



Australian Government
Australian Sports Commission

ASC Play Well Affiliate Program

1 July 2025 – 30 June 2027

PLAYWELL
Everyone has a place in sport

Australian Sports Commission Acknowledgement of Country

The Australian Sports Commission (ASC) acknowledges the Traditional Custodians of the lands where its offices are located, the Ngunnawal people and recognise any other people or families with connection to the lands of the ACT and region, the Wurundjeri Woi-wurrung people of the Kulin Nation, the people of the Yugambeh Nation and the Gadigal people of the Eora Nation.

The ASC extends this acknowledgment to all Traditional Custodians of the lands, seas, skies and waters, and First Nations Peoples throughout Australia and would like to pay respects to their Elders past and present

The ASC recognises the outstanding contribution that Aboriginal and Torres Strait Islander peoples make to society and sport in Australia and celebrates the power of sport to promote reconciliation and reduce inequality.



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Introduction

The Play Well Strategy is Australia's first co-designed sport participation strategy with a vision that 'everyone has a place in sport'. It aims to change the way participation in sport is connected, delivered and supported across Australia.

The Play Well Strategy is divided into four phases called Horizons and includes deliverables across six priority areas. The first three phases are dedicated to working towards a unified system leading up to the Brisbane 2032 Olympic and Paralympic Games. These phases involve close collaboration with stakeholders and partners, with ongoing adjustments to the strategy to provide flexibility and responsiveness.

Horizon 1 Alignment (2024-2026) and Horizon 2 (Accelerate) speak to an alignment of priorities, resources, shared language and narrative, effort and investment. *The Building Connections* Priority Area is about creating a connected and collaborative industry that supports all organisations to provide welcoming, safe, inclusive and fun sporting experiences. Horizon 2 (2027-2029) focuses on accelerating the work being completed during Horizon 1 as we continue to create safe, welcoming, inclusive and fun sporting experiences.

The Australian Sports Commission (ASC) recognises and funds national sporting organisations (NSOs) and national sporting organisations for people with a disability (NSODs), but as the landscape evolves, the ASC wishes to expand and formalise its networks and work closely with organisations that are doing significant and meaningful work across the ecosystem.

About the ASC Play Well Affiliate Program

The ASC Play Well Affiliate Program (the Program) objective is to unite and align not-for-profit national peak bodies who deliver or support sporting or recreation activities, and whose core function encourages Australians to be physically active. These organisations are a stakeholder in Play Well, forming a significant part of the sport ecosystem. The ASC Play Well Affiliate Program will create a coordinated approach for more organisations to contribute to shaping and activating the Play Well Strategy.

Through communications, online and/or in-person activities and collaboration with the ASC, the Affiliates (successful organisations in the Program) will benefit from collaborating with other organisations in the Program.

The Affiliates participating in the Program will contribute to Play Well Strategy implementation through aligned programs and activities and a commitment to supporting the sector deliver on the strategy's objectives.

Further information is available at www.ausport.gov.au/playwell/play-well-affiliate-program, including the Program Guidelines, which set out the requirements for the Program, a draft Program Agreement and information to help prepare an application.

Important dates and times

Activity	Key date
Program Application Window. New Play Well Affiliate Program applications and FY25 renewals open (Program Period 1 July 2025 – 30 June 2027)	14.00pm Friday 21 March 2025 14.00pm Friday 11 April 2025
Program Information Session (online).	Wednesday 26 March 2025
Applications and FY25 Renewals Assessed.	April-May 2025
Applications approved by Program Approver. (ASC Executive Committee)	June 2025
Organisations notified. Successful FY25-FY27 Play Well Affiliates Announced	June 2025
Play Well Affiliate Program commences for Program Period 1 July 2025 – 30 June 2027.	1 July 2025
Play Well Affiliate Program applications and renewals open (Program Period 1 July 2027 – 30 June 2029)	Early 2027

Please note: the time displayed represents Australian Eastern Standard Time (AEST). Allowances will need to be made by the applicant if you reside in a different time zone or jurisdiction that doesn't observe AEST.

