

UNISPORT AUSTRALIA NATIONAL CONFERENCE 2026

Australian Sports Foundation

Wednesday 27th May 2026



THE AUSTRALIAN SPORTS FOUNDATION



AUSTRALIA'S LEADING SPORTS FUNDRAISER

Today ASF is Australia's leading sports fundraiser and national sports charity. It is the only organization in Australia that can provide a tax-deductible receipt for donations to sport.



FREE PARTNERSHIP

Partnership is free, and all partners have access to personal support from ASF's team of sports fundraising experts, along with tools, templates, case studies and resources to facilitate successful fundraising.



TAX COMPLIANCE

ASF issues tax receipts to donors and handles all regulatory and compliance matters with the ATO and Australian Charities and Not for profits Commission, including monitoring appropriate use of funds by recipients.



TAX DEDUCTIONS

Dealing with a single national entity for sports donations is simpler for the regulatory bodies and makes tax deductibility accessible for all Australian sports clubs and athletes, the vast majority of which would be unable to handle such a compliance burden.



FUNDRAISING WITH THE ASF



WHO CAN FUNDRAISE?

- Athletes, coaches, officials
- Community sporting clubs
- Sporting organisations
- Schools, community groups
- Government and councils
- NSO & SSO's



WHAT CAN YOU FUNDRAISE FOR?

- Sporting equipment
- Facilities & ground upgrades
- Coaching & training costs
- Travel costs
- Participation or development programs
- Athlete welfare, support & more



MINIMAL EFFORT, MAXIMUM IMPACT

Increase your fundraising potential without adding to your admin workload

FUNDRAISING PLATFORM

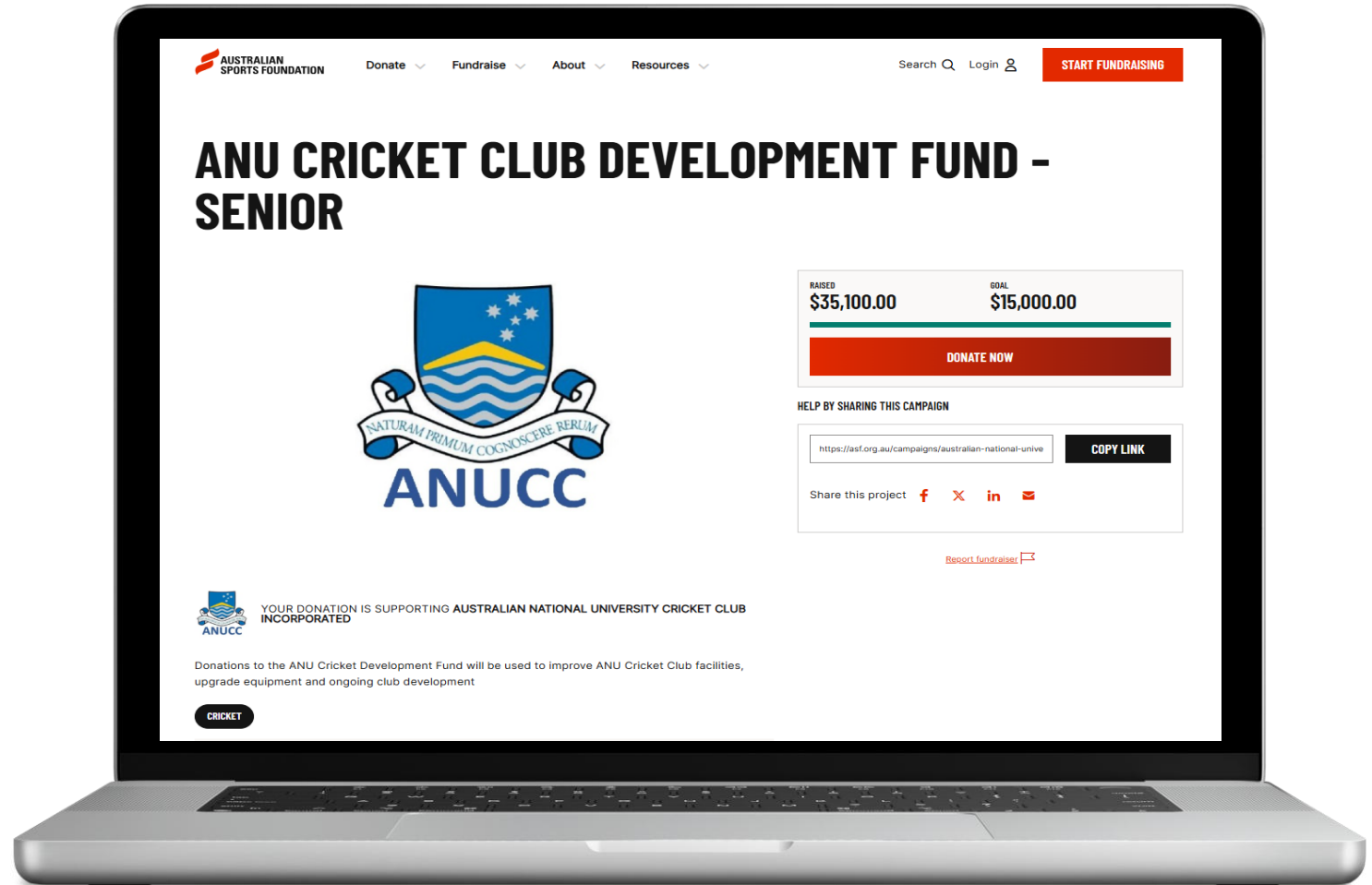
Australia's only sport-specific and tax-deductible fundraising platform.

