



# AUSTRALIAN SPORTS FOUNDATION ANNOUNCES NEW CHAIR AND BOARD DIRECTOR

## [IMAGES AVAILABLE FOR DOWNLOAD](#)

The Australian Sports Foundation (ASF) today announced the appointment of **Professor Sarah Kelly OAM** as its new Chair and **Mr Tony Hallam** as a new Director of the Board.

Professor Kelly brings a wealth of expertise in sports administration, governance and strategic leadership. She is the Head of the QUT Graduate School of Business, a Board Member with the Brisbane 2032 Games Organising Committee, Deputy Chair of the Brisbane Lions AFL Football Club, and a Non-Executive Director of Events Management Queensland.

Additionally, Professor Kelly will continue to serve as the Queensland Co-Leader of The Minerva Network, which provides pro bono mentoring to professional sportswomen nationally.

Recognised globally for her work in sports integrity, sponsorship and women's sports commercialisation, Professor Kelly was awarded an Order of Australia Medal in 2021 for her contributions to sports administration and tertiary education.

"I am honoured to be joining the board of the ASF as Chair to work with such outstanding leaders and stakeholders focused on expanding positive impacts for our communities, sport and athletes through the national vehicle for sports fundraising," Professor Kelly said.

"Sport is a powerful unifying force and my motivation is to leverage its universal appeal to drive social and economic benefits. As we look ahead to the Brisbane 2032 Olympic and Paralympic Games, it is crucial that we continue to invest in grassroots and elite sport alike."

Tony Hallam brings over 30 years of experience as a board director, business owner and executive. His career began as a partner with PwC and includes leadership roles with organisations such as Football Australia, Melbourne Stadiums Limited, Melbourne Boomers WNBL Club and Brotherhood of St Laurence. He is currently Deputy Chair of Zoos Victoria.

"From grassroots clubs to elite competition, sport has the unique ability to unite people, foster well-being and inspire the next generation. I'm excited to contribute to the ASF's vision of



ensuring that all Australians, regardless of background, have access to sporting opportunities.”

**Australian Sports Foundation CEO, Sue Hunt AM**, said “These appointments mark a significant step in ASF’s mission to enhance the impact of sport across Australia through increased private investment and engagement, and I am thrilled to welcome both Sarah and Tony to the Board.”

**Minister for Sport, Ms Anika Wells**, welcomed the appointments, recognising the vital role the Australian Sports Foundation plays in supporting Australian sport.

“The Australian Sports Foundation is instrumental in strengthening the sporting landscape by securing vital resources for clubs, athletes and organisations,” Ms Wells said.

“Professor Kelly and Mr Hallam bring outstanding expertise and leadership to the Board at a time when investment in sport is more important than ever. I look forward to seeing their impact as the ASF continues to grow and support sporting communities nationwide.”

#### **For more information**

Rebeka Powell – Stamping Ground

0459 900 045

[rebeka@stampingground.com.au](mailto:rebeka@stampingground.com.au)

#### **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 39 years. Since its inception, **the ASF has distributed more than \$800 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 \$98.8 million for FY24, raised from more than 72,000 donations to more than 3,800 fundraising campaigns. There were 1,461 successful fundraising campaigns for individuals, raising \$6.9 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](https://asf.org.au).