



Australian Government  
Australian Sports Commission

Australian  
**Sports**  
Foundation

**newsletter**

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THE NEWSLETTER OF THE AUSTRALIAN SPORTS FOUNDATION

## From the Chairman

Welcome to the mid-year edition of the ASF Newsletter.

The ASF operations are maintained by a small group of dedicated staff under the guidance of the ASF Board, who are appointed by the Minister for Sport. Recent months have seen some changes at board level with the expiration of the terms of service for Chilla Porter and Karin Puels. They have both made a significant contribution to the success of the ASF during their three-year board tenure and on behalf of the entire ASF team, I would like to thank them for their positive involvement.

I would also like to welcome new board members, Margot Foster and Peter Bartels, and to announce the re-appointment of Michelle Ford-Eriksson for a further term. The Board now comprises Pam Tye, Michelle,



**Cory Bernardi**  
Chairman  
Australian Sports  
Foundation

Margot, Peter and myself, and we look forward to continuing to support the ASF team as it works with you to achieve your sporting objectives.

The Sport Incentive Program is a unique service for sport. I know that Rod and the team are focusing on forming closer strategic alliances with state and territory sport and recreation departments. This is intended to enable the ASF to get closer to grassroots sport, offer services that complement state facility grants programs and provide an effective mutual contact with state sporting organisations.

The ASF is keen to make itself available to attend state and territory sport conferences

so that clubs, associations, local governments, schools and community groups can discuss the role of the ASF and its support for local initiatives 'face to face'.

The performance of projects registered with the ASF in 2004-05 has been outstanding. As a result of the combined fundraising efforts of projects under the umbrella of the Sport Incentive Program, the Board approved discretionary grants of \$9.65 million during the last financial year. This brings the total grants issued since the ASF was formed in 1986 to \$98.6 million, but more importantly, each year the number of registered projects fundraising and receiving discretionary grants is growing.

Later this month, the ASF will celebrate \$100 million in discretionary grants. This is a significant milestone in the history of the ASF, particularly for the hundreds of projects and thousands of Australians who have benefited from our involvement in the Australian sports industry.

I thank you for your continued support of the ASF and more importantly for the work that is being done by sporting and community groups across the country for the benefit of all Australians.

## From the General Manager



**Rod Philpot**  
General Manager  
Australian Sports  
Foundation

The year 2004-05 has been a challenging one for sport and communities, with local and international events touching us in many ways. Communities are galvanised by their commitment to sport and this no doubt has helped them deal with social challenges including continuing drought in rural areas and events such as the Boxing Day tsunami. It was interesting to receive a note from a regional project early in the year letting me know

that it would be putting sports fundraising on hold for a few months while their community dealt with fundraising activities for the various tsunami appeals. It also appears that tragedies such as this create a new generation of donors and broaden the community philanthropic base.

The sports industry is serviced by passionate volunteers and administrators who are committed to creating further opportunities for participation at all levels and to the development of programs for elite athletes. This mirrors the charter of the ASF, which is to support the development of sport in Australia. The unique tax advantage for sports

fundraising afforded by the ASF continues to attract more clients and consequently enable greater returns to sport and communities.

The year 2004-05 has been a record one for the ASF: over 400 registered projects, in excess of 1500 enquiries, and most importantly, discretionary grants of \$9.65 million issued to registered projects as a result of their fundraising activities. Significantly, there has been a shift in the types of projects registered with the ASF. The number of sport development projects registered has grown by 10 per cent as a result of an increased focus by state sporting organisations, clubs and other sporting bodies on providing developmental opportunities for their juniors.

Let's hope this trend for growth continues in 2005-06. All the ingredients are there, including the 'home' Commonwealth Games. The ASF will continue to work with state sporting departments and organisations to ensure that information on the ASF is widely available to sport and communities.

My team and I look forward to working with you on your important sports initiatives designed to complement and strengthen Australia's sporting infrastructure.



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# Glenelg District Cricket Club Inc.

## Project

New player change rooms

## The need

For 80 years, the Glenelg District Cricket Club had shared change room facilities with the Glenelg Football Club. Under this arrangement, each club utilised the change rooms for a period of six months each year. Operating on a shared basis, the Glenelg District Cricket Club players were denied the opportunity of calling somewhere 'home', and the club was unable to develop or refurbish the existing change rooms to promote an atmosphere that primarily focused on cricket.

