

Case Study

Repositioning the Australian Sports Foundation to drive equity, connection and a healthier Australia.



The organisation

The Australian Sports Foundation (ASF) is Australia's only organisation with Deductible Gift Recipient (DGR) status exclusively for sport.

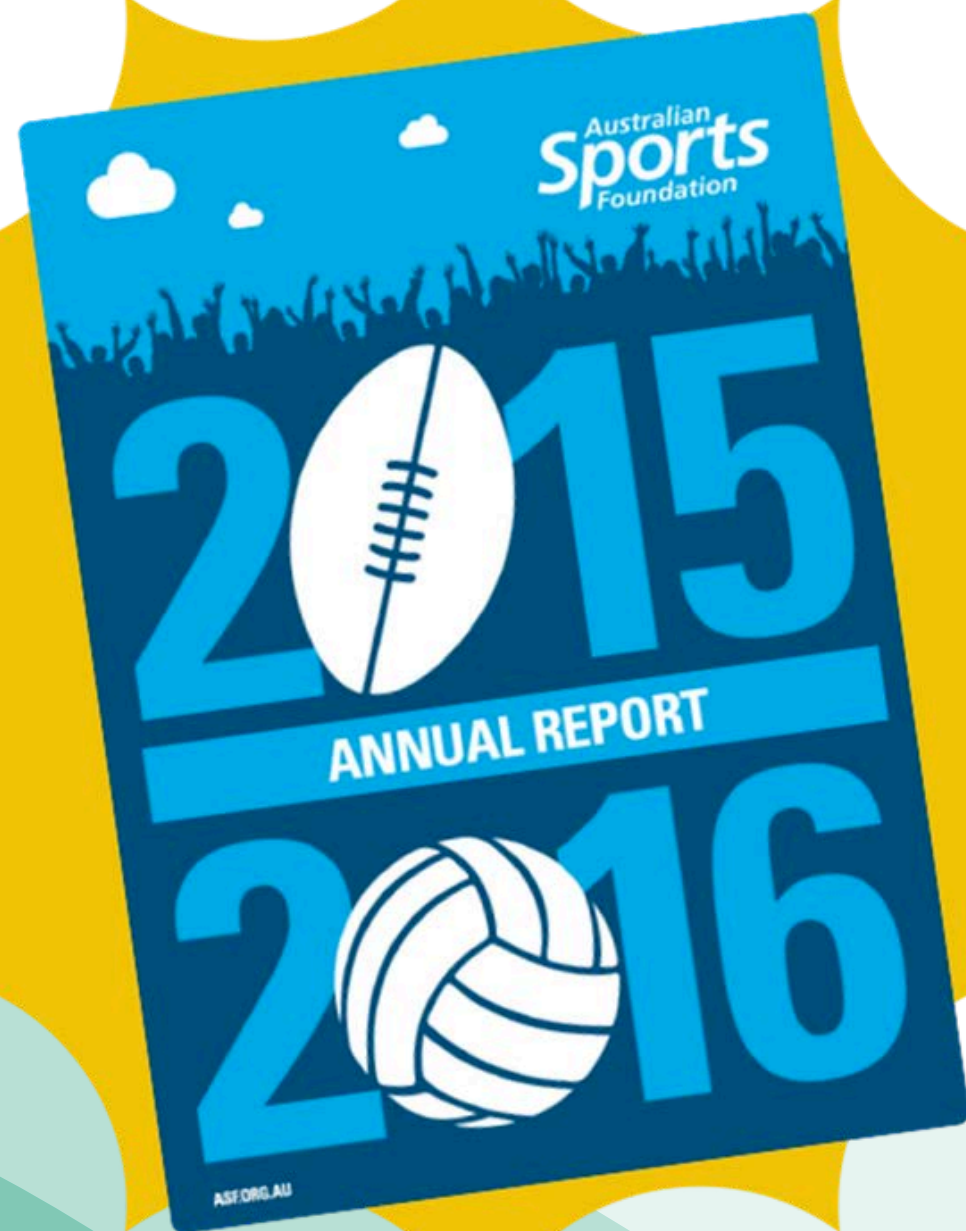
Since 1986, ASF has enabled athletes, community clubs, and professional sporting bodies to raise tax-deductible donations, fueling grassroots participation and elite performance across the country.

ASF's purpose is to ensure every Australian, regardless of postcode, background or ability – can access the life-changing power of sport. From local footy fields to Olympic podiums, ASF is working to remove barriers and unlock the full potential of sport as a force for equity, connection and wellbeing.

To realise this, ASF had set an ambitious goal: to grow philanthropic giving to sport from ~\$10M to \$300M, a transformational shift that would sustain thousands of community clubs and profoundly improve health and social outcomes across the nation.



