



# RECORD \$100 MILLION IN DONATIONS POUR IN FOR AUSTRALIAN SPORTS FOUNDATION

## AUSTRALIAN FOOTBALL RIDES WAVE OF FEMALE PARTICIPATION TO TOP INDIVIDUAL SPORTS TALLY

The Australian Sports Foundation has channelled almost \$100 million in philanthropic donations into sport in the past financial year, setting a new record for contributions.

Despite cost-of-living and other financial pressures biting households around the nation, the \$98.8 million funnelled into sport by the ASF represents an increase of over 24 per cent in value from the previous year, through a 38 per cent jump in the number of donations overall. Donations to individual athletes rose by 66 per cent by the end of the financial year leading into the Paris Olympic Games, while community sport (up 31 per cent) was another key beneficiary, as facilities and infrastructure needs soared, in part to accommodate the number of women and girls migrating into traditionally male-dominated pursuits.

Australian football was the most prolific single sport for donations, generating \$29.5 million compared with \$20 million in FY2023, while fundraising for the development of new and existing infrastructure and facilities across all sports grew \$8.5 million to \$39.7 million.

### KEY STATISTICS: FUNDRAISING BY SPORT IN FY24 (TOP 20)

Sport type	Number of fundraising campaigns raising funds	\$ Value of donations in FY24	\$ Value increase of donations from FY23
Australian Football	267	\$29.5M	\$9.5M
Multi-Sport	88	\$11.6M	-\$5.8M
Rowing	228	\$10.4M	\$7.3M



<b>Golf</b>	138	\$9.6M	\$2.2M
<b>Football (Soccer)</b>	193	\$9.2M	\$2.2M
<b>Rugby League</b>	55	\$4.2M	\$561.8K
<b>Rugby Union</b>	353	\$3.6M	-\$667.4K
<b>Cricket</b>	167	\$3.1M	-\$250.0K
<b>Sailing</b>	185	\$2.6M	\$393.7K
<b>Equestrian</b>	58	\$1.6M	\$767.8K
<b>Surfing</b>	46	\$1.4M	\$1.0M
<b>Swimming</b>	68	\$1.2M	\$977.0K
<b>Water Polo</b>	157	\$1.1M	-\$119.1K
<b>Basketball</b>	130	\$906.8K	\$6.4K
<b>Motor Sports</b>	25	\$836.3K	\$548.0K
<b>Hockey</b>	136	\$778.2K	\$284.9K
<b>Athletics</b>	138	\$662.3K	\$229.0K
<b>Cycling - Track/Road</b>	75	\$603.1K	\$390.3K
<b>Tennis</b>	55	\$549.7K	-\$181.4K
<b>Horse Racing</b>	4	\$441.9K	-\$573.9K

The ASF also supported 81 Olympic and Paralympic athletes, including 11 multiple medallists, on their journey to Paris, while contributing significantly to sport at the grassroots level.

ASF Chief Executive, Sue Hunt AM, said the non-profit organisation’s annual Giving for Sport report for the 2023-24 financial year demonstrates the continuing growth of fundraising in Australian sport while celebrating local and international successes over the past 12 months.

“This extraordinary result confirms the Australian Sports Foundation as the fundraising sports platform of choice for Australians and helps to address significant underfunding issues across the sector,” Ms Hunt said.

“The impact of ASF extends from the elite to the community level, through major infrastructure projects that increasingly benefit growing numbers of girls and women, to the delivery of programs and subsidising travel, competition and other costs that are increasing as traditional revenue streams decline.

“That generates a positive ripple effect throughout communities and society generally, by contributing to both physical and mental health and wellbeing, and diverse, engaged and cohesive communities.



“What assists individuals and organisations in turn benefits our society as a whole, and the ASF is proud of the contribution it makes towards improving Australians’ accessibility to sport and physical activity.”

Other major growth areas included support with competition and training costs, equipment, kit and uniforms, travel and scholarships. Other significant campaigns provided bicycles for children in remote communities and resources to support access to psychological services.

Leading into Australia’s exceptional fourth-placed finish on the medal table at the Paris Olympic Games and more outstanding performances at the Paralympics, the donations to athletes’ campaigns soared in both terms of value (45 per cent to \$6.9 million) and number (66 per cent to 21,200).

Olympic bronze medallists Caitlin Parker (boxing – almost \$19,000) and Natalya Diehm (BMX freestyle – almost \$10,000) were among the Olympians to run successful fundraising campaigns through the ASF platform, while para rowing gold medallists Jed Altschwager and Nikki Ayers were among the standout Paralympics performers.

Victoria regained its crown as the leading state for sports fundraising, more than doubling the value of its donations to \$37.1 million from 1,037 campaigns overall, and pipping NSW with \$34.4 million, down by \$7.1 million overall.

Third by volume was the ACT, with an increase of \$8.4 million to \$11 million, 73% of which was attributable to the success of the Black Mountain Rowing Club Red Shed Building Fund in the community club’s quest to deliver “Rowing for All”.

“Sport unites Australians, and is not just vital to the mental and physical wellbeing of individuals, but also to the general health of our local communities,” Hon Anika Wells, Minister for Sport said.

“This record fundraising result of almost \$100 million to the Australian Sports Foundation’s platform is a testament to the generosity of Australians and our collective desire to invest in sport at every level from grassroots to the elite, including our Olympians and Paralympians in 2024.

“From the Albanese Government’s perspective, it is particularly exciting to note the increased investment in programs and infrastructure initiatives to benefit women and girls around the nation.”



## FUNDRAISING BY STATE IN FY24

Sport type	No. of fundraising campaigns raising funds	\$ value of donations in FY24	\$ value increase of donations from FY23
Victoria	1,037	\$37.1M	\$16.9M
New South Wales	1,021	\$34.4M	-\$7.1M
Australian Capital Territory	142	\$11.0M	\$8.4M
Queensland	630	\$8.7M	\$1.1M
South Australia	463	\$3.8M	-\$618.9K
Western Australia	402	\$3.1M	-\$98.3K
Tasmania	78	\$454.8K	\$164.8K
Northern Territory	27	\$44.4K	-\$12.8K

As Australia's leading non-profit sports fundraising and charity body, and the only platform where donations of \$2 or more are tax-deductible, the ASF has helped to secure almost \$800 million for grassroots organisations, schools, professional clubs and individual athletes over the past 38 years.

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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. 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.

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



ASF has been helping athletes, clubs and organisations raise funds for over 38 years. Since its inception, the ASF has distributed nearly \$800 million through its online fundraising platform and community sport grant rounds.

Funds raised with the ASF have surged in recent years, reaching a record \$98.8 million in FY24. This was driven by over 72,900 donations supporting more than 3,800 fundraising campaigns. Of these, over 1,400 campaigns for individuals successfully raised more than \$6.9 million.

For more information, visit [asf.org.au](https://www.asf.org.au).