$100,000 IN SPORTS EQUIPMENT AWARDED TO 24 GRASSROOTS CLUBS

First-ever Future Stars Grant tackles cost-of-living pressures by delivering equipment to volunteer-run clubs nationwide.

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Twenty-four grassroots sports clubs nationwide have been awarded a share of $100,000 in equipment funding through the first-ever Future Stars Grant, delivered by the Australian Sports Foundation and funded by Swysh.

The program, which received 280 applications from across the nation requesting a total of over $1 million in support, was extended from 20 to 24 recipients due to overwhelming demand. The grants will be fulfilled by ASF's preferred equipment supplier and are designed to ease rising participation costs for junior players.

Australian Sports Foundation Interim CEO Ryan Holloway said the response highlighted the critical role equipment plays in keeping kids active.

"Grassroots clubs are working incredibly hard to keep costs manageable for families, but the need for equipment, particularly new equipment, is essential to assist increased participation. The Future Stars Grant provides practical support that helps clubs maintain quality programs while ensuring cost of participation remains affordable," Mr Holloway said.

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The Future Stars Grant was made possible through ASF's partnership with Swysh, the video messaging platform where fans can book personalised videos from more than 1,500 sports stars and celebrities. Between July and September 2025, 10% of all Swysh sales contributed to the grant pool.

Swysh Founder & CEO Michael Roth said the initiative demonstrates the real-world impact athletes can have on community sport.

"The athletes on Swysh do an amazing job of surprising and inspiring their fans through video messages, but being able to spread this positive impact to the broader community is truly special. By funding this equipment, we're aiming to directly reduce the financial burden of junior sport for families connected to these 24 grassroots clubs, ultimately making participation in sport possible for more kids around Australia."

Making every dollar count

For volunteer-run clubs managing rapid growth, the grants deliver significant impact. Among the successful recipients is Keon Park Soccer Club in Melbourne's north, which received $4,235 worth of new balls, goals and training gear to support its junior program that nearly doubled in size over two years. The investment in the growth of the club is already paying dividends, with the club's U12 boys team recently crowned state champions for their division.

The club has grown from nine junior teams in 2023 to 17 in 2025 and keeps registration among the lowest in the area.

"Four thousand dollars might not sound like much, but we have about 250 juniors and 80 seniors. At face value that's easily 15 or 20 dollars per player. It takes off pressure when it comes to deciding fees for next year," said Chong, committee member at Keon Park.

Other successful recipients include:

- **Wahroonga Rugby Club** (NSW): Equipping the volunteer-run club with tackle pads and tubes so nearly 500 players aged 4 to 17 can train safely without families needing to purchase or fundraise for gear. The grant particularly supports the club's expanding girls' program, keeping participation accessible for all children.
- **Swifts Hockey Club** (QLD): Removing the cost barrier of equipment for all 83 junior members by providing free starter packs including sticks, mouthguards, shin pads and balls. The grant helps the club maintain its position as one of the most affordable in the area.

The full list of successful applicants is available here.

Additional case studies are available upon request.

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Images available for media use

High-resolution images of Keon Park Soccer Club's U12 boys team with their new equipment are available here.

For more information

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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 $890 million through its online fundraising platform and community sports grants.

About Swysh

Swysh gives sports fans personalised experiences from over 1,500 Australian sports stars and celebrities through video messages. Swysh donates at least 10% of every purchase to charity partners and has contributed over $1.5 million to charitable causes since launching in early 2020. To learn more, visit heyswysh.com