Benefits of the ASC Play Well Affiliate Program

Organisations accepted as an “ASC Play Well Affiliate” will receive the following benefits:

1. The Affiliate has the rights to use the Play Well logo on the organisation’s website and promotional materials (with appropriate approval and in accordance with the ASC’s usage guidelines).
2. The Affiliate’s logo and website link is listed on the ASC website as an “ASC Play Well Affiliate”.
3. Where appropriate, the Affiliate receives
 - (a) access to ASC resources and expertise, which may include conferences, events, education/training courses and Game Plan.
 - (b) Marketing toolkit for communicating the ASC Play Well Affiliate Program.
4. The ASC will promote the organisations as ASC Play Well Affiliates on social media and the ASC Play Well Affiliate Program through the ASC’s internal and external newsletters.
5. Contribute to the co-designed national approach of the Play Well Strategy, bringing the voices of Affiliate organisations to strategy implementation.
6. Engagement, collaboration and learning opportunities with the ASC and other Affiliates. These may be delivered through communications, online and/or in-person activities.
7. Coordinated connection, where appropriate, with ASC Recognised NSO’s and NSODs and State and Territory Partner Network.
8. Advocate for the role and value of Affiliate organisations contribution to the sport ecosystem.
9. Opportunity to contribute to a Play Well research agenda that expands the knowledge base on the governance, planning, provision and management of community sport participation, including understanding the use of places and spaces.
10. Potential eligibility for future ASC grant programs, subject to any additional criteria and eligibility requirements of the specific grant program.

Becoming an ASC Play Well Affiliate

Before you apply, please read these Guidelines and any related materials carefully to make sure you understand the Program and the eligibility requirements. You can view the relevant information at www.ausport.gov.au/playwell/play-well-affiliate-program.

1. Eligibility

All applications will be assessed against the eligibility criteria by ASC staff. Applications which do not meet the eligibility criteria will not progress to assessment.

Eligible organisations must:

- Be not-for profit, national peak bodies who deliver or support sporting or recreation activities, and whose core function encourages Australians to be physically active.
- Be able to provide evidence of financial reports for three consecutive reporting periods and have been operating as a not-for-profit for a minimum of two full years.
- Be compliant with Gender Equity Reporting to the [Workplace Gender Equality Agency \(WGEA\)](#), as required under the *Workplace Gender Equality Act 2012*, for organisations with over 100 employees.
- Demonstrate good governance, financial standing and meet the ASC's integrity requirements, including child safeguarding, complaint management, and preventing and responding to discrimination, harassment, and abuse.
- For organisations that deliver or administer a sport delivered or administered by an ASC recognised National Sports Organisation (NSO) or National Sports Organisation for People with a Disability (NSOD), provide a letter of endorsement for the program application from the NSO/D.

Organisations are ineligible to apply if they are:

- Named on the National Redress Scheme for Institutional Child Sexual Abuse on its list of [Institutions that decline to join or are unresponsive to the scheme](#).
- Named as non-compliant on the [Workplace Gender Equality Agency](#) website.
- Have outstanding debts through funding programs or services administered by the ASC.
- An ASC Recognised National Sports Organisation (NSO) or National Sports Organisation with a Disability (NSOD).
- Unable to provide evidence of financial reports for three consecutive accounting periods and/or have not been operating continuously with not-for-profit status for more than two years.
- Unable to provide a letter of endorsement for the Program application from an ASC recognised NSO/D.
- A for-profit organisation.
- A Regional or State/Territory Association or Regional or State/Territory Academy of Sport.
- A local club.
- An individual, partnership or trust.
- A school.
- A University.

2. Application

Organisations who meet the Program eligibility must apply to the ASC to be considered for the Program. Applications must be submitted online during the application period and include all requested evidence to demonstrate alignment to the Play Well Strategy and meeting the Program criteria.

The ASC may request additional information in relation to the organisation's compliance with any criteria and will liaise directly with the organisation's designated contact. All evidence must be submitted electronically as advised by the ASC.

Please note late applications will not be accepted.

To apply you must:

- submit an online application via www.ausport.gov.au/playwell/play-well-affiliate-program.
- consider all criteria, ensuring all relevant criteria is addressed
- ensure your application provides all information required for assessment, and
- is accurate.

If you find an error in your application after submitting it, please immediately email the ASC at playwell@ausport.gov.au. The ASC may choose not to accept any additional information nor requests from you to correct your application after the closing time.

Issues with Submissions

If you have any technical difficulties using the system, either with attaching documents or submitting the application, need further guidance in the application process, are unable to submit an online application or wish to withdraw your application, please contact the ASC at playwell@ausport.gov.au immediately. No allowances will be made for technical issues arising in attempting to submit an application, where the issue has not been reported prior to the application closing time.

3. Assessment

Purpose

The purpose of the assessment is to establish whether applicants meet the defined criteria, demonstrate alignment to the Play Well Strategy, demonstrate good organisational and financial standing and meet the ASC's integrity requirements.