## The goal

A vacant area in the grandstand complex was identified as being available for the Glenelg District Cricket Club to establish a home base, including change rooms.

The goals of the 'new player change rooms' project were as follows:

- to enrich the culture of the Glenelg District Cricket Club by providing a permanent 'home' for the players
- to encourage the players to take ownership of the clubrooms, thereby ensuring the players protected their 'home'

- to continue the club's philosophy of providing players with the most professional facilities both on and off the field
- to provide an incentive for up and coming junior players 'to earn their right' to access the facilities enjoyed by senior players
- to ensure the club's proud history is reflected in the rooms.

## The approach

After an extensive consultative process with players, builders and other interested parties, architectural plans for the building were prepared and lodged, with subsequent approval granted to proceed by the City of Holdfast Bay.

Quotes were then sought from various builders. The Board received a series of quotes ranging in price, the lowest of which exceeded available funds. As a result, a number of Stage 1's non-crucial elements were deferred to Stage 2, to be addressed subject to the club's future financial position. Tasks such as demolition and painting were undertaken by club members to reduce costs.

## The challenge

With building quotes far exceeding available club funds, the challenge for the Glenelg District Cricket Club was raising the additional funds required to finance the project.

## The successful strategies

The Glenelg District Cricket Club approached the ASF to register the project under the Facility Development category so that donations in support of the project could be tax deductible.

The Glenelg District Cricket Club then approached life members, vice presidents, and past and present players for donations. As a result \$38 000 was raised, which was sufficient to ensure the club's rooms were professionally finished.

## Location

Glenelg is a beachside suburb located approximately 25 minutes southwest of the Adelaide city centre.





## Location

Albury is located on the Murray River approximately three hours by road from Melbourne.

Together, Albury and Wodonga make up the largest rural regional centre in Australia.

# Mitta Mitta Canoe Club Inc.

## Project

Club building extensions

## The need

Mitta Mitta Canoe Club occupied a portion of the very basic public facilities servicing an especially popular summer recreation area at Noreuil Park, Albury, located on the shores of the Murray River since the mid-1980s. The club had developed an area over some years to provide boat storage, together with limited toilet and change room facilities.

It was felt, however, that club membership was being restricted due to inadequate boat storage and the lack of separate change/shower rooms for male and female members. Another consequence of such limited facilities was that club meetings could not be held at the facility until boat racks were moved and gym gear packed away.

## The goal

In light of Albury City Council's decision to upgrade Noreuil Park's public facilities to meet growing community needs, the Mitta Mitta Canoe Club Committee decided to explore the possibility of including the extension of the club's facilities in the Council's plans. The club was aiming to achieve separate change/shower facilities for males and females, and to extend the club's limited boat storage area.

## The approach

The Mitta Mitta Canoe Club appointed a project officer to liaise and develop the expansion concept with Albury City Council.

Graham Ortlipp, Treasurer of the club said, 'Our requirements were factored into the Council's development strategy and preliminary drawings, plans and costs were issued for presentation to our members'. The club's project officer was also responsible for keeping the Mitta Mitta Canoe Club Committee informed and presenting plans and costings to club members.

## The challenge

Council approval involved a contribution of \$100 000 from the club. While Mitta Mitta Canoe Club members endorsed the proposal, financing the required contribution to upgrade the facilities for a small club of some 100–120 members appeared somewhat daunting. To assist the club in its endeavours to raise the necessary \$100 000, a professional fundraiser was approached for guidance. Subsequent advice indicated that the majority of funds would end up being sourced from club members.

## The successful strategies

The key, according to Ortlipp, was to get as many willing members involved in the fundraising process as was practicable. Fundraising was split into external and internal efforts.

## External fundraising

From the pool of ideas generated by members, the club conducted a successful art show and sold wine branded with the club's label. It was also able to sell a number of sponsorship packages that included, among other things,

access for sponsors and their functions to the club's new meeting room. These external fundraising strategies were kept separate from the 'member' fundraising strategies.

## Member fundraising

The Mitta Mitta Canoe Club was also able to raise funds by offering members discounted boat storage in return for an upfront payment of boat storage fees. The club applied the funds raised from this initiative towards the facility upgrade, but limited the offer to ensure that revenue was available to fund ongoing operating costs.

