceania Board. A former national football player and practicing lawyer, he has been instrumental in promoting the welfare of professional footballers in Qatar.

CLOSING REMARKS

As we close this year's report, we look to the future.

The next 12 months offer significant opportunities to strengthen the voice and conditions of professional footballers across Asia and Oceania.

Central among these is the AFC Women's Asian Cup 2026, hosted in Australia next March. This tournament presents a defining moment to elevate standards, drive investment, and ensure that the women's game is afforded the respect, resources and recognition it deserves.

Meanwhile, the FIFA Men's World Cup 2026, expanded to 48 teams and hosted across North America, will provide a global stage for more players from our region than ever before. This is a time to ensure those who represent our countries on the world stage are supported, protected, and championed both on and off the pitch.

Closer to home, the development of the OFC Professional League marks a transformational step for players in the Pacific. As this league takes shape, we remain committed to embedding the foundations of decent work, fair contracts, and strong player representation from the outset.

Finally, in November this year, the global player movement will gather in Lisbon to mark FIFPRO's 60th anniversary at its annual General Assembly. This will be a chance to honour our collective history, reaffirm our shared values, and set a clear agenda for the future of the game, one where players are respected and empowered to shape football, not just play it.

Together with our member unions, we are proud to stand at the forefront of these developments. Our work continues, driven by the belief that when players are protected, supported, and heard, football is stronger for all.



FIFPRO
ASIA/OCEANIA

FUTURE

RESPECT

PARTNERSHIP

PROFESSIONALISM

GOOD GOVERNANCE AND FAIR PLAY

Power to the players.

fifpro.org asiaoceania@fifpro.org fifproasiaoceania @FIFPROAsiaOce