Process

1. All eligible organisations will be assessed on their ability to meet the Play Well Affiliate Program Criteria (www.ausport.gov.au/playwell/play-well-affiliate-program). An assessment matrix is available for Criterion 1 (Play Well Strategy Alignment), providing guidance on how Criterion 1 will be assessed.
2. Assessments will be conducted by assessors with expertise from across the ASC.
3. Organisations who meet the Program Criteria will be shortlisted and put forward to the ASC Play Well Affiliate Team for review.
4. Once reviewed, the shortlist will be submitted to the ASC Executive Committee for approval.

Discretion

While the ASC expects applicants to be able to satisfy each part of all criterion, the ASC may apply its discretion in determining who becomes an Affiliate. This may include where an organisation can demonstrate substantial ability to meet a criterion or determining that an organisation is significantly progressed towards meeting a criterion and is expected to achieve the criteria in the near future. Such discretion will only be applied in exceptional circumstances.

Decision

Once the assessments are complete, a recommendation will be made to the ASC Executive Committee responsible for overseeing the ASC Play Well Affiliate Program.

The recommendation may be that the Executive Committee:

- i. approve the successful organisations for the ASC Play Well Affiliate Program, or
- ii. decline the unsuccessful organisations for the ASC Play Well Affiliate Program.

The Executive Committee will make the decision on ASC Play Well Affiliates in their discretion after considering the recommendation.

4. Application Outcomes

Successful applicants

The ASC is receptive to working with many organisations through the Program, however the number of successful Affiliates will be at the sole discretion of the ASC.

Successful organisations will be notified in writing and are required to sign a Program Agreement with the ASC. The Program Agreement will include the benefits and requirements of both organisations.

Unsuccessful applicants

If an organisation is unsuccessful, the ASC will provide written notification advising of the outcome and which ASC Play Well Affiliate Program criterion were not satisfactorily met.

5. Program Agreement

A signed Program Agreement will formalise engagement in the Program. The Program period will be 1 July 2025 – 30 June 2027.

Successful organisations must contact the ASC immediately should they become aware of a breach of any terms and conditions under the Program Agreement.

Important Note: Becoming an ASC Play Well Affiliate does not signify that the ASC has approved the internal structures or policies of the organisation, takes any responsibility for the organisation's structures, policies or operations, or otherwise endorses the organisation beyond the parameters of the Program.

Program Inclusions

1. Induction: Successful ASC Play Well Affiliates will be inducted into the Program. Induction will include (but not be limited to) a briefing on the Play Well Strategy implementation plan, deeper engagement on strategy deliverables and connection with fellow Program Affiliates.
2. Program Engagement: The Program will include opportunities for connection and engagement with the ASC and other ASC Play Well Affiliates. This may include online and/or in-person activities and access to existing ASC activities and communications. Affiliates will be encouraged to contribute opportunities for fellow Affiliates to participate in relevant programs/events/activities to enhance collective impact.

New Applications and Renewals

The next opportunity to apply for the ASC Play Well Affiliate Program will be for the Program period 1 July 2027 – 30 June 2029.

New Applications: Applications will be accepted from new organisations wishing to participate in the Program, including those who have previously applied and been unsuccessful.

Renewals: Prior to the end of the FY25-FY27 Program Agreement, the ASC will communicate with all Play Well Affiliates on any changes to the Program and renewal requirements. Should there be any significant changes to future rounds of the Play Well Affiliate Program, all Affiliates will be required to renew their membership.

Program Compliance

Program Monitoring, Reporting and Evaluation

Monitoring: To ensure members of the Affiliate Program maintain their compliance with the criteria, annual monitoring will form part of the Affiliate Program. All Affiliates will be required to provide updated evidence to demonstrate ongoing adherence to the Program Criteria. This will include (but may not be limited to) provision of financial reports for the most recent reporting period, advice of any changes to the President (or equivalent) or company directors and updated strategic plans.

Reporting: There will be reporting requirements during and at the end of the Program Agreement period that will ensure the impact and success of the Program is captured. Reporting will be aligned with the Play Well Strategy and the objectives of the Program.

Evaluation: The ASC will work closely with ASC Play Well Affiliates to monitor the progress and success of the Program. This will include informal discussions and formalised reporting.

Child Safety

The ASC is committed to Australian sport environments that are safe, supportive and friendly for children. The ASC Child Safe Policy outlines our commitment to child safeguarding, and the obligations and responsibilities of our people and stakeholders to protect children.