According to Ortlipp, 'The second and most successful strategy was to register the proposal with the Australian Sports Foundation'. Once the project was registered, the Mitta Mitta Canoe Club set about educating their members on ASF processes, which included an explanation of terms such as 'unconditional donations', 'tax deductibility', 'nominated beneficiary' and 'discretionary grants'. The club made personal approaches to potential major donors and informed other members of the opportunity to support the project at regular club meetings by a special mail out that explained the whole proposal. Members were asked to consider 'a dollar a day' campaign by donating \$400 to the ASF in support of the project.

In Ortlipp's words, 'Our club is very grateful for the professional help we received from the staff at the Australian Sports Foundation during the registration process and the conduct of our fundraising campaign'.

# Are you in the SMART list?

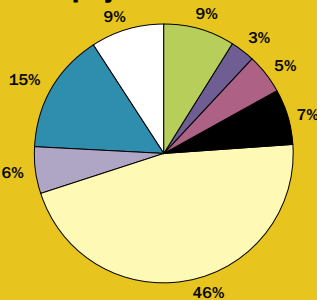
This is the list of SMART organisations and communities who shared in the \$9.65 million the ASF issued in discretionary grants in the period July 2004 to June 2005. Ask the ASF about how to register your sports project and join the SMART list, or visit the ASF web site [www.asf.org.au](http://www.asf.org.au) for more information. We may have some innovative ideas in the form of proven strategies to kickstart your fundraising for those vital sports projects.

Adelaide University Boat Club, SA  
 Advance Camperdown, VIC  
 AIS Gymnastics program, ACT  
 Altona Hockey Club, VIC  
 Arncliffe Scots–St George District Hockey Club, NSW  
 Associates Rugby Union Football Club, WA  
 Australian Canoeing, NSW  
 Australian Deaf Sports Federation, VIC  
 Australian Little Athletics, QLD  
 Australian Motor Sport Foundation, VIC  
 Australian Olympic Committee, NSW  
 Australian Touch Association, ACT  
 Australian Underwater Federation, WA  
 Avalon Sailing Club, VIC  
 Ballarat Sports Foundation, VIC  
 Balmain Rowing Club, NSW  
 Baseball WA  
 Black Mountain Rowing, ACT  
 Blairgowrie Yacht Squadron, VIC  
 Blind Sports Victoria  
 Box Hill Athletic Club, VIC  
 Brisbane Bears–Fitzroy Australian Football Club, QLD  
 Canberra Grammar School, ACT  
 Capital Lakes Rowing Club, ACT  
 Carlton Cricket and Football Social Club, VIC  
 Christian Brothers College, SA  
 Circular Head Council, TAS  
 City of Bunbury, WA  
 City of Port Lincoln, SA  
 Coomera Watersports Club, QLD  
 Cowes Yacht Club, VIC  
 Croydon North Cricket Club, VIC  
 Cruising Yacht Club of Australia, NSW  
 Dragon Boats NSW  
 Drummoyne Water Polo Club, NSW  
 Frankston Golf Club, VIC  
 Fremantle Football Club, WA  
 Friends of Ruyton, VIC  
 Glenelg Football Club, SA  
 Glenelg Golf Club, SA  
 Glenhuntley Athletics Club, VIC  
 Goldfields Tennis Club, WA  
 Goodlife Community Baptist Church, QLD  
 Gordon District Cricket Club, NSW  
 Grace Park Lawn Tennis Club, VIC  
 Grafton Hockey Association, NSW  
 Greenvale Cricket Club, VIC  
 Greg Norman Golf Foundation, QLD  
 Harlequin Club, VIC  
 Hawthorn Football Club, VIC  
 Henley Water Polo Club, SA  
 Hockey Queensland  
 Hockey Tasmania

