

ASC Brand timeline

In 1981, the AIS was established as the only sport institute in Australia.

In 1984, the Australian Sports Commission was established when the Prime Minister, the Hon. Bob Hawke, and the Minister for Sport and Recreation and Tourism, the Hon. John Brown, announced the membership of the Commission and its broad terms of reference.

The below timeline depicts the historic evolution of the organisation's brands.

1981

The AIS officially opened as a public company limited by guarantee, incorporated under the ACT Companies Ordinance.

The AIS logo was created by a design student from Bendigo, Rose-Marie Derrico, and introduced shortly after the inception of the AIS.



1985

The Australian Sports Commission was formally established as a Commonwealth Statutory Authority by the Australian Sports Commission Act 1985.

Note: In 1986, the participation program Aussie Sports was introduced and was in place until 1996.



1989

The AIS was amalgamated with the ASC. The ASC subsequently became the principal Australian Government agency responsible for sport in accordance with the revised Australian Sports Commission Act 1989.



ASC Brand timeline

1997-2002

Introduction of the revised Commonwealth Crest and *ausport* brand in 2001, to represent the enterprise more dynamically while reflecting the growing profile and business application of the Internet —associating the brand with the ASC's new website domain name www.ausport.gov.au

Introduction of the *Active Australia* brand in 1997, to promote the Australian Government's sport and active recreation participation initiatives. The brand was also shared with states and territories.



2003

Brands streamlined to include only ASC and AIS.

Adoption of the Australian Government Commonwealth Crest in response to the release of new and consistent branding guidelines for all Australian Government departments and agencies. The ASC gained approval from Government to retain and continue using the AIS brand.



2014

New AIS logo launched representing Australia, sport and movement with a gold colour palette reflecting our pursuit for gold.



ASC Brand timeline

2018

Introduction of the Sport Australia [master brand] to represent supporting and investing in sport in Australia.



2019 and Current

The AIS and Sport Australia operating separately as divisions and reporting to the ASC board, the brand hierarchy reflects this change.

