In the 2016/17 financial year, donations to sport increased from $32 million to a record breaking $44.75 million.

The number of Aussies who donated almost doubled from last FY, with 19,172 donations made to support the sports we play, watch, and love.

1,149 organisations and 179 athletes fundraising for 2,328 projects (almost 1,000 more than last year).

+13% organisation increase
+48% project increase
+614% athlete increase

10 highest grossing sports:
- AFL 45%
- Multi-Sport 21%
- Golf 10%
- Rugby Union 4%
- Swimming 3%
- Football (Soccer) 3%
- Sailing 3%
- Rowing 2%
- Athletics 2%
- Cricket 2%

Donations received by state:
- Victoria: 63%
- New South Wales: 10%
- Queensland: 6%
- South Australia: 0%
- Western Australia: 3%
- Tasmania: 0%
- Northern Territory: 2%

Average $ raised per organisation:
- Grassroots clubs: $28,249
- National and state sporting organisations: $112,794
- Peak and professional clubs: $591,749

Projects based in Victoria received 63% of the donations, raising $28,013,010 for their respective sports.
OUR HIGHEST GROSSING ORGANISATION RAISED A MAMMOTH

$5,134,680

TWO ORGANISATIONS RAISED OVER $4,000,000

SEVEN ORGANISATIONS RAISED OVER $1,000,000

$2,456,824
Helped fund social inclusion through sport.

41% benefited disadvantaged Aussies

40% people with disability

15% women & girls sports

4% Aboriginal & Torres Strait Islanders

1% LGBTQ+ Community

BIGGEST ALL STARS
Some sports saw a massive increase in donations compared to last year.

Donations to Cricket increased by 2900%

Donations to Athletics increased by 1857%

Donations to Canoeing increased by 768%

FOR THE FIRST TIME EVER, GRASSROOTS SPORTS RECEIVED THE HIGHEST NUMBER OF DONATIONS!

61% of donations were made to grassroots clubs!
Up from 39% in 2015/16 financial year.

20% of donations were made to peak and professional sports.

19% of donations were made to National and State Sporting Organisations.
ATHLETE PROGRAM

The number of Individual Athletes we work with increased from 22 to...

179

Average $5,000 per athlete.

LARGEST INDIVIDUAL DONATION
$105,000

THESE ATHLETES RAISED
$469,803

AVERAGE AMOUNT DONATED
$2,981

WHERE ARE OUR ATHLETES?

58% of our athletes are from NSW and received $317k donations.

17% of our athletes are from VIC and received $93k donations.

12% of our athletes are from WA and received $62k donations.

HIGHEST GROSSING INDIVIDUAL ATHLETE SPORTS

27% of the total donation amount.

SAILING
$147,940

EQUESTRIAN
$73,223

CANOEING
$61,176

THE ATHLETES WE WORK WITH ARE FROM A VARIETY OF SPORTS RANGING FROM BASKETBALL AND DIVING TO TRIATHLON AND ORIENTEERING!
Meet John
50 years old
Lives in VIC
Donates once a year in June
Donates between $5-$25 to an AFL project

Meet Sue
50 years old
Lives in NSW
Donates using her desktop and credit card
Donates a personal gift to a golf club

Donor Demographics
21% Fans/spectators
22% Parents or guardians
44% Participants/players in sport

Most Generous Occupations
IT and Computing
CEO & Management
Health and Medical
Retiree

Donors Were
Male 77%
Female 23%

Most Generous Age Groups
55+ 46%
45-54 31%
35-44 13%

Donors' Favourite Sports
AFL
Rowing
Golf
Athletics
Soccer
**LARGEST ONLINE DONATION**
$1,000,000

**Donation Amounts**
- **$1-$50**: 35%
- **$51-$100**: 13%
- **$101-$200**: 9%
- **$201-$500**: 16%

**The Average Donation Amount**
- **Under $500**: $97
- **Overall**: $2,330
- **Under $100**: $34

**Aussies Donated**
$620,625 Worth of Goods

**$1,207,985 Raised for Sport through Add-Ons**

*Adding donations to memberships, event tickets or registration fees proved to be a popular method for projects fundraising, with the $$ amount nearly doubling from last financial year.*

**Corporate and Trust Donations**
- 1,485 corporate donations were made, totalling $10,664,012
- 215 Trust and Foundation donations were made, totalling $10,003,127

**Donations Given by State**

- Victoria: 36.5%
- New South Wales: 29.1%
- Queensland: 26.5%
- Western Australia: 9.6%
- South Australia: 6.5%
- Tasmania: 1%
- Other: 1%

Victoria donors proved to be the most generous, with 6,498 donations, making up 36.5% of all funds raised.
WHEN
PEOPLE ARE DONATING

June remains our busiest month for donations and a significant time for charitable giving throughout Australia.

HOW
PEOPLE ARE DONATING

82% Online donations
Up from 63% last year.

VS

18% Manual donations

DEVICE TRENDS

Desktop 61%
Tablet 8%
Mobile 31%

Mobile views increased 141%

ASF.ORG.AU

INCREASE IN SITE TRAFFIC 2016/17 FINANCIAL YEAR

88%

Email referrals to our website increased by 161% from last FY and were responsible for 11% of all web traffic.

Other methods include:

- Referral 24%
- Direct 27%
- Organic 16%
- Social 20%
- Other 2%

Thank you to all of our project partners, sports community partners, generous donors and supporters...

To find out more about our programs and fundraising for sport visit asf.org.au