The challenge



Despite its unique status and powerful mechanism for giving, ASF's brand had not kept pace with its ambition.

It suffered from:

- Low visibility beyond sector insiders
- Misunderstandings about its role and perceived exclusivity around DGR access
- A dated identity that didn't reflect ASF's national voice or strategic vision
- Missed opportunities to inspire donors, build influence, and galvanise support.

ASF needed a brand that could clearly communicate its value, inspire trust, and energise a movement behind sport as a public good.

The project

ASF undertook a major brand transformation as part of a broader strategy shift.

The project involved:

1. Clarifying purpose and positioning: centering ASF around “sport for all”
2. Refreshing the brand identity to build credibility, clarity and consistency
3. Creating a messaging and visual system that speaks to donors, clubs, athletes and policymakers alike
4. Embedding the brand internally to unify teams and culture
5. Activating the brand externally to attract new fundraisers, partners and supporters.



The impact (3.5 Years On)

A stronger, sharper identity

ASF is now widely recognised within the sporting ecosystem as a confident, strategic leader in sport philanthropy. The new brand has helped:

- Clarify ASF's mission to thousands of athletes, clubs and donors
- Shift perceptions from “platform” to partner and advocate
- Create a more consistent and compelling presence across all touchpoints



“The rebrand gave us a renewed focus on our core purpose and helped us present a clearer message about who we are and what we stand for.”

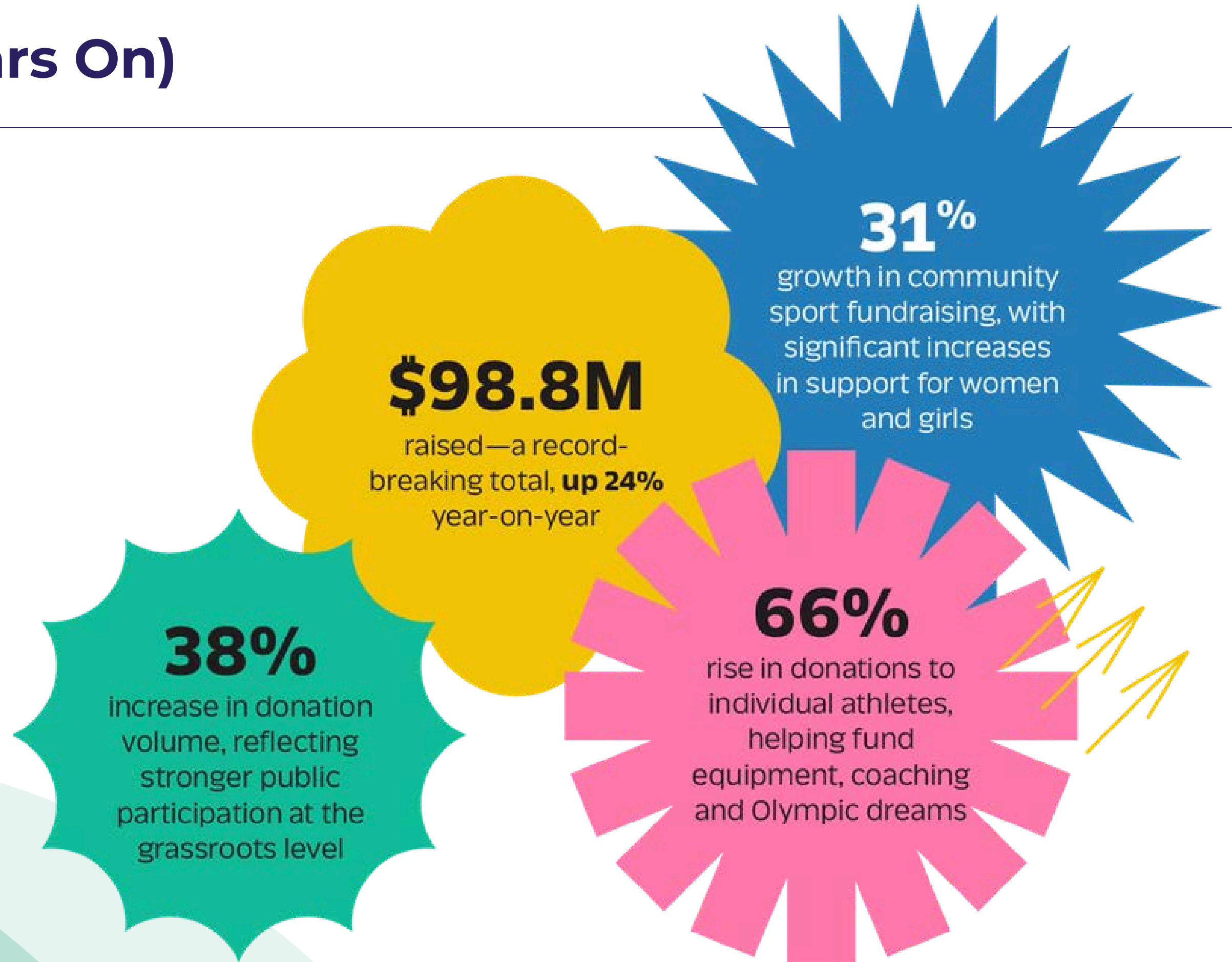
—Tim Murphy, Acting CMO



The impact (3.5 Years On)

