



SPORTS INNOVATION REPORT 2025

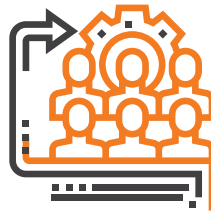
INSIGHTS INTO AUSTRALIA'S EVOLVING
SPORTSTECH SECTOR AS THE NATION CEMENTS
ITS PLACE ON THE GLOBAL STAGE

FY2025

Annual sportstech
revenue climbed to

\$5.65b

10% GROWTH
matching the pace of FY2024



Employs

17,928
people

11-13%

of the total
sports industry



Australia has developed
into one of the top six
sportstech clusters globally
over the past decade



**THE TOP 15%
OF COMPANIES
CONTINUE TO
GENERATE**

86%

**OF THE
SECTOR'S
REVENUE**

NEW ERA OF **STRATEGIC** + **SUSTAINABLE** GROWTH



Company numbers
plateau



M&A and capital
raising surge



Investor interest grows
as risk declines



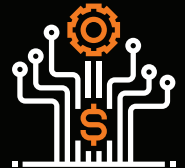
Widespread
tech adoption



Rising industry
consolidation



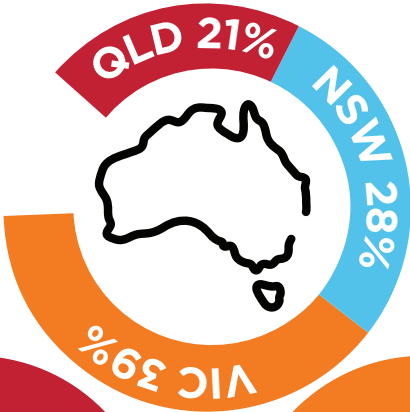
Emerging
category leaders



Sustained
revenue growth

EASTERN SEABOARD CONTINUES TO DOMINATE

Australia's Eastern Seaboard is home to **89%**
of the sportstech sector



Queensland

20% growth in established sportstech companies

Driven by Brisbane 2032 momentum

Victoria

2,253 sportstech jobs created (2021-2025)

Powered by Victorian Govt investment in ASICE

ASTN FUELS NEW WAVE OF SPORTSTECH LEADERS

Total program impact to date

80+

companies in 15 Accelerator cohorts > A\$87.5m raised

200+

startups through 9 Pre-Accelerator cohorts

150+

companies in trade missions to 10 countries

EMERGING SPORTSTECH THEMES

1

Artificial intelligence in sport

6

Environment, society and governance (ESG)

2

Active living, fitness and wellness

7

Quantum technology, big data, privacy and security

3

Virtual sports, esports, gaming, metaverse and blockchain

8

Women in sportstech

4

Sports broadcasting and smart stadium tech

9

Sport as an investment class

5

Smart tech for paralympics & mobility

10

International trade and export