Horsham Rural City Council, VIC  
 Huntingdale Golf Club, VIC  
 Kardinia Park Sports Foundation, VIC  
 Kayak and Canoe Incorporated, NSW  
 Kingston Heath Golf Club, VIC  
 Kooyong Foundation, VIC  
 Kooyonga Golf Club, SA  
 Lancelin Primary School Parents and Citizens Association, WA  
 Leeuwin Ocean Adventure Foundation, WA  
 Leongatha Golf Club, VIC  
 Lesmurdie Baptist Church, WA  
 Lloyd McDermott Rugby Development, NSW  
 Loreto Kirribilli Association, NSW  
 Loreto Mandeville Hall Association, VIC  
 Lorne Skatepark, VIC  
 Maccabi Australia, VIC  
 Macedon Ranges Shire Council, VIC  
 Manly Warringah Soccer Association, NSW  
 Maryborough and District Hockey Association, QLD  
 Melbourne 2005 Deaflympic Games, VIC  
 Melbourne Rugby Union Football Club, VIC  
 Melville City Hockey Club, WA  
 Melville Water Polo Club, WA  
 Mercantile Rowing Club, VIC  
 Metung Yacht Club, VIC  
 Mitta Mitta Canoe Club, NSW  
 Mosman Park Golf Club, WA  
 Mosman Rowing Club, NSW  
 National Aboriginal Sports Corporation of Australia, NSW  
 Newcastle Rowing Club, NSW  
 North Adelaide Football Club, SA  
 North Melbourne Football Club, VIC  
 North Queensland Sailing, QLD  
 North Shore Rowing Club, NSW  
 Northern District Hockey Association, NSW  
 NSW Amateur Boxing Association  
 NSW Golf Association  
 NSW Institute of Sport  
 NSW Ski Association  
 Orienteering Federation of Australia, ACT  
 PAFC Foundation, SA  
 Peel District Cycling Club, WA  
 Pembroke School, SA  
 Peppermint Grove Tennis Club, WA  
 Perth Football Club, WA  
 Port Adelaide Rowing Club, SA  
 Port Adelaide District Hockey, SA  
 Port Melbourne Yacht Club, VIC  
 Presbyterian Ladies College, VIC  
 Prince Alfred College Foundation, SA  
 Pulteney Grammar School, SA  
 Queensland Gymnastics Association  
 Queensland Rugby Union  
 Red and Blue Foundation, VIC  
 Richmond Football Club, VIC  
 Richmond Rowing Club, VIC  
 Royal Brighton Yacht Club, VIC  
 Royal Melbourne Golf Club, VIC  
 Royal Melbourne Yacht Squadron, VIC  
 Royal Perth Golf Club, WA

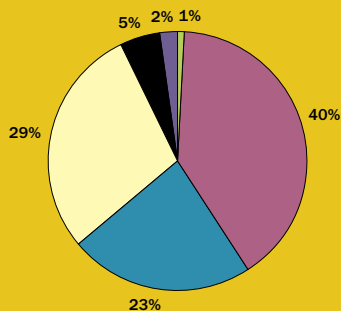
Royal Prince Alfred Yacht Club, NSW  
 Royal Queensland Lawn Tennis Association  
 Royal Yacht Club of Victoria  
 Sailing Ship Trust of SA  
 Shenton Club, WA  
 Shire of York, WA  
 Shoalhaven Rowing Club, NSW  
 Ski and Snowboard Australia, VIC  
 Soccer Queensland  
 Somers Tennis Club, VIC  
 Somers Yacht Club, VIC  
 Sorrento Sailing Couta Boat Club, VIC  
 South Gippsland Indoor Aquatic Centre, VIC  
 Sport Australia Hall of Fame, VIC  
 Sporting Shooters Association of Australia, VIC  
 Sports Foundation Geelong, VIC  
 Squadron Yacht Racing Foundation, NSW  
 St Catherine's School, VIC  
 St Ignatius College Riverview, NSW  
 St Josephs College Gregory Terrace, QLD  
 St Kilda Saints, VIC  
 Swan Hill Rural City Council VIC  
 Swan River Rowing Club, WA  
 Sydney Australian Football Club, NSW  
 Sydney Boys High School, NSW  
 Sydney University Football Club Foundation, NSW  
 Sydney Women's MLC Rowing Club, NSW  
 The Bobby Pearce Foundation, NSW  
 The Friends School, TAS  
 The Golland Club Scotch College, WA  
 The Korowa Foundation, VIC  
 The Melbourne Amateur Regatta, VIC  
 The Royal Adelaide Golf Club, SA  
 The Royal Melbourne Tennis Club, VIC  
 The Scots College, NSW  
 Torrens Rowing Club, SA  
 Town of Narrogin, WA  
 Trentham Community Group, VIC  
 UCA Kinross Wolaroi School, NSW  
 Universities Rugby Club, ACT  
 Unley High School Rowing, SA  
 Vermont South Special School, VIC  
 Victorian Golf Foundation  
 Victorian Lacrosse Association  
 Victorian Motorless Flight Group  
 Victorian Sabot Sailing Association  
 Walford Foundation, SA  
 Walkerville Junior Football Club, SA  
 Warren Jones Memorial Youth Regatta, WA  
 Warringah Bowls Foundation, NSW  
 Warrnambool Council, VIC  
 Waverley Hockey Club, VIC  
 Western Bulldogs Forever Foundation, VIC  
 Westfields Sports High School, NSW  
 Wheelchair Sports Association, WA  
 Woden Valley Soccer Club, ACT  
 Women's Golf Western Australia  
 Women's Sport Foundation, WA  
 Woollahra Colleagues Rugby Union Football Club, NSW  
 Yachting Australia, NSW  
 Yarra Yarra Golf Club, VIC  
 Yinnar Recreation Reserve, VIC  
 YMCA Katherine, NT