Transformative growth in giving

ASF's latest Giving for Sport report (FY24) shows:



The impact (3.5 Years On)

Expanding reach and impact

- Thousands of new community clubs and individual fundraisers have joined the platform
- Tens of thousands of new donors - many giving modest but meaningful amounts - are backing sport locally
- ASF has strengthened its influence with government, national bodies and media, positioning sport as critical to public health, social cohesion and national identity

Internal alignment and cultural shift

The rebrand also helped galvanise ASF's internal teams around a shared mission and language:

Staff now speak with greater consistency and clarity
Brand values are embedded in decision-making and daily operations

A refreshed sense of purpose is helping ASF recruit, retain and inspire talent



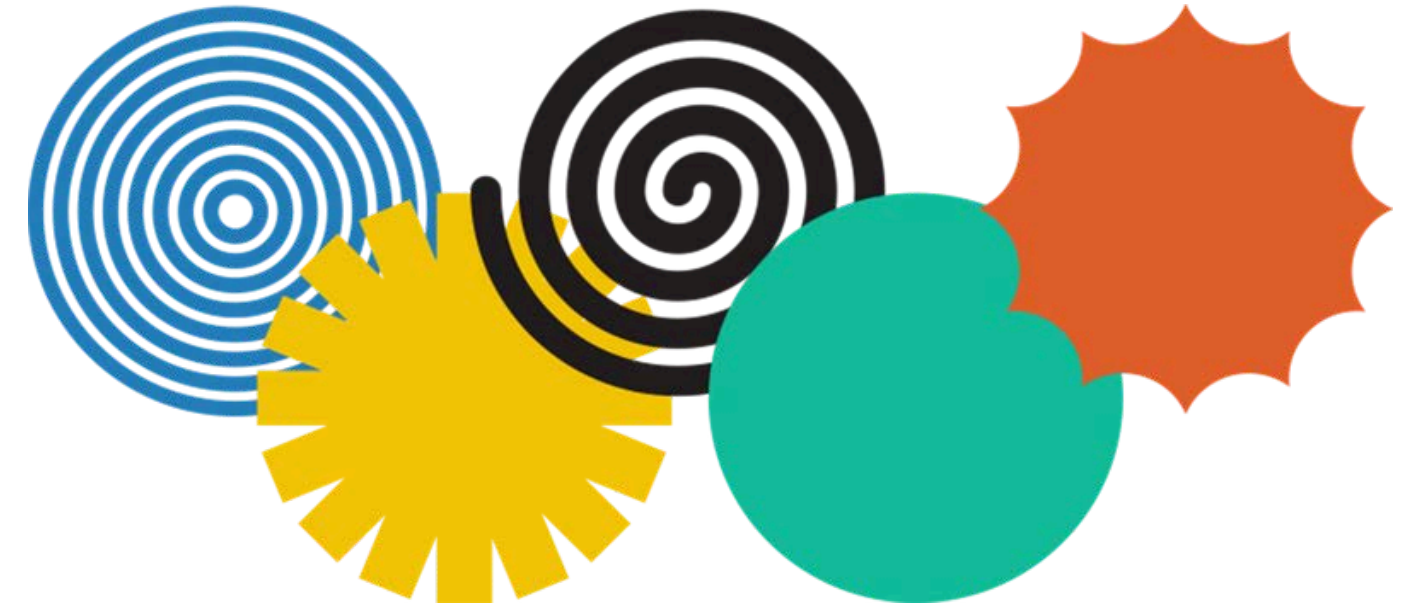
Toward Brisbane 2032 and beyond

ASF's goal to grow philanthropic giving in sport isn't just financial - it's structural.

It represents a future where:

- Community clubs aren't scraping by - they're thriving
- Participation isn't dependent on postcode - it's a birthright
- Sport is recognised not just as entertainment, but as critical infrastructure for community, health and national resilience

The rebrand laid the foundation for this shift. It gave ASF the clarity, confidence and momentum to step into its next chapter—not just as a fundraiser, but as a changemaker.



“The brand gave us a platform to be seen, understood and trusted. It’s helped us grow our network, deepen relationships, and most importantly—drive impact.”

—Tim Murphy, Acting CMO