

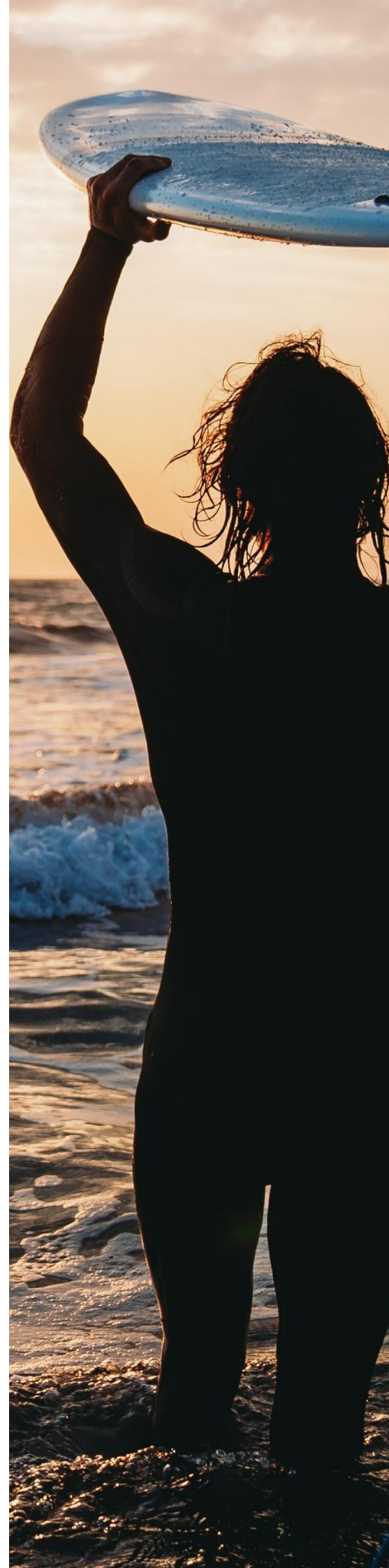
# **WATERMARK SEARCH INTERNATIONAL CANDIDATE BRIEF**

**Chief Executive Officer  
Australian Sports Foundation**

September 2025



Presented by Watermark Search International.  
Trusted for over 40 years, focused on the future.



## *Chief Executive Officer – Australian Sports Foundation*

Lead the next chapter of impact in Australian sport

Building towards the 2032 Brisbane Olympic and Paralympic Games

With philanthropic donations now exceeding \$100 million annually, the Australian Sports Foundation (ASF) is poised for its most transformative chapter yet.

ASF empowers sporting clubs and individuals to raise funds, advocates for the role of sport in community wellbeing, and administers a Charitable Fund supporting initiatives that use sport to drive social change. Its focus includes increasing youth participation, breaking down barriers for women, and expanding access and diversity across all levels of sport.

ASF is seeking a visionary CEO to lead the implementation of a refreshed strategic plan through to the 2032 games. Reporting to the Board, the CEO will be a passionate advocate for sport and community impact, with the leadership capability to inspire and unite diverse stakeholders.

### **Key attributes include:**

- Executive leadership experience with gravitas and presence
- Proven ability to lead geographically dispersed teams
- Successfully used digital tools, systems, and analytics to multiply the reach, efficiency, or influence of an organisation
- Exceptional stakeholder engagement across sport, business or corporate, philanthropy, government and media
- Strong financial, commercial, and risk management acumen
- A dynamic and innovative approach, with a coaching leadership style

Candidates would ideally have networks and credibility in the sports sector, but may come from the corporate or for-purpose sectors, with a track record in revenue growth/fundraising, philanthropy, marketing, or community engagement.

**Location: Melbourne, Sydney, Canberra or Brisbane**

## About the ASF

The ASF is Australia's national non-profit sports fundraising organisation, and the only organisation in Australia to which donations for sport are tax-deductible.

ASF focuses on supporting a thriving Australian sporting sector, where everyone has access to the health and social benefits of sport, regardless of their gender, background, location, ability or culture. ASF has been helping athletes, clubs and organisations fundraise for 37 years. Since inception, the ASF has distributed nearly \$700 million through its online fundraising platform and community sport grant rounds.

Funds raised through the ASF have increased exponentially in recent years, culminating in a record of over \$98.8 million for FY24, raised from more than 60,000 donations to more than 3,500 fundraising projects. There were around 1000 fundraising projects for individuals, raising over \$5.2 million.