The ASF provides an online fundraising platform that provides a personalised fundraising page with an online donation form.

Donations raised are distributed to your club twice monthly.

The fundraising portal allows you to track live donation information and gives you access to tools, tips and templates to make your fundraising journey easier.

- Platform
- Support
- Governance





FY25 A SNAPSHOT



\$118.8M

Total funds raised



+15%

Increase in donation volume



+20%

Increase in donation value



+12%

Increase to donations to
community sport



+19%

Increase in no. of donations
to individuals



21%

Increase in effective fundraising
campaigns

KEY FINDING

01

DONATION GROWTH



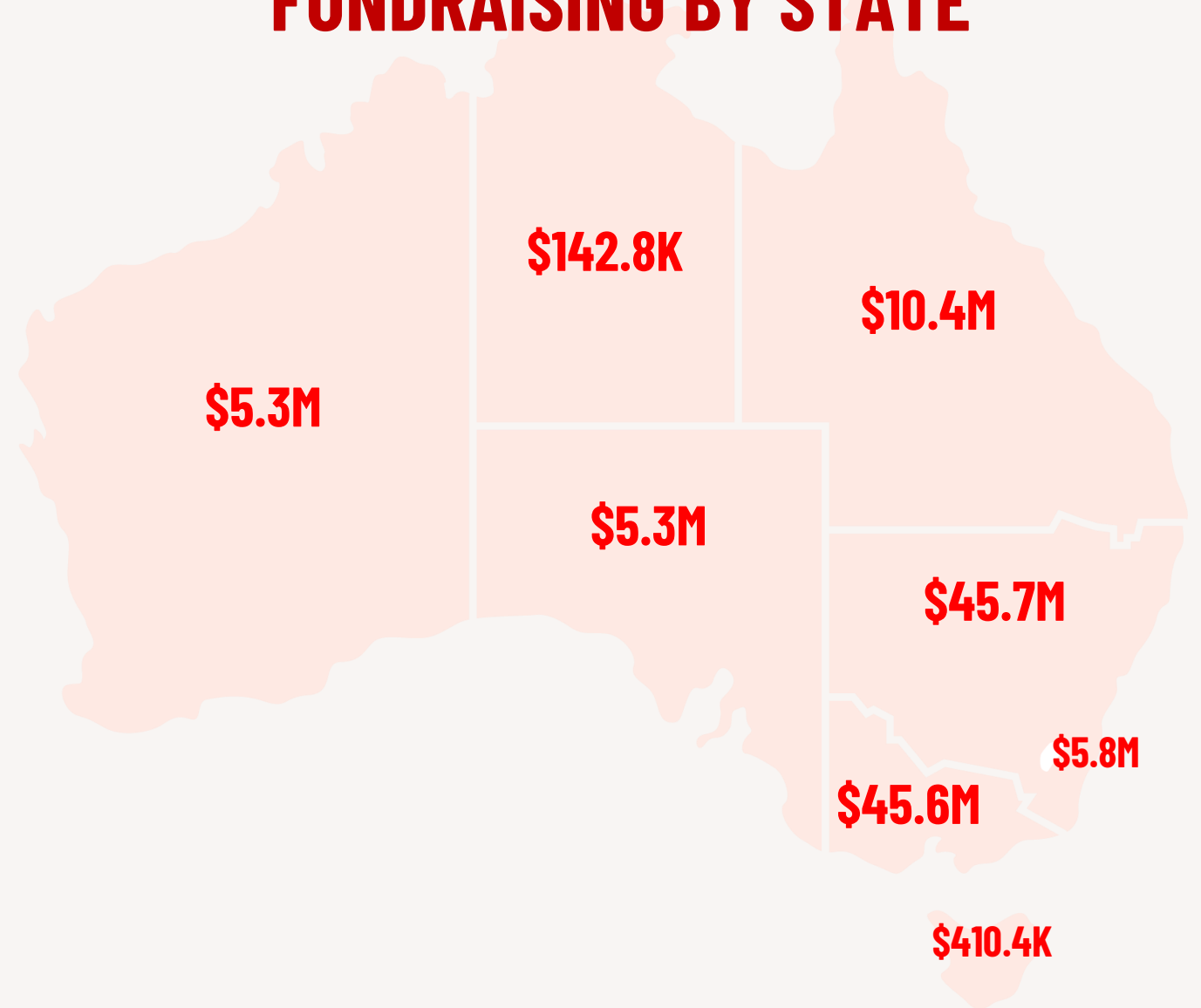
Donations to community sport grew to \$40m in FY25, an increase of

