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Pilot to unlock more sports tech exports

A new pilot program aims to unlock overseas markets for the burgeoning sports technologies sector in South Australia – including the United States’ \$500 billion sports industry.

South Australia is home to an emerging group of globally competitive sports technology companies, many of which are startups.

The *South Australian Sportstech Export Capability Program*, a partnership between the South Australian Government and the Australian Sports Technologies Network (ASTN), aims to support the industry’s export growth.

The program will provide up to 10 South Australian sports technology companies with additional tools to explore and expand into the competitive US and allied markets, including workshops and targeted mentoring to build and execute their export strategies.

The program will culminate in an ASTN-led trade mission in June to meet directly with United States (US) sportstech companies, customers and investors.

The US is home to a large and passionate sports market, the biggest sports media and streaming markets in the world, and a well-established venture capital ecosystem.

The program was launched last week at a South Australian Sports Technology Showcase, hosted at the InterContinental during Gather Round.

At the event, 12 sports technology companies - Cellr, Club Ducks, CME, CyberSolveIQ, Earthling, Go2Coach, Invictus, Lumin Sports, MyVenue, Rubber Side Down, Sportal and Your Brain Health - pitched to clubs, associations and sporting officials interested in sourcing sports technology innovations.

Adelaide-based MyVenue, which provides a seamless ordering experience for venues selling food and beverages, recently opened a new office at Lot Fourteen after successfully growing their US exports to \$18.1 million in 2024.

Used at 186 venues across the globe, MyVenue has more than doubled its market share in the last 12 months, including revenue growth of 537 per cent in three years.

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Adelaide-based software company Lumin Sports provides teams with one app to manage athletic performance, team operations, strength and conditioning, and medical administration.

Used by more than 250 teams around the world, including those competing in Formula 1, Major League Rugby (MLR) and the National Collegiate Athletic Association (NCAA), Lumin Sports is fast becoming a leader in athlete management and strength programming.

The *Sportstech Export Capability Program* is open now and closes on 27 April. To apply or for more information visit: www.statedevelopment.sa.gov.au/sportstech

Quotes attributable to Minister for Trade and Investment Joe Szakacs

The widespread adoption of technology in sports – including ai-powered analytics for elite athletes, smartwatches and training apps for everyday consumers – has led to a rapidly growing sportstech industry, generating \$4.69 billion in annual revenue nationally and employing almost 15,000 people.

This is an exciting sector that is building momentum and has the potential to play a huge part in South Australia's economic growth.

This pilot program is designed to address market barriers, accelerate exports and empower businesses to tap into the vast US market.

Quotes attributable to Dr Martin Schlegel, Chair Australian Sports Technologies Network (ASTN)

South Australia's sportstech sector shows tremendous potential for growth with several major sporting events in the pipeline, and several stadium and technology leaders headquartered in the state.

ASTN is proud to be partnering with the South Australian Government to help grow the local sportstech ecosystem by delivering the South Australian Sportstech Export Capability Program. Programs like this have proved to be highly successful in scaling growth-stage startups that are ready to compete on the global stage.

We are encouraging all South Australian based sportstech startups and small businesses to apply for the program, where they will gain access to industry experts, connect with likeminded businesses, as well as have the opportunity to access new markets.

Quotes attributable to Tim Stollznaw, Chief Executive Officer MyVenue

The immense size, pace, and willingness to back innovation makes the US sports & entertainment sector an enormous market for innovators. Australians, like Americans, love their sport.

This, coupled with Australia's world-class IT expertise, creates a fantastic opportunity for Australian sportstech companies. MyVenue's success is testament to the reality of this unique position.



Government
of South Australia
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State Development

Quotes attributable to Ben Tripodi, Chief Executive Officer Lumin Sports

We're proud of our early success in the US, which includes being used by more than 50 high-performance teams, but we're only just getting started.

The US market will be critical to our next stage of business growth, so we're always looking for ways to maximise our reach.

Any opportunity that allows us to connect with US customers is hugely important for our business, growing our global reputation, and underlining South Australia's reputation as an innovation hub.

About ASTN: The Australian Sports Technologies Network (ASTN), established in 2012, is the leading industry body for sports technology and innovation – connecting its ecosystem of organisations to celebrate, invest and facilitate growth in sportstech.

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