The ASF has also established the Australian Sports Foundation Charitable Fund (ASFCF) to enable private and public ancillary funds to invest in a sporting future.

## Structure, mission and purpose

ASF is a Commonwealth Company under the Public Governance Performance and Accountability Act 2013.

The ASF is one of four sport portfolio entities in the Australian Government's portfolio for Infrastructure, Transport, Regional Development, Communications, Sport and the Arts.

The National Sport Strategy 2024-2034, Sport Horizon sets the priorities for sport in Australia over the next decade to realise our shared vision of healthy, active, connected communities and a thriving sport system. Under the strategy, the ASF will help to activate the 'Economy and Environment' priority by encouraging partnership arrangements and philanthropy as tools to improve the financial sustainability of all sports.

It is Australia's leading non-profit sports fundraising organisation and the only organisation to which donations for sport are tax-deductible. A subsidiary organisation, the Australian Sports Foundation Charitable Fund, was established in 2017 in order to access philanthropic funding from Private and Public Ancillary Funds to distribute to sporting beneficiaries.

Sport is at the heart of every community in Australia. It has the power to enhance lives; it improves physical and mental health and brings people together in a way that little else does.

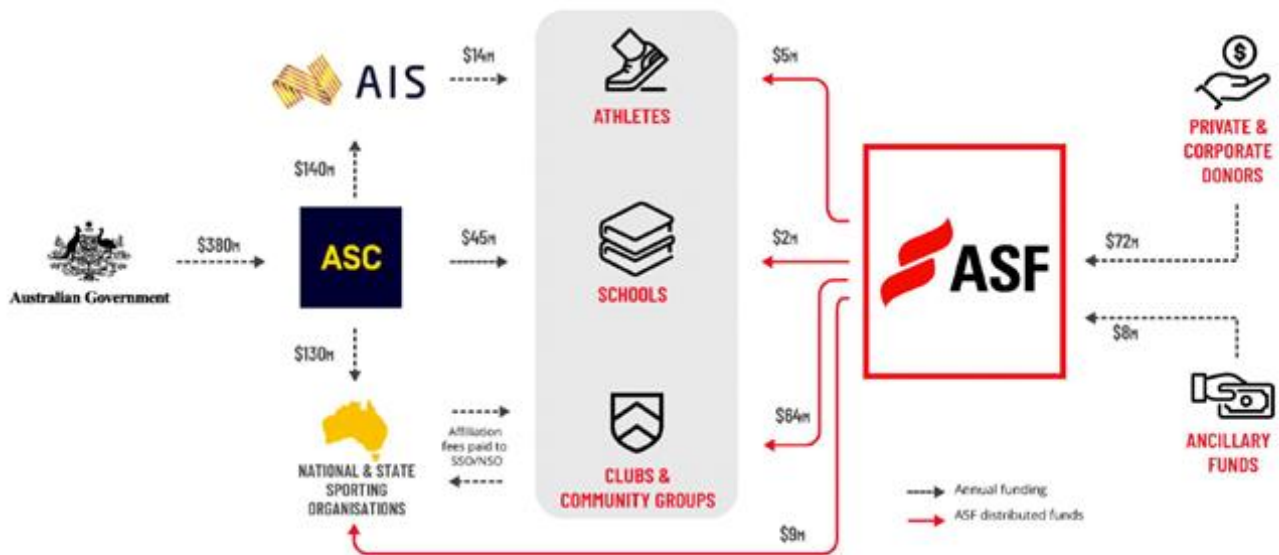
Sport is fundamental to the Australian way of life, and our mission is that everyone in Australia, regardless of background, ability or culture, has access to the health and social benefits of sport.

Since the 1980's the ASF has distributed nearly \$700 million to Australian sports clubs, sporting organisations and athletes to help develop an inclusive and active sporting nation, and to strengthen local communities.

ASF is committed to an Australia where everyone can play.

**Annual Reports and Corporate Plan - <https://asf.org.au/official-documents>**

# \$100M: ASF'S CURRENT CONTRIBUTION TO AUSTRALIAN SPORT



## AUSTRALIAN SPORTS COMMISSION

Distributes Federal Government funding via grants to National Sporting Organisations. Responsible for participation, and oversees sports governance and sport policy.