### Organisations with registered projects 2004-05



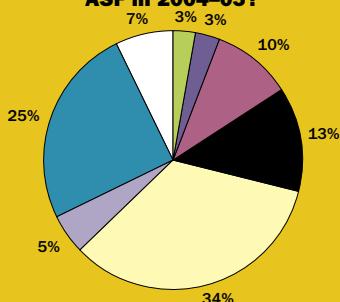
- Independent school
- Public school
- Local government
- Community group
- Sporting club
- Sports association
- State sporting organisation
- National sporting organisation

### What types of projects were registered with the ASF in 2004-05?



- Facility feasibility study
- Facility development
- Equipment
- Sport development
- Team travel
- Major event

### Who made enquiries to the ASF in 2004-05?



- Independent school
- Public school
- Local government
- Community group
- Sporting club
- Sports association
- State sporting organisation
- National sporting organisation

## Tips

### Promoting a fundraising campaign

If your organisation is registered with the ASF and is planning a new fundraising campaign or working on a new strategy, make contact early with the ASF. All promotional material that refers to the ASF or tax deductibility of donations must be approved by the ASF before it can be used. The ASF also has examples of best-practice templates that may assist you in developing and implementing your next campaign.

### Donations made by AMEX credit card

The ASF accepts credit card donations using MasterCard, Bankcard, Visa, Diners Club and AMEX. To process AMEX card donations, the ASF requires the donor to insert the unique four-digit check code (located on the front of the AMEX card) on the donation form in addition to the credit card number, expiry date, name of card and card holder's signature. The absence of this code is the cause of a significant number of queries on donation forms. Project organisations could greatly assist by double-checking AMEX credit card donation forms to ensure all information has been provided by the donor.

### Details relating to your organisation

Information relating to the project organisation is provided to the ASF at the time of application. This includes the incorporation certificate, ABN, constitution, bank account, contacts and addresses, and so on. This information is integral to the project registration and Grant Agreement signed by both parties.

The Grant Agreement requires that you notify the ASF within four weeks of any changes to entity details.

### Details relating to your project

If there are details relating to aspects of your project that are pending approval at the time of registration with the ASF, please provide copies of relevant approvals when they are received. This may include planning or building approvals, other grant approvals, team lists, lease details and so on. Timely receipt of this information may enable the ASF to consider your project in a forthcoming discretionary grant round.

### State sporting organisations

Apart from registering a project, state sporting organisations can help the ASF by providing member clubs with information on the ways in which the ASF can assist sport. Please let the ASF know if you intend to link to its web site or are planning to publish an article about it in a sporting journal. The ASF also has stocks of brochures available for state sporting organisations to distribute to clubs. Please advise if you would like some forwarded to you.

### Remember the six P's — proper preparation and planning prevents poor performance!

The ASF team is keen to invest time with organisations in the application and approval stages leading to project registration. Time spent at the front end can pave the way for an effective fundraising campaign and a successful project.

## Schedule of grant rounds 2005-2006

July 2005	Includes funds accepted by 30 June 2005
September 2005	Includes funds accepted by 31 August 2005
November 2005	Includes funds accepted by 31 October 2005
January 2006	Includes funds accepted by 31 December 2005
March 2006	Includes funds accepted by 28 February 2006
May 2006	Includes funds accepted by 28 April 2006

Funds accepted are donations deposited into the ASF bank account and cleared, or credit card donations processed through the ASF terminal by the date specified. Donations received by the ASF up to close of business on 30 June 2005 will form the pool of funds available for the July 2005 grant round.

### A tip!

As the end of the month prior to a grant round can be particularly busy, try to coordinate banking and forwarding of donation forms to the ASF a week or so before the end of the month. This will enable processing to occur and any queries relating to donations to be resolved.



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# SMART bodies

These sports and sporting bodies are SMART because they work each year with the ASF to get funds to develop their sport. Work with the ASF to become a SMART body.

