



# AUSTRALIAN SPORTS FOUNDATION APPOINTS JERRIL RECHTER AM AS CHIEF EXECUTIVE OFFICER

## [IMAGE AVAILABLE FOR DOWNLOAD](#)

The Australian Sports Foundation (ASF) today announced the appointment of Jerril Rechter AM as its new Chief Executive Officer.

Established by the Australian Government to raise funds for the development of Australian sport, the Australian Sports Foundation (ASF) has enabled philanthropic investment in sport for nearly four decades. Through tax-deductible giving, ASF supports athletes, clubs and communities while strengthening sport's contribution to national wellbeing and social connection.

Ms Rechter brings extensive executive and governance leadership experience spanning government, sport, media and entertainment, health promotion and the arts. She has held senior leadership roles including Vice President, Business Development Australia and New Zealand at The Walt Disney Company, Chief Executive Officer of Basketball Australia, and Chief Executive Officer of VicHealth.

Her appointment follows an extensive national executive search and comes at a significant time for philanthropic investment in Australian sport.

Australian Sports Foundation Chair Professor Sarah Kelly OAM said Ms Rechter brings the experience and strategic leadership needed to guide the organisation into its next phase.

"Jerril is an exceptional leader with a proven ability to drive strategy, innovation and partnerships across complex environments," Professor Kelly said.

"Her experience across sport, government and purpose-driven organisations makes her uniquely placed to lead the Australian Sports Foundation into its next phase of growth.

"As we look ahead to Brisbane 2032 and beyond, the opportunity to strengthen philanthropic investment in sport has never been greater. Jerril brings the vision and relationships to help unlock opportunity and impact for sporting organisations and communities across Australia."

Professor Kelly also acknowledged the contribution of Interim CEO Ryan Holloway during the leadership transition.



“I would like to sincerely thank Ryan Holloway for his leadership as Interim CEO,” Professor Kelly said.

“Ryan has provided stability and continuity for the organisation during this transition period, and the Board is grateful for his commitment and contribution.”

Ms Rechter currently serves as Vice President of the Western Bulldogs Football Club, a Director of IPC Health, and is a member of Chief Executive Women. She has held board and advisory roles across local, national and international organisations, including Adviser to the World Health Organisation and mentor with the Minerva Network, which provides pro bono leadership mentoring to professional sportswomen across Australia.

Ms Rechter is widely recognised for her strategic leadership and ability to build high-impact partnerships across government, industry and community sectors, and for strengthening organisations and advancing initiatives that deliver lasting community impact.

Ms Rechter said she was honoured to join the Australian Sports Foundation and lead its important national mission.

“I am deeply committed to strengthening the ability of sporting organisations and athletes to access sustainable philanthropic funding, and to lead an organisation that supports and enables them to thrive,” Ms Rechter said.

“Sport has a unique capacity to strengthen community wellbeing, and I am committed to advancing initiatives that harness its power as a catalyst for social change across Australia.”

“The Australian Sports Foundation plays a vital role in enabling this impact. My career across government, not-for-profit and corporate sectors has given me a deep appreciation for how purpose and performance come together to drive sustainable change. I believe profoundly in sport’s power to connect and strengthen communities, and I am honoured to lead the Foundation and work alongside partners, donors, and the sporting community to build on its legacy and help shape its next chapter.”

Ms Rechter has built a reputation for delivering strategic leadership, fostering innovation, and building partnerships that create lasting social and economic impact.

Ms Rechter is a Member of the Order of Australia and a Fellow of the Australian Institute of Company Directors.

Jerril Rechter AM will commence as Chief Executive Officer on 16 March 2026.

**Quotes attributable to Minister for Sport, Hon Anika Wells MP:**

“The Australian Sports Foundation plays a vital role in helping athletes and community sporting clubs access the funding they need to grow and succeed, and I look forward to working with Ms Rechter as she takes on this important leadership role.

“As we look ahead to the Brisbane 2032 Olympic and Paralympic Games, strong leadership at the Australian Sports Foundation will help ensure more Australians have the opportunity to participate in and benefit from sport.”



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**About the Australian Sports Foundation**

The Australian Sports Foundation is Australia's national, non-profit, sports-fundraising organisation and the only organisation in Australia where donations to sport are tax-deductible.

The ASF helps athletes, clubs and organisations raise funds through tax-deductible donations, enabling more Australians to participate and receive the benefits of sport.

Since its establishment, the ASF has distributed more than \$900 million to sporting organisations and athletes across Australia. Now, entering the Foundation's 40<sup>th</sup> year, annual donations with the ASF annually exceed \$100 million, reflecting the growing role of philanthropy in supporting Australian sport.

Through its fundraising platform and grant programs, the ASF supports thousands of athletes, community clubs and sporting organisations each year.

For more information visit [asf.org.au](http://asf.org.au)