



## MEDIA RELEASE

# VICTORIA HOME TO NEW ‘SUPER CLUSTER’ OF SPORT INNOVATION

**MELBOURNE – 29 MARCH 2022:** This week marked the official opening of Victoria’s world-class Australian Sports Innovation Centre for Excellence (ASICE). The ‘super cluster’ of sport innovation brings together sports tech founders, entrepreneurs, and leading sports tech companies to accelerate local sports tech growth and attract national and international partnership opportunities for Victoria.

Led by the Australian Sports Technologies Network (ASTN), Australia’s governing body for sports technology and innovation, and funded by the Victorian Government with a \$4 million investment to drive sports innovation – the centre will support the commercialisation of research and development and attract national and international partnership opportunities for Victoria’s growing sports technology sector.

The ASICE has been established to meet the increased demand for Australian innovation programs related to sports tech. In eight years, the sports tech industry in Australia has grown from \$250 million to \$1.2 billion per annum, with approximately 50 per cent being generated in Victoria.

The ASICE opened on Monday 28 March, at an official ceremony attended by ASTN representatives, key partners, startups and entrepreneurs to celebrate local talent and to recognise an important milestone for Victoria’s sportstech community.

Minister for Innovation, Medical Research and the Digital Economy, Jaala Pulford said the addition of the ASICE to Victoria’s technology sector will be a game changer.

“It is great to see this outstanding sports tech centre attract world leading sports tech companies like Sportradar, which will create local jobs and see Victoria’s entrepreneurs, startups and tech businesses grow.”

James Demetriou, Chair of ASTN, says the ASICE provides a one-stop-shop for businesses to connect and share valuable knowledge, ideas, and resources.

“ASTN is proud to bring together the most innovative minds, to nurture talent and foster innovation – to help accelerate Australia’s sports tech industry and build the next generation of Australian inspired sports technologies and companies,” said Demetriou.

“Our mission is to build a world-class sports tech hub that allows startups and scaleups to thrive in a new world where the future of sport is tech driven, digital and data oriented.

“The opening of the Centre marks a significant milestone for Victoria’s sports tech sector. We are just at the beginning of a sports tech boom, and the Innovation Centre will help to propel many startups and scaleups forward, by leveraging new partnership opportunities, gaining access to business mentoring, and collaborating with industry leaders,” added Demetriou.



**The Australian Sports Innovation Centre for Excellence (ASICE) program activities are grouped into three streams:**

- **Knowledge and Insights:** Masterclasses, short courses, development of research and sector reports and special interest groups.
- **Innovation Hub:** Physical co-working space, member showcase opportunities, meetups and pitching days.
- **Connections & Collaboration:** Global advocacy introductions, collaboration hackathons, awards and conferences.

These program activities will sit alongside ASTN's existing startup support services which includes pre-accelerator programs, accelerator programs, open innovation programs and business matching.

For more information on the ASICE, please visit here. <https://www.astn.com.au/asice-centre>

**ENDS**

#### **Media Enquiries**

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#### **Australian Sports Technologies Network Ltd**

Australian Sports Technologies Network (ASTN) provides leadership in the commercialisation, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 500 organisations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment, Sports Smart Apparel and Sports Universities. For more information, please visit [www.astn.com.au](http://www.astn.com.au).