Conflict of interest

Conflicts of interest could affect the performance of the Program. There may be a conflict of interest, or perceived conflict of interest, if ASC staff, any assessor, a committee or advisor, and/or you or any of your personnel, for example:

- has a professional, commercial or personal relationship with a party who is able to influence the application selection process, such as an ASC officer
- has a relationship with, or interest in, an organisation which is likely to interfere with or restrict the applicants from carrying out the proposed activities fairly and independently or
- has a relationship with, or interest in, an organisation from which they will receive personal gain because the organisation is successful in the Program.

You will be asked to declare, as part of your application, any perceived or existing conflicts of interests or that, to the best of your knowledge, there is no conflict of interest. If you later identify an actual, apparent, or potential conflict of interest, the ASC must be informed in writing immediately. Conflicts of interest for ASC staff will be handled in accordance with the ASC's Conflict of Interest Policy. ASC assessors and Executive Committee will also be required to declare any conflict of interest.

How the ASC will use your information

The ASC may share your information with other government agencies for a relevant Australian Government purpose such as:

- to improve the effective administration, monitoring and evaluation of Australian Government programs and
- for research purposes.

The ASC will publicly announce organisations awarded ASC Play Well Affiliate status and may use information from organisations and reports for its whole of Program evaluation and promotions.

Treatment of confidential information

The ASC will treat the information provided by organisations as confidential, if it meets all the three conditions below:

- is clearly identified as confidential with an explanation as to why it should be treated as confidential
- the information is commercially sensitive, and
- disclosing the information would cause unreasonable harm to you or someone else.

The ASC may disclose confidential information to:

- the ASC Board and our employees and contractors (and to other Commonwealth employees and contractors as required) to help us manage the Program effectively, and so we can research, assess, monitor and analyse our programs and activities
- the Minister for Sport
- the Auditor-General, Ombudsman or Privacy Commissioner, and
- a House or Committee of the Australian Parliament.

The ASC may also disclose confidential information if required or authorised by law, or if someone other than the ASC has made the confidential information public.

Personal information

The ASC must treat your personal information according to the Australian Privacy Principles (APPs) and the *Privacy Act 1988*. This includes informing you:

- what personal information the ASC collects
- why the ASC collects your personal information, and
- who the ASC may give your personal information to.

ASC's privacy policy can be found at: https://www.sportaus.gov.au/legal_information/privacy_policy.

The ASC may give personal information collected, to our Board, employees and contractors, and other Commonwealth employees and contractors as required, so we can:

- manage the Program, and
- research, assess, monitor and analyse our programs and activities.

Program Review

Program Review

A review of the ASC Play Well Affiliate Program and the supporting process be conducted in early 2027 to ensure it is relevant and continues to align with the objectives of the Play Well Strategy. Changes may include a review of the benefits and obligations included in the Program Agreements and revised criterion evidence. Any changes to the Program will be communicated to existing ASC Play Well Affiliates and advertised in advance of accepting applications for the Program period 1 July 2027 – 30 June 2029.

Member Review or Cessation

The ASC retains the right under the Program Agreement to cease an ASC Play Well Affiliate's membership at any time, including, but not limited to, circumstances where an organisation is in breach of the Program Agreement. Conversely, an organisation may choose to cease their affiliation. All requests must be submitted in writing.

All ASC Play Well Affiliates will be required under their Program Agreement to advise the ASC of any matter that might affect their affiliation with the ASC, following which the ASC may initiate a review as to whether to cease ASC Play Well Affiliate Program membership.

An organisation that ceases to be an ASC Play Well Affiliate may re-apply during the next application period. Organisations that re-apply are expected to satisfy each part of all ASC Play Well Affiliate Program criteria. The ASC may also request further information which addresses any known issues relating to an organisation (such as reasons for cessation of past ASC Play Well Affiliate Program membership).

More Information

For further information or clarification on the ASC Play Well Affiliate Program, including your application status and outcome you can contact playwell@ausport.gov.au.

We may publish answers to your questions on our website as Frequently Asked Questions.

Any complaints can be lodged using the ASC complaints form on our website www.ausport.gov.au/contacts/feedback-and-complaints.

ASC Play Well Affiliate Program Criteria

To be considered for the Australian Sports Commission (ASC) Play Well Affiliate Program, an organisation must meet all the following Program Criteria; and provide all requested evidence to demonstrate compliance with the Program Criteria.

