

More Australians are donating to sport and community projects than ever before

- **A record \$79.9M in donations** were received through the Australian Sports Foundation in FY23.
- Giving for sport through the ASF **increased by \$3.2M from the previous record in FY22** (\$76.8M).
- The record **3,061 fundraising projects represents a 49% growth** on previous year.
- **110% increase in donations to individuals and 35% increase in donations to community sport** from over 53,000 donations.
- **ASF has distributed nearly \$700M to sports clubs and athletes** over the last 37 years. It is the nation's non-profit sports fundraising organisation, and **the only organisation in Australia to which donations for sport are tax-deductible**.

Wednesday 11 October: Another record year of fundraising for Australian sport is confirmed today with the release of the Australian Sports Foundation's *Giving For Sport Report FY23*.

Australians are not only supporting their national teams, like the Matildas, in record numbers they are also donating to community sport and individual athletes like never before.

The annual report analyses the philanthropic donations made in partnership with clubs, athletes and sports through the ASF in the last financial year.

The record amount of \$79.9M for the last financial year, builds on the previous record of \$76.8M in FY22 and \$50.9M in FY21. **The total value of donations to sport through the ASF has grown 57% in two years**, at a time when the need for funding for athletes, community clubs and amateur sports has never been greater.

ASF Chief Executive Officer Patrick Walker said Australians have increased their philanthropic support for sport during challenging economic times.

"The almost \$80 million is helping more community clubs and athletes than ever before," Walker said.

"More than 3,000 projects raised funds through the ASF last financial year, and those funds went towards everything from upgrading changerooms to hiring coaches or buying kit and equipment".

"We thank the Australians who made over 50,000 donations to community clubs and athletes to help them get through these challenging times."

The ASF forecasts that by 2032, when Brisbane will host the Olympic and Paralympic Games, donations will grow to \$300M per annum, which would be close to the Arts sector which currently receives around \$350M in philanthropic donations each year. The ASF is investigating and consulting on ways to grow fundraising to benefit amateur sport clubs and athletes.

"Less than one percent of total giving in Australia is going to sport. The ASF is committed to working with the sport and philanthropic sectors to grow funding from this source, to help make sport more sustainable and to bridge the gap between what is needed and funding available from traditional income streams," Walker explained.

"Sport is so important to Australians through social cohesion, physical exercise and mental health benefits. Our community sports clubs are the breeding ground for all our champions."

Minister for Sport Anika Wells MP said the Australian Sports Foundation plays an important role in making sport more accessible and inclusive to all Australians.

"I commend the work of the Australian Sports Foundation in helping grassroots sporting organisations, schools, athletes and national sports raise almost \$80 million in funds for sporting projects.

"I'm particularly pleased about the number of National and State Sporting Organisations that are partnering with the ASF to raise funds to deliver programs that provide culturally safe and engaging environments for community members with disabilities, new programs for women and girls and for Indigenous Australians."

"Involvement in sport is good for our health, our communities, the economy and Australia's standing on the international stage."

Key Results



New South Wales was again the dominant state for fundraising value achieved with \$41.5M, and an increase of \$7.2M for FY23. Victoria was second with \$20.2M followed by Queensland with \$7.7M.

Despite the increasing cost-of-living pressures, smaller donations in FY23 increased by 3% in value to \$11M and by 30.1% in volume to 44.8K. The vast majority (35.6K) were donations valued at between \$2-\$200.

In FY23, the ASF added Apple/Google Pay to make it easier for Australians to donate. Since February 2023, Apple/Google Pay has made up 15% of donation volume.

Clubs and individuals around Australia benefiting from philanthropic investment

With 3,061 projects across FY23, the latest *Giving For Sport Report* highlights a selection of the community projects and athletes from across Australia who have benefited from fundraising through asf.org.au.

The Woden Valley Rams Rugby League Club from the ACT is currently fundraising through the ASF online platform to fit out their new clubhouse, which the players and community will all benefit from. In only three months, they are almost halfway to their \$60,000 goal.

"The ASF fundraising presents a massive opportunity for us," Rams Committee Member Anthony Robertson said.

"It allows us to get outside the club membership, and the tax-deductible status gives us a broader appeal amongst our community. We've been able to promote the fundraising page in a big way at our games and events to get the support we need.

"The clubhouse is very important for our very family orientated club and to secure our long-term viability."

Case Study example featured in the *Giving For Sport Report FY23*

Project (partners)	Challenge	Outcome through ASF
Woden Valley Rams, ACT Phillip Oval new clubhouse (ACT Government and ASF)	The new clubhouse at Phillip Oval was funded by the ACT Government but they need to fundraise \$60K for the fit-out of the new building.	Since mid-June they are already halfway to achieving their \$60K fundraising goal. This project is an excellent example of how philanthropy can boost Government funding to benefit the community.

This is one of several case studies, profiling clubs and athletes, from across Australia in this year's report.

Key statistics including breakdown of top donations by sport are available in the report.

The *Giving For Sport Report FY23* is available to download

<https://fundraise.sportsfoundation.org.au/giving-for-sport>

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About the Australian Sports Foundation

The ASF is Australia's national non-profit sports fundraising organisation, and **the only organisation in Australia to which donations for sport are tax-deductible.**

ASF focuses on supporting a thriving Australian sporting sector, where everyone has access to the health and social benefits of sport, regardless of their gender, background, location, ability or culture.

ASF has been helping athletes, clubs and organisations fundraise for 37 years. Since inception, **the ASF has distributed nearly \$700 million through its online fundraising platform and community sport grant rounds.**

Funds raised through the ASF have increased exponentially in recent years, culminating in a record of \$79.9 million for FY23, raised from more than 50,000 donations to more than 3,000 fundraising projects. There were around 900 fundraising projects for individuals, raising over \$4.5 million.

The ASF has also established the Australian Sports Foundation Charitable Fund (ASFCF) to enable private and public ancillary funds to invest in a sporting future where everyone can play.

For more information, visit asf.org.au/