## AUSTRALIAN INSTITUTE OF SPORT

Responsible for high performance, working with National Sporting Organisations and State Institutes, and allocates funding to high performance, national programs and direct athlete funding (AIS).

## NATIONAL & STATE SPORTING ORGANISATIONS

There are 96 National & State Sporting Organisations, of which 64 are funded by Sport Australia, 32 unfunded. Most have a federated structure with their SSOs having the primary relationship with clubs in each territory.

## CLUBS & COMMUNITY GROUPS

Includes both affiliated sports clubs and other not-for-profit community groups and organisations involved in sport. Affiliated clubs must pay fees to their National or State body.

## SCHOOLS

Includes schools, universities and other education establishments.

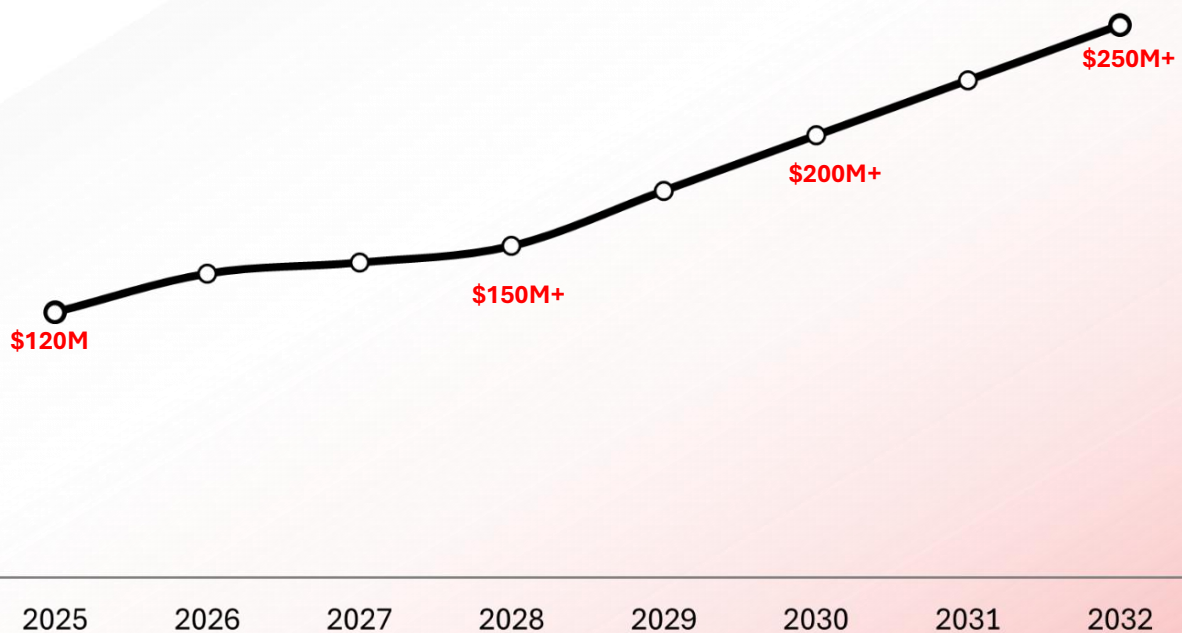
## ATHLETES

There are c2500 categorised athletes, of which less than 1,000 receive AIS funding.

## ASF

ASF includes both the Australian Sports Foundation (sourcing funds from private and corporate donors) and Australian Sports Foundation Charitable Fund (sourcing funds from Private and Public Ancillary Funds).

## TOWARDS 2032 – OUR GROWTH TRAJECTORY



# Responsibilities of the CEO

## Position Description

<b>Job title:</b>	Chief Executive Officer	<b>Location:</b>	MEL/SYD/CAN/BRIS
<b>Reports to:</b>	The ASF Board		

