

Australian Sports Technologies Showcase & Executive Luncheon

'celebrating Australia's emerging sports tech industry'

**AIS ARENA | CANBERRA
FRIDAY 13 NOVEMBER 2015**



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Welcome



On behalf of the Australian Sports Technologies Network (ASTN) and our event sponsors the ACT Government, Australian Sports Commission, and global advisory firm, PwC, it is with privilege that we welcome you to the ASTN's inaugural Sports Technology Showcase & Executive Luncheon.

In just over 3 years since the establishment of the ASTN we have confirmed the emergence of an industry that Australia should rightly be world leaders in. The commitment of our sponsors across government, sport and the private sector

acknowledges the opportunity that we have to develop and support a successful sports technology industry.

New technologies are changing the face of sport – whether it is innovations in protective wear, performance apparel, equipment and wearable devices. Digital platforms and devices are also changing the way we engage with our sports participants, fans and consumers, and are providing both opportunities and challenges in the management of sport.

Today's exhibition gives you just a taste of our industry and what is being developed by our sports entrepreneurs and researchers. The ASTN sees the ACT as an integral cog in the continued development of Australia's sports technology industry. There exists tremendous opportunity to leverage the great sports expertise, athletes and facilities located in the Territory to identify, validate and create new sports innovations.

Today's Executive Lunch features a range of Australian sports technology leaders from Populous, IMG Sports Technology Group (now One Sport Technology) and Fusion Sports who will share their thoughts on the opportunities and challenges that exist for Australia's industry. We will also acknowledge some of the industry's emerging innovators identified through our annual investment pitching competition, which will also include ACT sports technology business excellence awards.

On behalf of the ASTN board we thank our ACT state node representative and ASTN Director Ms Kate Lundy, the Australian Sports Commission and the Australian Institute of Sport in helping us host today's event. The ASTN looks forward to increasing its activities in the ACT and welcome you all to our future events.

We trust you enjoy the day and take away inspiration, new knowledge and potential new partnerships.

JAMES DEMETRIOU
CHAIRMAN, ASTN



What is the Australian Sports Technologies Network (ASTN)?

Established in 2012 the ASTN is an industry-led national network of organisations with a vested interest in sports technology development. ASTN's role is to better capitalise on Australia's reputation as a great sporting nation by providing leadership in the commercialisation, development and promotion of Australian-inspired sports technologies.

Who is Involved?

The ASTN has around 200 members which includes leading sports technologies businesses, national sporting organisations, research institutions, sports manufacturers and retailers, governments, advisors and investors. The ASTN has key strategic partnerships with the Australian Sports Commission (ASC) / Australian Institute of Sport (AIS), the Australian Sporting Goods Association (ASGA), PriceWaterhouseCoopers (PwC) and The Australian Sports Tech Company (Investor).

What are Sports Technologies?

Innovations in:

- Performance wear
- Protective wear
- Sports equipment
- Nutrition & health products
- Venue & facilities technologies
- Wearable devices
- Sports analytics
- Sports digital solutions (eg club management and fan engagement)

Showcase Agenda

Friday 13 November 2015 | AIS Arena, Canberra

10:00am - 11:30am	Showcase Exhibition open to general public AIS Arena Exhibition Space
11:30am - 12:15pm	Australian Sports Commission & Australian Institute of Sport Innovation & Commercialisation Briefing AIS Arena Exhibition Space Networking Area
12:15pm - 12:35pm	Showcase Exhibition Tours (Executive Luncheon Guests) AIS Arena Exhibition Space
12:35pm - 2:15pm	Executive Lunch proceedings commence AIS Arena Dining Area
	<p>MC Ms Sarah Pearson, CEO, Canberra Innovation Network</p> <p>Welcome Mr James Demetriou, Chair, ASTN Mr Simon Hollingsworth, CEO, ASC Mr Andrew Barr MLA, ACT Chief Minister</p> <p>Keynote: Future Stadiums – Designing for the evolving fan Mr James Pearce, Senior Associate, Populous <i>Stadiums will always be about place, but as a new generation of fans emerge, how do we design venues that embrace this shift in culture from spectator to participant. We will discuss the role that technology plays in this global evolution of patron, and the importance of designing venues that are built on a high-performance economic platform, while also creating a more powerful experience that interconnects fans and athletes.</i></p> <p>Industry Panel: Sports innovation, entrepreneurship and future opportunities for the sports tech industry Mr Cade Brown, Director, PwC (facilitator) Mr Markus Deutsch, CEO, Fusion Sport Mr James Pearce, Senior Associate, Populous Mr Glen McGoldrick, CEO, One Sport Technology (formerly IMG Sports Technology Group) Mr Mick Spencer, Managing Director, OnTheGo Sports</p> <p>ASTN 4th Annual Investment Pitching Competition Ceremony Sponsored by the Australian Sports Commission & the ASTN Winner - \$10,000 cash prize; Runner up - \$5,000 cash prize</p> <p>ACT Sports Tech Business Excellence Award Sponsored by the ACT Government & the ASTN \$5,000 cash prize</p> <p>ACT Sports Tech New Innovators Award Sponsored by the ACT Government & the ASTN \$5,000 cash prize</p>
2:15pm - 3:15pm	Showcase Exhibition open to general public
2:15pm - 3:00pm	AIS Tours (Executive Lunch Guests)
3:15pm	Showcase Exhibition Close
3:15pm - 4:00pm	AIS Tours (Exhibitors)

