

## 3.4 ASF workshop, Sydney, 23 Nov 2016

Paul Prudhoe and John Harding attended this Australian Sports Foundation workshop on new options for ASF fund raising.

### **PRIORITY ACTION ITEMS**

Paul and I agreed that the priority action items are:

1. Include a donation to the ASF for the HP program in each of the major Foot and MTBO Eventor entries. In particular Paul will do so for QBIII and the Oz Champs Carnival next year. However, this will not have optimal outcomes unless we begin marketing it from December onwards. So we have to say:
  - how much money we want to try and raise
  - why we need it and what impact it will have
2. Include a donation to the ASF in Eventor club membership and identify club and state priorities for fund raising projects
3. Where a fund raising event is organised, eg. Great Nosh run in Sydney, the entry should have an ASF donation option
4. To get an article in the next AO and pump out reminders monthly between January and June
5. To publicise that crowd funding using ASF donations can now be done for individual HP athletes approved by OA as bona fide. For example, OWA wanted to do this for Ricky Thackray for the MTBO team this year but ASF was not geared up for it. For an athlete to be involved in this, they must contact the ASF which will assist in setting up a page and explaining how the money can be used: ASF will pay it monthly for travel and accommodation, training camps, medical, training and coaching, food and nutrition. Parents can only donate a max of \$300.

### **OTHER CHANGES**

6. Donations of goods and property are now allowed, eg. Sponsors often want to donate a car. This is costed at market value and ASF charges 5% processing + GST. ASF provides documentation to the Tax Office which issues a Certificate. For property there are stamp duty issues.
7. Crowd funding for an NSO using a Movember or Biggest Morning Tea model is also permitted. We would have to collect both the money and the name, address, email and donor amount details for all donors on a spreadsheet (ASF template) and the ASF will issue the tax receipts. To encourage involvement, prizes should be provided to the highest fund raisers.
8. If a fund raising dinner is held, the price of the dinner is excluded but a donation to the ASF included as an add on is tax deductible. Again, we would have to collect both the money and the name, address, email and donor amount details for all donors on a spreadsheet (ASF template) and the ASF will issue the tax receipts.
9. Another option not relevant to us is that of employees of a sponsor company getting in the corporate spirit by making regular fortnightly ASF donations matched by the employer.

10. It should be recognised that some people who might be prepared to donate will not do so for HP support. We should have other projects that tap into the philanthropy of these people. Eg. Equipment and facilities at the club and state level, or TID program support. A good one for NSOs is a project Kay Haarsma suggested a year or so ago, namely an Indigenous orienteering support program like Rob DeCastella's Indigenous Marathon Project, where we provide travel and accommodation support to the Australian Championships each year to some Aboriginal high school orienteers from the NT.

ADVICE TO NSOs TO MAKE IT HAPPEN

Allocate a resource to it or it won't happen.

Don't target the same donors for club, state and national projects.

Possible approaches:

Grass roots/club:

- Local facilities
- Club equipment
- Team travel

SSO:

- State level HP
- Talent ID
- Regional facilities

NSO:

- National HP
- Underprivileged participation