## Participating sports

Australian football	Ice hockey
Athletics	Karate
Baseball	Lacrosse
Basketball	Lawn bowls
Biathlon	Motor sport
Bobsleigh	Netball
Boxing	Orienteering
Canoeing	Parachute
Cricket	Rowing
Croquet	Rugby league
Curling	Rugby union
Cycling	Sailing
Equestrian	Shooting
Extreme sport	Ski and snowboard
Flight	Swimming
Football	Table tennis
Gaelic football	Tennis
Golf	Touch football
Gymnastics	Underwater hockey
Handball	Volleyball
Hockey	Water polo

## Other

Shires and councils  
Schools  
Community groups  
Religious groups

## National bodies

Australian Canoeing  
Australian Curling Federation  
Australian Cycling Federation  
Australian Handball Federation  
Australian Lawn Tennis Association  
Australian Little Athletics  
Australian Bobsleigh and Skeleton Association  
Australian Olympic Committee  
Australian Parachute Federation  
Australian Real Tennis Association  
Australian Institute of Sport  
Australian Touch Association  
Australian Underwater Federation  
Australian University Sports  
Australian Water Polo  
Confederation of Australian Motor Sport  
Deaf Sports Australia  
Gaelic Athletic Association  
Lacrosse Australia  
Maccabi Australia  
Melbourne 2005 Deaflympics  
National Aboriginal Sports Corporation of Australia  
National Rifle Association  
Netball Australia  
Orienteering Federation of Australia  
Pistol Australia  
Rollersports Australia  
Ski and Snowboard Australia  
Sport Australia Hall of Fame  
Yachting Australia

# Frequently asked questions

## Do I have to establish a separate organisation or entity to be able to register a project with the ASF?

No. The ASF can register sport related projects from eligible incorporated and not-for-profit entities. In the majority of cases, it is the sports club, sporting organisation or community organisation with a sporting purpose that applies to the ASF. However, other organisations such as schools, local government or government agencies can still apply to register a sport related project with the ASF based on their non-profit status.

Some organisations choose to establish a separate entity as their fundraising vehicle for reasons of transparency and to keep these funds separate from the operational side of their business. Again, the ASF can receive applications from these entities provided they are incorporated, non-profit and have a sporting objective.

A checklist of supporting information required by the ASF to enable it to assess a project application is included on the back of the application form and in the *Sport Incentive Program Guidelines* booklet.

## Why can't I say that my project is tax deductible once we have registered with the ASF?

Registration with the ASF is confirmation that the registering entity has satisfied initial governance and approval requirements, and that the purpose of the project is sport related and fits within ASF guidelines.

Fundraising in support of registered projects is conducted according to the gifting provisions of taxation law. It is the ASF that has tax deductible status as a deductible gift recipient listed in Division 30, Section 30.90 of the *Income Tax Assessment Act 1997*. Registration does not confer this tax deductible status on either the registering organisation or the project.

Registration with the ASF enables supporters of the project to donate to the ASF, nominating the registered project as their preferred beneficiary, and to receive a tax receipt for their contribution. All claims for a tax deduction are subject to acceptance by the Commissioner of Taxation.

## Will the ASF consider registering a facility project if grants from other government/local government bodies are involved?

Absolutely. The ASF is pleased to be associated with facility development projects where there is a mix of funding. This may include state or federal government grants, local government grants or loans, sponsorship and contributions from the registering organisation including loans it may have sourced. Registration and subsequent fundraising with the ASF complements the other sources of funds. A broad mix of funding is also seen as a safety net as all 'funding' eggs are not in the same basket.

## As an individual athlete, can I register a project with the ASF?

No. The ASF is not able to receive applications from individuals or teams for sport related projects. This is primarily because the ASF must transact with incorporated non-profit entities and also because of advice from the Australian Taxation Office on this matter.

Individual athletes are advised to seek the support of their club, or state or national body that could in turn make an application to the ASF for a sport related project. This could enable a greater number of athletes or teams in their program to benefit over the project life.

## What is the difference between sponsorship and a donation?

Both are legitimate fundraising strategies used by organisations to achieve sporting outcomes. Sponsorship is an agreement between two parties involving a commitment by each and where benefits to each party are involved. For example, in return for a monetary sponsorship of \$5000, a football team agrees to place the sponsor's name on their jumpers. The sponsor may be able to claim a business tax deduction for this contribution. The ASF could not be involved in this process as sponsorship is outside the gifting principles defined by the Australian Taxation Office.