12%

KEY FINDING

02

FUNDRAISING BY STATE



UNIVERSITY GIVING FY25

UNIVERSITY SPORT PROGRAMS

\$70K+

Donated



MULTI-SPORT

8 University Sports bodies or clubs raised funds in FY25

INFRASTRUCTURE AND FACILITIES

\$25k+

Raised



UWA RUGBY CLUB

Raising funds to support the development of the infrastructure and systems for players at UWA Rugby

MULTI-PROGRAM SUPPORT

\$60K+

Raised FY22-25



ANU SPORT

Raising funds to support Rowing, Cricket, Hockey and ANU sports programs

FUNDRAISING 101



THE FUNDAMENTALS

At the heart of fundraising are three core principals



THE WHY

Why are we asking for donations?

What problem are we trying to solve?

How will donations help us as a club?



THE HOW

What are we going to do to raise the funds required?

What channels are we going to use to communicate with our donors?



THE THANK

How will we report impact?

How will we thank our donors?

How will bring donors on their journey of impact?

THE ENABLERS

Club Network -- Marketing Channels -- Resources -- Committee Support



FUNDRAISING SUCCESS STORY

Fundraising for multiple sports and supporting wider college sports development.

John Paul College in QLD are partnering with the ASF on sport specific initiatives, ensuring direct funding into sports programs.

The specific fundraising campaign ensures every student can access the right equipment, coaching, and training environments to thrive. Priority areas are:

- Equipment
- Specialist coaching and development programs
- Infrastructure and facilities
- Mentorship opportunities.

In addition to the overall sport fund, the college also run specific campaigns for each of the sports offered, including:

- Athletics
- Badminton
- Basketball
- Cricket
- Hockey
- Netball
- Volleyball

\$34K

FY25 FUNDS RAISED

The screenshot displays the Australian Sports Foundation (ASF) website. At the top, the ASF logo is on the left, and navigation links for 'Donate', 'Fundraise', 'About', and 'Resources' are in the center. On the right, there are search and login options, and a prominent red 'START FUNDRAISING' button. The main banner features a photo of a young boy in a maroon John Paul College polo shirt holding a yellow and blue netball. Overlaid on the banner is the John Paul College logo and the text: 'JOHN PAUL COLLEGE' and 'Sport at JPC is more than just a game – it's a cornerstone of our students' growth, resilience and ambition. Help us to Ignite Ambition!'. Below the banner, the 'CURRENT CAMPAIGNS' section lists four campaigns, each with a thumbnail image, title, description, and a progress bar showing funds raised:

- JPC FOOTBALL AND FUTSAL PROGRAM**: Your donation supports every player's growth, teamwork and success on the field. \$30,324.80 Raised.
- JPC BASKETBALL PROGRAM**: Your donation supports every player's growth, teamwork and success on the field. \$10,809.75 Raised.
- 2026 JPC FIJI NETBALL TOUR**: A 10-day Netball international tour with competitive games, skill-building clinics and cultural adventures for Years 7-12 students in December 2026. \$2,441.72 Raised. \$2,000.00 goal.
- JPC ATHLETICS PROGRAM**: Your donation supports every player's growth, teamwork and success on the field. \$1,328.97 Raised.

At the bottom right, there is a pagination control with arrows and the numbers 1, 2, 3, 4, and 'NEXT'.

FAQS

I NEED HELP, WHERE DO I GO?

We have a dedicated fundraising support team available 9-5, Mon-Fri.

Our online Helpdesk is available to troubleshoot 24/7

WHAT ARE THE COSTS?

95% of donated funds are granted back to you.

The ASF retains 5% to cover all operational, advocacy and governance costs

WHEN DO WE RECEIVE OUR FUNDS?

Twice a month funds are automatically granted back to your nominated bank account

WHO DOES IT WELL?

Successful fundraising clubs often have:

- A clear ask and need
- A dedicated resource
- Active community support
- Consistency in effort

CAN WE PAY REGO FEES WITH ASF?

NO!!!

A donation is a voluntary contribution with no material benefit received in return

DO YOU FIND US DONORS?

Unfortunately, not.

We provide all the tools, resources and the platform to successfully establish an online sports fundraising presence and campaign/s.

GET STARTED!



SIGN UP

Visit asf.org.au and click **START FUNDRAISING**



SET UP

Utilise the ASF's suite of **resources** and **case studies**.

We have a dedicated Fundraising Support Team should you need tailored onboarding guidance.



ASK

Your campaign is ready. It's time to start collecting donations, it's time to **ASK!**

GET IN TOUCH

Ben Durance

Sports Fundraising & Commercial Manager

Contact our Support Team
info@asf.org.au