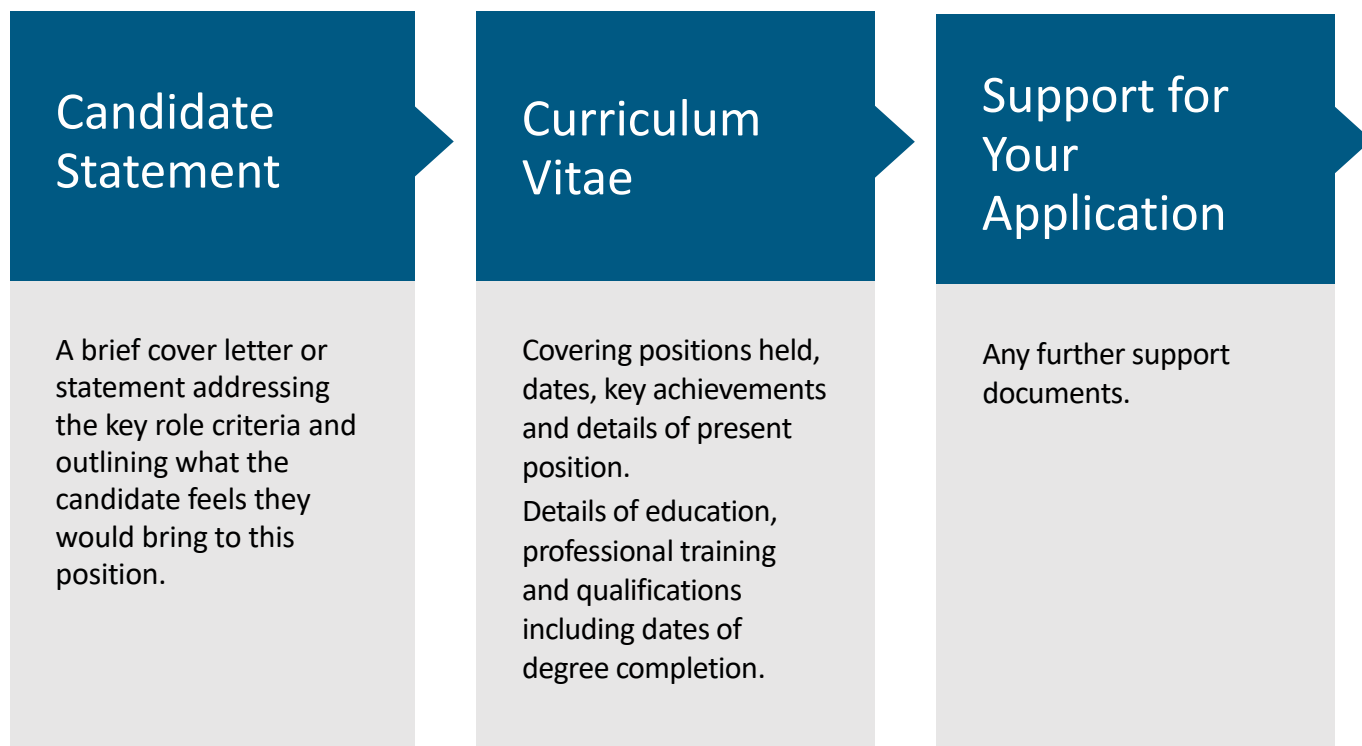
<b>Primary job purpose</b>	The CEO will have responsibility for every aspect of the ASF, including strategy, governance, people and culture, and in delivering on the financial and business outcomes agreed with the Board.
<b>About the role</b>	<p>The CEO's duties will include but not necessarily be limited to the following:</p> <ul style="list-style-type: none"><li>a) Developing and executing the ASF's business strategy in conjunction with the Board and the ASF Executive.</li><li>b) Leading, managing, growing, inspiring and developing a team of high performing people in diverse geographies nationally and in a highly service-based business.</li><li>c) Delivering on financial and business outcomes agreed with the Board.</li><li>d) Building strong collaborative working relationships with members of the Board, the Finance Audit &amp; Risk Committee and any Ambassadors and/or Advisory Committee members appointed by ASF.</li><li>e) Building strong ongoing relationships with the Federal Minister for Sport and other key Federal Government stakeholders.</li><li>f) Managing relationships with other key stakeholders across the sporting and philanthropic sector including the Australian Sports Commission, National and elite sporting organisations, representatives of State Governments, and key philanthropic organisations and intermediaries.</li><li>g) Acting as principal external spokesperson for the organisation, including representing the ASF in media and advocacy duties in its role as the peak body for philanthropy in sport, and in Government business e.g. Sports Policy and funding discussions, appearances at Senate Estimates etc.</li><li>h) Overseeing risk management and ensuring full compliance with relevant government, legislative and regulatory requirements, and managing relationships with key regulators relevant to the ASF e.g. the ATO and ACNC.</li><li>i) Supporting ASF's fundraising team in engagement with key partners and/or actual or potential donors to increase philanthropic funds raised.</li></ul>