On the other hand, a donation is a gift. The donor makes the contribution unconditionally for an amount of their choosing and without expectation of benefit. In the case of donations to the ASF, the donor may nominate a registered project as their preferred beneficiary.

## Will the ASF provide a reconciliation of donations that make up the grant paid to my organisation?

No. Under taxation law, donors contribute unconditionally to the ASF and may nominate a registered project as their preferred beneficiary. Once received and receipted by the ASF, donations make up the pool of funds that are available for discretionary granting.

Grants are made to registered projects at the discretion of the Board. While the donations received by the ASF make up the pool of available funds, the approval of grants is separate and discrete from the process by which donors unconditionally contribute to the ASF.

Project organisations are encouraged to maintain their own records of donor support. In addition, the ASF will forward batches of donor receipts to the project organisation for distribution to donors, together with a receipt register that summarises the batch.



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# Donor information

Fundraising may involve a number of strategies including grants, sponsorship, special activities or events, contributions 'in kind' and donations. Donors are an important element in any successful fundraising campaign. Satisfied donors provide positive testimonials for a project and are more likely to continue to support the organisation in the future. The ASF can offer donors the benefit of tax deductibility for donations of \$2 or more; however, some considerations apply, including the recognition donors may receive for their donation and the projects to which they may donate.

Donations can be made by individuals or businesses by:

- cash
- cheque
- money order
- credit card (a 2 per cent administration charge is applicable to all credit card donations).

For a tax deduction to be claimable, donations to the ASF must be:

- unconditionally gifted to the ASF
- voluntary
- accompanied by a completed, approved donation form.

Donations are not subject to GST.

Donors:

- may nominate a registered project as their preferred beneficiary
- must not receive any benefit, advantage, right or privilege (other than one of an insignificant nature) for their donation (apart from tax deductibility)
- will receive ASF issued tax receipts for donations of \$2 or more to substantiate claims for tax deductibility

- must accept that, in line with taxation law, they cannot insist that the ASF direct their donation to a specific project
- must accept that all claims for a tax deduction are subject to acceptance by the Commissioner of Taxation.

Some additional donor considerations apply to Sport Development and Team Travel projects. For example, donors may not donate to the ASF in support of a project where they, a relative or associate will benefit from any discretionary ASF grants (for example, a reduced fee for participation in a coaching course or team travel). If you are unsure of your ability to donate to a particular project, seek independent professional advice.

## Donor recognition

Saying thank you to donors is an important element of successful fundraising. For ASF projects, organisers can recognise the contributions of donors in modest ways, including:

- a letter of thanks
- commemorative pins
- names on bricks, pavers, plaques, honour boards, etc.
- certificates of appreciation
- lists of donors in publications including annual reports.

Such recognition should not be offered as an inducement to potential donors.

Unacceptable forms of recognition include:

- signage and/or advertising at venues
- advertising in programs, on clothing, etc.
- company logo on bricks, pavers, etc.
- naming rights at venues or on equipment.

In order to be acceptable for taxation purposes, a gift must be:

- made by way of benefaction. Therefore any fundraising promotions should emphasise that the objective is to raise funds for the sporting facility, event, team, etc. Organisations should not give donors a perception that the object of making a donation is to provide them with some benefit, advantage, right or privilege (other than of an insignificant nature). Unacceptable benefits include invitations to functions or events at no cost, season tickets and reduced membership rates
- voluntary and not the result of a contractual obligation or pre-existing agreement.

Updated Sport Incentive Program Guidelines will be available in July and will be posted to registered project organisations. In addition, copies can be obtained by contacting the ASF.



# A few more tips

## Bank deposit slips

After banking donations into the ASF bank account, send confirmation of the bank deposit to the ASF with the signed donations forms. This helps match donors supporting your project with the donated funds and will speed up the process of issuing receipts.

## Donations by cheque

When donating by cheque in support of a project, the donor must make the cheque payable to the Australian Sports Foundation Ltd. This clearly indicates that the ASF is the recipient of the donation and the ASF is then in a position to receipt the donation in accordance with taxation law. Cheques made payable to a project organisation cannot be accepted by the ASF as donations as there is no evidence in such circumstances that the donor is unconditionally contributing to the ASF.

