$100,000 IN SPORTS EQUIPMENT UP FOR GRABS IN NEW ASF & SWYSH FUTURE STARS GRANT

Applications for the new Future Stars Grant are now open, giving grassroots sports clubs across Australia the chance to share in $100,000 in free equipment.

Established by the Australian Sports Foundation (ASF) in partnership with Swysh, the leading video messaging platform for Aussie sports stars, the program will award at least 20 grants of up to $5,000 each, but aims to fund as many junior clubs as possible.

ASF CEO Sue Hunt AM said the partnership will deliver practical support where it is needed most.

> "We know the cost of participation is one of the biggest challenges facing community sport, and this grant is a direct way to address it. By working with Swysh, we can get essential equipment into the hands of grassroots clubs, making it easier for families to keep their kids active and connected through sport."

Swysh is currently directing 10% of all proceeds from the sale of personalised video messages to the ASF to fund the initiative, helping clubs upgrade essential gear, improve programs and create lasting benefits for their players and communities.

Swysh Founder & CEO Michael Roth said the initiative is about creating impact beyond the playing field.

> "The Swysh platform gives athletes a really powerful way to make an impact, both on the fans that they're surprising and on the community as well. With Father's Day coming up and footy finals around the corner, it's a busy time on Swysh and we wanted to do something really impactful in grassroots sports.
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> Our partnership with the Australian Sports Foundation enables us to do that and we can't wait to deliver sports equipment to junior clubs around Australia. The aim of the Future Stars Grant is to help reduce the costs of junior sport for families, and it's through the inspiring work of the stars on Swysh that will help us achieve this."

Swysh connects fans with more than 1,500 sports stars and celebrities through personalised video messages. At least 10% of every purchase is donated to charity, with the platform contributing more than $1.4 million to charitable causes since its launch, including the ASF earlier in 2025.

Rugby League superstar and one of Swysh's first users, Cameron Murray, highlighted how initiatives like the Future Stars Grant can make a real difference for young players.

> "When I was starting out, having the right equipment meant we could train harder, play better and enjoy the game even more. Programs like this are fantastic because they give kids and clubs the support they need to stay involved in sport and chase their goals, no matter their background."

Applications for the Future Stars Grant opened on Monday, 18 August 2025, and will close 11.59pm (AEST) Sunday, 31 August 2025. Successful applicants will be notified by the ASF and will receive equipment supplied by HART Sport, ensuring they have the tools they need to run quality training sessions and competitions.

For more information on the Future Stars Grant and to apply, visit:
https://heyswysh.com/pages/future-stars-grant

About the Australian Sports Foundation
The Australian Sports Foundation is the nation's non-profit sports fundraising organisation and the only body that enables tax-deductible donations to sport. For 39 years it has helped athletes, clubs and organisations raise funds, distributing more than $980 million through its online fundraising platform and community sports grants. The ASF works to ensure everyone has access to the health and social benefits of sport, regardless of gender, background, location, ability or culture.

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