

Three new Directors appointed to the Australian Sports Foundation Board

24 November: The Australian Sports Foundation (ASF) Board has been bolstered by the appointment of Lisa Cotton, David Lemphers and Jason Titman as new Directors and the re-appointment of Samantha Pearce as Director.

Following an open national recruitment process, led by an independent panel, the three-year appointments were announced today by the **Minister for Sport Anika Wells MP**.

The new appointments bring additional expertise in philanthropy, technology and digital innovation to the ASF Board.

Seven members now make up the ASF Board - Chair **Grant O'Brien**, Director **Kim Brennan AM OLY**, Director **Andrew Baidon OLY**, Director **Samantha Pearce** (re-appointed) and **Lisa Cotton, David Lemphers** and **Jason Titman** as new Directors.

Olympic gold medallist **Gail Miller OAM**, who was appointed to the board in 2018 did not seek re-appointment.

The scheduled board renewal follows the ASF's success in exponentially increasing fundraising for sport in recent years. In FY23 a record \$79.9 million was raised from more than 50,000 donations to more than 3,000 fundraising projects. There were around 900 fundraising projects for individuals, raising over \$4.5 million.

ASF Chair Grant O'Brien said he was thrilled with the new appointments to the board at such a critical time for Australian sport.

"The appointment of Lisa Cotton, David Lemphers and Jason Titman to the board will add exceptional new skills, experience and ideas as we support and advise the ASF with its continued work to increase philanthropic giving to clubs, athletes and sporting organisations," O'Brien said.

"As the ASF progresses towards its overall target of \$300M per annum in donations by 2032, the board will also benefit significantly from Samantha Pearce's reappointment as Director."

"On behalf of the ASF and the ASF Board, I sincerely thank Gail Miller for her immense contribution over the past five years. Her representation of athlete interests both at the grassroots and elite level, and her deep understanding of the sport sector when combined with outstanding business expertise and experience have played an important role in the growth and success of the ASF."

Lisa Cotton has been at the forefront of philanthropy and social innovation for the past 20 years. She has been CEO of Ideology Group, which provides philanthropy and investment advisory services for the past five years and is currently on the board of several philanthropic and social enterprise organisations.

"I'm extremely excited by the opportunity to join the ASF Board during such an important time for Australian sport," Cotton said.

"I'm looking forward to applying my experience in the philanthropic sector and economic empowerment at grassroots to the bold objectives of the Australian Sports Foundation."

As an accomplished software engineer, data scientist and entrepreneur, **David Lemphers** is an impressive addition to the ASF Board having previously held senior executive roles with Amazon Web Services and Microsoft.

"I'm honoured to bring my technology and innovation experience to the ASF Board," Lemphers said.

"I see great opportunities in enhancing the experience for fundraisers and donors through the ASF donation platform. I know this is a key strategy for the ASF team and I look forward to supporting them in whichever way I can."

Jason Titman has extensive experience in eCommerce, fintech, technology and digital assets and brings a strong tech, hyper growth, philanthropic and governance focus to the ASF Board.

"I believe sport delivers far-reaching health and social benefits in our community and am delighted to be joining the ASF Board to support its mission to increase fundraising and help make sport accessible to all Australians," he said.

Samantha Pearce is a digital leader and innovator who was first appointed to the ASF Board in 2016 and is looking forward to continuing to build on the success of the ASF with the new Board.

"I'm extremely pleased to be re-appointed to the ASF Board and work with Lisa, Jason and David - who are all outstanding appointments," Pearce said.

"The ASF continues to evolve as an organisation and has ambitious plans. I look forward to playing my part in ensuring we keep the momentum going and significantly grow philanthropic donations for the sport sector."

ASF Board Director Appointments

Ms Lisa Cotton *(new appointment)*

- Chief Executive Officer of Ideology Group, advising the areas of philanthropy, social enterprise, and impact investment.
- Has extensive governance experience and worked in executive roles across the public, private and not-for-profit sectors with organisations such as WA Tourism Commission (Eventscorp) and Social Ventures Australia.
- Established award-winning The Funding Network, a national live collective giving and capacity building model for grassroots social enterprises.

Mr David Lemphers *(new appointment)*

- Computer Scientist and Software Engineer with a focus on Artificial Intelligence and Law.
- Former senior executive at Amazon Web Services and Microsoft.
- Has significant experience across technology, start-up investment, Artificial Intelligence, Blockchain and digital marketing.
- Has developed four US Patents on AI.

Mr Jason Titman *(new appointment)*

- Founder and Executive Director of integr8 Investment Group, a private investment company.
- Chief Operating Officer of Swyftx, crypto exchange.
- Non-Executive Director of Findi Limited, ASX listed financial services company, with extensive investments in India.
- Chairman of Reshop, an eCommerce company based in New York.
- Significant expertise in digital and technology enhancement, as well as having a strong connection with sport and philanthropy.
- Has extensive experience in Board and governance positions.

Ms Samantha Pearce *(reappointed of existing board Director)*

- Head of Marketing at Liquid Interactive.

- Marketing and Digital Advisor at 300 North, an investment business.
- Has significant expertise in digital marketing, media and public relations.
- Ms Pearce was first appointed to the ASF Board in December 2016 and her digital strategy and building technology capability have been of great value to the ASF.

The seven-member Board will meet together for the first time at the end of November.

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About the Australian Sports Foundation

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 its 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 \$79.9 million for FY23, raised from more than 50,000 donations to more than 3,000 fundraising projects. There were around 900 fundraising projects for individuals, raising over \$4.5 million.

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

For more information, visit [asf.org.au/](https://www.asf.org.au/)