## Donations by credit card

The ASF can process credit card donations made on correctly completed donation forms. The donor must sign the declaration that confirms the donation is made unconditionally, and in addition, enter relevant credit card details and sign the authority to process the credit transaction. Completed donation forms can be posted or faxed to the ASF and care should be taken not to send multiple copies of the same donation form. This will prevent the possibility of a duplicate donation transaction on the credit card.

## Supporting documentation

When lodging a new project application or completing a grant expenditure report for an existing project, please include all applicable supporting documentation that is requested on the relevant checklist.

## Next edition

The next edition of the *Australian Sports Foundation Newsletter* will be December 2005.

Please contact the ASF if you would like more copies of this newsletter for distribution to associated sports clubs or community groups.



## New project approvals since 1 December 2004

The ASF welcomes the following new projects that have been approved in the period 1 December 2004 to 1 June 2005.

- AFL Central Australia NT — Sport Development
- Australian Bobsleigh and Skeleton Association, VIC — Equipment and Team Travel
- Australian Commonwealth Games Association, WA Division — Team Travel
- Australian Curling Federation, VIC — Team Travel
- Blairgowrie Yacht Squadron, VIC — Facility Development
- Blind Sports Victoria — Hosting a Major Event
- Boccia Victoria — Team Travel
- Brisbane Bears-Fitzroy Football Club, QLD — Facility Development
- Buckingham Rowing Club, TAS — Equipment
- Carlton Cricket and Football Social Club, VIC — Facility Feasibility Study
- Club Goya 551, NSW — Equipment
- Commonwealth Golf Club, VIC — Facility Development and Sport Development
- Coomera Watersports Club, QLD — Equipment
- Greenvale Cricket Club — Facility Development
- Heidelberg Golf Club, VIC — Sport Development and Facility Development
- Hockey Queensland — Sport Development and Facility Development
- Holloike Park Tennis, VIC — Facility Development
- Illawarra Hockey Association, NSW — Facility Development
- Lacrosse Australia, WA — Sport Development
- Layne Beachley Aim for the Stars Foundation, NSW — Sport Development
- Mosman Croquet Club, NSW — Facility Development
- North Queensland Sailing, QLD — Equipment
- On Track for Life Foundation, VIC — Sport Development
- Onkaparinga Rugby Union Club, SA — Facility Development
- Peel District Cycling Club, WA — Feasibility Study for Facility
- Port Adelaide Magpies Football Club, SA — Sport Development
- Queensland Cyclists Association — Equipment
- Royal Perth Yacht Club, WA — Hosting a Major Event
- Royal Prince Edward Yacht Club, NSW — Facility Development
- SA Tennis — Facility Development
- Safety Beach Sailing Club, VIC — Facility Development
- Scotch Oakburn College, TAS — Equipment
- Shire of Coolgardie, WA — Facility Development
- Shire of Halls Creek, WA — Facility Development
- Shire of Merredin, WA — Facility Development
- Spring Valley Golf Club, VIC — Facility Development
- St Catherine's School, VIC — Facility Development
- St Joseph's College Gregory Terrace, QLD — Equipment
- Stuart Appleby Junior Golf Foundation, VIC — Sport Development
- Tennis Australia, VIC — Sport Development
- Tennis West, WA — Sport Development
- Vermont South Special School, VIC — Equipment
- Volleyball South Australia — Sport Development
- Wellington Shire Council, VIC — Facility Development
- Wembley Downs Tennis Club, WA — Facility Development
- WH Pincott Club, VIC — Equipment
- Wolston Park Centenary Cricket Club, QLD — Equipment
- WestVic Academy of Sport — Sport Development
- Wheelchair Sports WA Association — Team Travel
- Woodville West Torrens Football Club, SA — Sport Development
- Woodland Golf Club, VIC — Facility Development and Sport Development
- Xavier College Foundation, VIC — Equipment

## The ASF team

- Jaime Firman — Client Services
- Steve Trevaskis — Business Manager
- Leanne Read — Client Services Manager
- Kim Horne — Client Services
- Henry Gundry — Client Services
- Rod Philpot — General Manager
- Robyn Fisher — Client Services (absent)

Australian  
**Sports**  
Foundation

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Contact the  
Australian Sports Foundation at:

PO Box 176  
BELCONNEN ACT 2616  
Tel: (02) 6214 7868  
Fax: (02) 6214 7865  
Email: [info@asf.org.au](mailto:info@asf.org.au)  
ABN 27 008 613 858  
Web site: [www.asf.org.au](http://www.asf.org.au)

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