

**STAND UP FOR YOUR RIGHT TO WATCH FOOTBALL  
DURING WORK HOURS!** (YES, SOCCER)



We're a real, unincorporated association born in 2026 to protect your right to watch the World Cup live, whenever or wherever.

Because life's too short to miss a global event that only happens every four years.

# OUR CHARTER

We believe the World Cup is not just a sporting event.

It is a global cultural moment of profound sporting, emotional and communal significance.

In Australia, it also arrives during work hours, the witching hour, and every other inconvenient hour on the clock.

As the OG broadcaster of the world game, we stand as the ultimate defensive line, proudly backing fans, workplaces, schools and institutions willing to meet the moment.



# OUR PRINCIPLES

## ARTICLE I — THE RIGHT TO WATCH

All people shall have the right to watch the World Cup during work, school, parenting duties or whatever else life has scheduled against kick-off (unless you're, like, an ER nurse).

This right extends to live matches, overtime and penalties.

## ARTICLE II — WORKPLACE ACCOMMODATION

Workplaces, classrooms and households shall allow football viewing on any screen, reschedule meetings—especially those that “could have been emails”—and permit the shedding of both happy and sad tears without judgement.

## ARTICLE III — PROTECTION FROM REPERCUSSION

No individual shall be penalised or “had a word with” for watching live matches, checking a replay, celebrating quietly, or cheering at a volume that alerts all their colleagues.





## WHAT WE PROVIDE:

The SBS World Cup Watchers' Rights Association provides the administrative air cover required to watch the World Cup openly. We don't grant rights. We laminate them.

In practical terms:

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### **ACCREDITATION & AFFILIATION**

Badges, cards and signals that quietly declare your space a football-friendly zone—whether that's an office, classroom, living room, or the back of a ute.

### **VERY OFFICIAL-LOOKING PAPERWORK (REAL-ISH)**

Customisable permission slips in the form of e-mail templates designed to be so boring your boss will probably just reply 'approved'.

Not legally binding. Socially persuasive.

**“WE BRING EVERYONE  
TOGETHER.”**

### **CONVERSATION STARTERS, TIPS & TRICKS**

Carefully worded talking points to help you open negotiations—or dig your way out of trouble—with your boss, supervisor, teacher or family, covering everything from catching a half, to negotiating extra time, to pushing your luck deep into stoppage time.

### **PUBLIC WINS**

Let's celebrate the cool bosses, chill teachers, understanding partners and dead-set legends who waved play on. Take a photo of your workplace's World Cup watch party and pop it on to one of our shareable templates.

### **A PLACE TO GATHER**

We bring everyone together—before kick-off, during the chaos, and long after the final whistle when, let's be honest, you've already emotionally clocked out for the day.

# RULES OF PLAY

(Read carefully. Then act casual.)

## THE “DO” LIST (OFFICIAL PROTOCOLS)

- **Maintain a Straight Face:** Treat the Association as real enough to warrant a dedicated folder. Use bureaucratic language and speak earnestly; the more seriously it's handled, the more effective—and funnier—it becomes.
- **Advocate, Don't Agitate:** We back fans watching the World Cup. We do not tell people to skip work, class, or vital responsibilities.
- **Bring Your Superiors Into the Game:** The best outcomes happen when we invite our bosses, teachers, and family into the game rather than bypass them. Turn “them vs. us” into a shared “sync”.
- **Deploy Common Sense:** Flexibility is a vastly underrated skill. Understand that some roles—like surgeons, bus drivers, or bomb squad technicians—cannot down tools to watch the matches live. That's where SBS On Demand can help.
- **Spotlight the Legends:** Applaud flexibility and smart calls wherever they appear. Share the wins and celebrate the “yeses” from the “Halls of Heroes”.
- **Keep SBS as the Champion:** We are here to provide social permission and purpose, not to act as the referee. We do not enforce, approve, or punish. We just supply the vibes.

## THE “DO NOT” LIST (STAYING ONSIDE)

- **Do Not Claim Industrial Authority:** The Association possesses zero power beyond the reach of humour, social permission, and shared understanding. Do not attempt to use these badges to settle actual legal disputes.
- **Do Not Create Villains:** Your boss, teacher, shift supervisor or partner is not the enemy; joyless systems are the enemy. They're just doing their jobs, invite them to enjoy watching a match in the background while they're at it!
- **Do Not Encourage Deception:** No lying, no “medical-grade” fake illnesses, and absolutely nothing that would land us in a room full of actual lawyers.
- **Do Not Confuse Satire with Sabotage:** If your behaviour feels aggressive, punitive, or genuinely disruptive to the flow of society, you have officially gone offside.

Note: These rules ensure that while nobody is pretending to work long after the final whistle, the workplace itself remains intact.





**MSBSS**