

## MEDIA RELEASE

### ASTN and the City of Perth spotlight local sportstech sector

**MELBOURNE, 13 NOVEMBER 2024:** The Australian Sports Technologies Network (ASTN) today announces its collaboration with the City of Perth to shine the spotlight on local sportstech leaders and highlight global trends in the industry during West Tech Fest 2024.

With the support of a City of Perth Economic Development Sponsorship, ASTN will host several industry events on 3<sup>rd</sup> December in Perth, WA focused on advancing the sportstech ecosystem. Activities will include an industry roundtable to explore growth strategies for Perth's sportstech sector, an investment pitching masterclass connecting startups with investors, and a networking event showcasing local sportstech companies while offering insights into global trends.

ASTN is the leading industry body sports technology and innovation in Australia and recently it estimated that the national industry generates \$AUD 4.69 billion per annum, employs close to 15,000 people and consists of nearly 800 companies and startups.<sup>1</sup>

“ASTN is excited to be working closely with the City of Perth to help showcase Perth’s growing sportstech ecosystem and contribute to helping to shape the city’s future,” said Craig Hill, Co-Founder and Sportstech Startup Advisor ASTN.

“Australia is a globally-recognised leader in sportstech development, and Perth’s sports industry along with its 45-plus sportstech startups, plays a critical role in promoting this expertise.”

“We have a fantastic agenda planned for the networking event including representatives from Australia’s leading sportstech investment firms participating in a panel, including XV Capital, AO Ventures and Wildcard Ventures. We will also have a fast-moving showcase from eight of Perth’s leading and emerging sportstech founders,” added Hill.

ASTN has been working with Western Australia’s sportstech industry over the past 18 months, with the support of the State Government of Western Australia’s New Industries Fund. ASTN is supporting up to 14 WA-based sportstech startups and companies over the next 12 months in various programs to help fast-track their growth.

ASTN’s networking event will also be supported by the State Government of Western Australia’s New Industries Fund.

ASTN and the City of Perth welcome anyone interested in sports, entrepreneurship, investment and sportstech to attend the networking event to understand what is happening both locally and globally in the fast-growing sportstech industry. The networking event is a satellite event as part of West Tech Fest 2024.

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<sup>1</sup> [Beyond Growth: Australia’s Sportstech Sector Reaches Maturity Milestone](#)



Australian Sports  
Technologies Network  
*Powering Sports Innovation*

## **ASTN NETWORKING EVENT DETAILS**

**Date:** Tuesday 3 December 2024

**Time:** 5:00pm-7:30pm

**Venue:** City of Perth Library (The Auditorium)

**Address:** 573 Hay St, Perth WA 6000

**RSVP Link:** <https://www.astn.com.au/industry-events/astn-wa-networking-event-showcasing-wa-s-sportstech-leaders-and-global-trends-in-the-sportstech-investment-landscape>

Further Details:

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Hayley Priestnall – Events & Membership Manager – [hayley.priestnall@astn.com.au](mailto:hayley.priestnall@astn.com.au)

## **MEDIA ENQUIRIES**

For more information, or to arrange an interview with ASTN, please contact Tara Ballard on 0436 330 267 or [Tara.ballard@astn.com.au](mailto:Tara.ballard@astn.com.au)

## **ABOUT ASTN**

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 750 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.