Showcase Exhibitors

	PwC Australia A sponsor of the Showcase and executive Luncheon, PwC is one of Australia's leading professional services firms, bringing the power of our global network of firms to help Australian businesses, not-for-profit organisations and governments assess their performance and improve the way they work.	
	ATS Altitude Training Services ATS is a world leading company specialising in simulated altitude training environments. Our systems are designed to suit a wide range of sports, with research backed training protocols. Systems are manufactured locally, installation designs are highly flexible and suitable for new sporting facilities or retro fitting to existing ones.	
	AXLEBIKES AxleBikes are designed from the ground up to provide children with a lightweight bio-mechanically correct bike. Child specific geometry is comfortable and inspires confidence that increases their level of riding enjoyment and skill level. Direct selling means the bikes are competitively priced but superior to bikes sold in store.	
	BajaBoard BajaBoard is the perfect electric "skateboard" for the action sports fanatic. As the only board in the world to feature automotive style suspension backed by a powerful four wheel drive system, the BajaBoard leaves its competition in the dust when it comes to tackling tough off-road terrains.	
	Canopi Canopi provides eLearning and training solutions for sport. We supply content development and hosting services to the ASC and National Sporting Organisations. Our LMS is also a Training Management System that allows for the full management of face to face training and accreditation. Visit https://learning.ausport.gov.au for a preview.	
	CBR Innovation Network The CBR Innovation Network (CBRIN) is focused on growing an innovation ecosystem to help diversify and grow the ACT economy, and plays a central role in educating entrepreneurs in the ACT. CBRIN links businesses and entrepreneurs with training, mentorship, events, co-working space and networks that will accelerate their growth.	
	CloudeNotes CloudeNotes is an online portal that allows you to create Permission Notes, Registration/Enrollment Forms and more for any activity or event involving children. No more paper notes! CloudeNotes simplifies the process into an easy online application. Parents can manage multiple activities, and all their children - all from their Dashboard.	
	CSIRO DATA61 HeatWave is the first non-invasive, portable athlete performance solution that improves the performance of your athletes, by measuring their thermoregulation during exercise.	
	Forcite Helmets Forcite Helmet Systems is a fast growing tech company driving design and engineering innovation for conventional safety products, particularly light recreational sport helmets. The team at Forcite consists of talented and multidisciplinary professionals, dedicated to the delivery of worldclass products.	
	Fusion Sport Fusion's flagship product, the SMARTSPEED timing and training system, is a global market leader in its field with over 2000 systems in more than 40 countries. In 2010 Fusion released its 2nd major product line, the SMARTABASE athlete management system. SMARTABASE has since established itself also as a market leader in the Athlete Management System arena.	
	Sportstec by Hudl Hudl is a leading software company revolutionizing the way coaches and athletes prepare for and stay ahead of the competition. Hudl now offers the tools to edit and share video, study associated play diagrams, and create quality highlight reels for entertainment and recruiting purposes. The whole experience is available online, providing secure access at home and on the go.	
	MDXD: Exercise training and monitoring technology Two out of three Australians are overweight or obese that prevents them from using conventional sporting activities to improve health. MDXD has developed the MedExercise system to sustain exercise training regardless of fitness level, lifestyle and location. The system integrates exercise-promoting apps with MedExercise training equipment using wireless sensor technology.	
	Monash Wind Tunnel Group The Monash University Wind Tunnel Facility has a broad range of aerodynamic testing and development capabilities for a range of industries. Aerodynamics is crucial in many sporting events, Monash can help athletes, professional teams and equipment designers/manufactures to evaluate and optimise their performance.	
	OnTheGo Sports ONTHEGO is a brand built on the foundations of making Every Day Matter. We aspire to give every person the opportunity, regardless of circumstance, to live a healthy and active life.	
	POD Active POD ligament knee braces set new standards in user Comfort and Confidence™, our products fit precisely, stay in position and move so naturally that it won't feel like you are wearing a knee brace. Many of the world's leading athletes choose POD to protect their knees without compromise while thousands of amateur athletes rely on POD to stay active.	