<b>Skills and experience</b>	<p>The CEO will have strong leadership skills building and leading cohesive and successful teams and achieving profitable revenue growth over a sustained period.</p> <p>Key skills and attributes required include:</p> <ul style="list-style-type: none"> <li>• Executive leadership experience with gravitas, influence and presence.</li> <li>• Proven ability to lead geographically dispersed teams.</li> <li>• Successfully used digital tools, systems, and analytics to multiply the reach, efficiency, or influence of an organisation.</li> <li>• Exceptional stakeholder engagement across sport, business or corporate, philanthropy, government and media.</li> <li>• Strong financial, commercial, and risk management acumen.</li> <li>• A dynamic and innovative approach, with a coaching leadership style.</li> </ul>
<b>People</b>	<p>Lead a high performing Executive team (currently comprising the CEO plus five others) and a cohesive and engaged team of 23 people located in diverse geographies.</p>
<b>Budget management</b>	<p>Responsibility for operating within budgets as agreed with the Board.</p>
<b>Notes</b>	<ul style="list-style-type: none"> <li>• This position may be required to work weekends, or outside ordinary work hours.</li> <li>• This position can be based in Melbourne, Sydney, Canberra or Brisbane, and will involve interstate travel.</li> <li>• The successful candidate for this role will be subject to a National Police Criminal History and Working with Children checks prior to appointment.</li> </ul>

## How to Apply

An executive search is being undertaken by Watermark alongside the public advertisement.

Applications for the position will need to include the following:



For a confidential discussion please call Bronwen Kerr of Watermark Search International, who are leading the search on behalf of the Australian Sports Foundation.

**Daniel Nicholls**  
Partner  
02 9233 1200

**Claire Crawford**  
Partner  
02 9233 1200

**Bronwen Kerr**  
Engagement Manager  
02 9233 1200

**Georgina Southwell**  
Project Administrator  
02 9239 1223

Please send your application quoting **Ref No A006094** to Watermark Search International via [this form](#). We will reply to the email address used for your application.

**Closing date: Wednesday 1 October 2025 at 11.59pm AEST**



## Contact Us

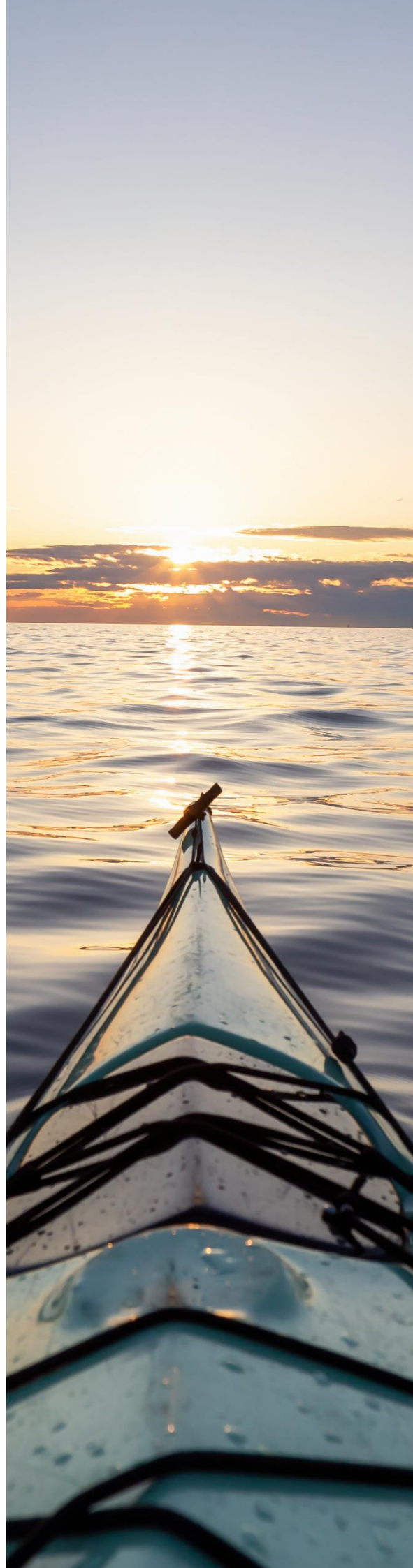
### Sydney

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Sydney NSW 2000  
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[watermarksearch.com.au](http://watermarksearch.com.au)







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