CRITERION 1 – PLAY WELL STRATEGY ALIGNMENT

Organisation demonstrates provision of programs and activities that support multiple elements of the Play Well strategy, including alignment to the strategic vision, mission and priority areas.

Organisations should review the Play Well Strategy and the Play Well Implementation Strategy: www.ausport.gov.au/playwell.

Criterion 1 will be assessed on a rating scale. Please refer to the assessment matrix.

Evidence Required:

- Responses to questions that demonstrate organisational alignment to the Play Well Strategy.
 - Questions will include:
 - How your organisation aligns to the Play Well Strategy vision, mission and priority areas.
 - Providing a summary of existing programs and activities that are delivered or supported by your organisation and demonstrate alignment to the Play Well Strategy priority areas.
 - Why your organisation wants to work collaboratively with the ASC to deliver on sporting experiences through Play Well.
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CRITERION 2 – DEFINITION

A not-for profit, national peak body who delivers or supports sporting or recreation activities, whose core function encourages Australians to be physically active. Can demonstrate alignment to the Play Well Strategy, as articulated in the objects of its constitution.

Evidence Required:

- Copy of organisation's Constitution.
 - Copy of organisation's Strategic Plan, or
 - Similar document that demonstrates the delivery or support of sporting or recreation activities that provide opportunities for people to be physically active.
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CRITERION 3 – ORGANISATIONAL REACH

Organisation can demonstrate it has reach, with active members, participants or affiliate bodies collaborating with the organisation in a minimum of two State/Territories.

Where an organisation operates within a federated structure, the organisation should demonstrate reach via State/Territory affiliate bodies or similar structures. Where an organisation operates in a national model of governance (unitary, hybrid), the national organisation should demonstrate how reach is achieved in a minimum of two State/Territories.

Evidence required:

- Copy of organisation's Constitution.
- Description of programs, activities, or similar, delivered by or on behalf of the organisation.
 - A calendar of activities in a minimum of two State/Territories, or similar documentation.
 - Snapshot report including a breakdown of active members, participants or affiliate bodies by State/Territory for the last accounting period.
 - Signed letters of support from Member Organisations, affiliate bodies or other relevant State or Territory collaborating organisations across a minimum of two States and Territories.

Note: When uploading any snapshot reports, please **do not include any personal/identifying information**. Only include total numbers, and a breakdown by State/Territory. Where possible, include relative numbers by gender, CALD and First Nations by State and/or Territory and nationally.

CRITERION 4 – GOVERNANCE

Organisation needs to demonstrate that they have sound governance arrangements. Organisation must demonstrate that they have been incorporated under Australian law for a minimum of two years, have not-for-profit status, and their business name is registered with the Australian Securities and Investments Commission (ASIC).

Evidence required:

- Registration certificate with ASIC.
- Constitution.
- List of directors, including director identification number DIN or equivalent. For more information on who needs a DIN: [Who needs to apply and when | Australian Business Registry Services \(ABRS\)](#). NB: Not required if an incorporated association.
- Director's Code of Conduct.
- Annual report, or directors' report (if no annual report is published), for the past three reporting periods.

CRITERION 5 – FINANCIAL SUSTAINABILITY

Organisation needs to demonstrate that it is financially sustainable and remains a going concern.

Evidence required:

Financial reports for the past three reporting periods, that:

- *the directors represent* are prepared in accordance with the Corporations Act 2001 (Cth); and include the required prescribed notes, directors' declarations and auditors' opinions, or
- if the organisation is not required to prepare its financial report in accordance with the Corporations Act 2001 (Cth), at a minimum are financial statements comprising at least a profit & loss and balance sheet accompanied by a declaration from its board that:
 - i. the financial statements give a true and fair view of the organisation's financial position as at each period date and of its financial performance for the period ended on that date, and
 - ii. there are reasonable grounds to believe the organisation will be able to pay its debts as and when they become due and payable

CRITERION 6 – INTEGRITY

Organisation will be expected to adopt and implement the National Principles for Child Safe Organisations and ensure all child related personnel are compliant with legislation relating to the employment or engagement of people working with children, including Working with Children Checks and mandatory reporting of child abuse and neglect.

Organisation must maintain a safe, welcoming and inclusive environment, to ensure participants are protected from bullying, discrimination, harassment, and abuse.

Evidence required:

- A child safety policy (or equivalent).
 - Established procedures for managing and resolving complaints.
 - Information to support the organisation is preventing and responding to bullying, discrimination, harassment, and abuse.
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