	revolutioniseSPORT revolutioniseSPORT is the emerging market leader in online club management in Australia. The platform supports both grassroots clubs and peak sporting bodies, and currently supports over forty national and state sporting organisations across Australia & New Zealand. To find out more, visit www.revolutionise.com.au .	
	Rosterfy Rosterfy is a cutting edge cloud software platform specifically designed to streamline the workforce management process for event organisers, from recruiting, rostering, training and accrediting staff and volunteers. Rosterfy enhances the overall workforce management process while allowing organisers to advertise their events to a centralised pool of eager volunteers Australia wide.	
	SABEL Labs - Griffith University SABEL Labs is an intrapreneurial enterprise and research group based at Griffith University in Brisbane. We have over a decade of experience in developing sports technologies and in particular wearable technologies. Our technologies are used to enhance sports performance, conduct collaborative cross disciplinary research and as B2B consultancy for product development.	
	SafeMate SafeMate is a personal Emergency Management Solution ready to Alert and Rescue. Detect as soon as possible when someone needs assistance; Improve response time; Avoid misdiagnosis. The SafeMate App connects quickly your emergency information and make them available to first responders.	
	Sponserve SponServe is a simple to use, cloud based software solution built to effectively manage the challenges rights holders face that impact their ability to attract, serve and retain sponsors. SponServe helps with all the necessities in sponsorship management such as quick reporting, inventory control, delivery and acquittals, knowledge retention and commercial sustainability.	
	Sports Eye Sports eye is a high speed TERRESTRIAL WIRELESS BROADBAND PORTABLE FIELD UNIT to provide Ethernet connectivity to your computers and camera infrastructure. The Unit is Portable and Easy to setup in the field for 1 to 2 people. The Sports eye unit operates in the 5.7-5.8Ghz Public frequency spectrum.	
	STARSUB Starsub is a premium manufacturer of clothing for the sports, school and corporate wear markets. Starsub is Australia's first truly European dye sublimation clothing manufacturer utilising only Italian Ink and Dutch transfer paper through our state of the art large format printers. Our fabric is made locally as we produce garments from the ground up and can be tailored to any shape or pattern.	
	Stellen Studio Boxing gloves that: reduce impact forces delivered to the opponent; can be used during sparring and potentially even competition to markedly decrease injury risks associated with the sport; facilitate ongoing development of modified, low-risk forms of boxing.	
	Ti2 Medical Ti2 Medical is seeking funding to commercialise a portable analyser and wearable sensors enabling safe, non-invasive means of assessing physiological status of muscles in professional athletes for the purpose of optimising performance, assessing injuries and recovery process. Our bioimpedance-based system relies on research conducted on Spanish professional soccer players.	
	TidyClub TidyClub is the new operating system for sporting clubs around Australia. Volunteers and administrators at all levels are reducing their volunteers time while increasing their revenue by working smarter with the TidyClub platform. It comes with a collection of features that lets clubs do the everyday things and the not-so-everyday things in ways that are intuitive, simple and fun.	
	Today's Plan Today's Plan is a cloud based software company which launch in December 2014 providing analytics and performance management tools to cyclists, coaches and team managers. The core of the Today's Plan system is an extensible data platform. Our technology has been specifically designed to be quickly adapted and extended to allow for new data analysis and correlation.	
	University of Adelaide, School of Mechanical Engineering In 2008, the University established a new degree, accredited by Engineers Australia, in sports engineering which, incorporates existing mechanical and specific sports engineering subjects such as sports materials and instrumentation. There is a dedicated laboratory, a range of equipment and a number of students currently working on projects with both governing bodies and industry.	
	University of Canberra, Research Institute for Sport and Exercise UCRISE combines experts in sport: physiology, psychology, biomechanics, strength and conditioning, coaching science, performance analysis, performance nutrition and dietetics, physiotherapy, industrial design, data and mathematical modelling and statistics, graphic and visual design, computer engineering as well as sport management, ethics, law and governance.	
	Vald Performance The NordBord combines advanced sensors, real-time data visualisation and cloud analytics, to provide a comprehensive system for accurately quantifying and monitoring hamstring strength. Borne from world leading research at the Queensland University of Technology, the NordBord is backed by science and proven by some of the world's most elite sporting teams.	
	Versus Fitness Versus Fitness has developed the World's First Gamified Fitness system designed specifically for Commercial Gyms and Clubs. Our world-leading technology brings a completely new type of gym equipment to the market. Our pro version for Elite athletes also includes data analytics creating a powerful tool for coaches.	