



ASTN Trade Mission to Europe Delegate Booklet

13 June – 23 June 2023

France | Switzerland | Germany | Belgium



Australian Sports
Technologies Network
Powering Sports Innovation

Welcome

Message from the Chair of the Australian Sports Technologies Network (ASTN)

On behalf of Australia's sportstech sector it is a privilege to be part of our trade mission to Europe.

Australia has a strong and proud track record in sports performance, the business of sport and mass participation combined with a near unrivalled sporting culture, highly regarded leadership capability in sports management, science and medicine. Australia has consistently finished in the Top 10 of the Olympic Games, is home to many elite sports leagues & federations. The country is famous for hosting and delivering world-class major sporting events.

In the same breath, Australia is seeing the development of a world-class sportstech sector, and we are seen as an outstanding validation market for new sports innovations. The establishment of the **Australian Sports Innovation Centre of Excellence (ASICE)**, the creation of State Node operations in Queensland, Western Australia and New South Wales are also providing important leadership and global connectedness for our sector.

This mission focuses on the themes of sports performance technologies and solutions for the business of sport and entertainment. Our delegates have developed solutions in data, performance and skill (talent) analytics, training and coaching, strength and conditioning, member, competition and event management as well as media, broadcasting (OTT) and education. Many of our delegate companies already have a presence in global markets, servicing some of the elite leagues, clubs and colleges to improve athlete and team performances.

On behalf of our delegation, we wish to thank the State Governments of Victoria and Queensland for their endorsement and support of this Trade Mission.

As always, we welcome our European friends to our shores to experience the way things are done in sport . . . Down Under!

Dr Martin Schlegel
ASTN Chair
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THE STATE GOVERNMENT OF VICTORIA, AUSTRALIA

The State Government of Victoria, Australia, through its trade facilitation agency, Global Victoria, leverages its international network of 23 trade and investment offices to connect Victorian companies to worldwide sports related networks and markets, and help them achieve their global ambitions.

Victoria is the undisputed sporting state of Australia

Led by its capital city, Melbourne, Victoria's sporting reputation is underpinned by its world class major events calendar and sporting infrastructure, supported by its specialist institutions, innovation networks and clusters.

Victoria's thriving sports culture drives a world-class sport ecosystem

Victoria is home to 55 professional sports teams, 129 State Sport and Recreation Organisations, 32 National Sport Organisations and 16,000+ clubs.

Victorian investment in sporting infrastructure generates substantial returns

Since 2015, the Victorian Government has invested \$1.1 billion in 1500+ community sport & recreation infrastructure projects, generating more than \$7 billion annual value in social, health and wellness and economic benefits.

Victoria leads the way in the advancement of sport technology & innovation

Victoria is home to nearly half of Australia's Sportstech companies. The Victorian Government recently backed the state's growing sports technology sector with a \$4 million investment to establish the Australian Sports Innovation Centre for Excellence (ASICE) in Melbourne, led by the ASTN.

The Victorian Government's ongoing commitment to its sports sector sets Melbourne apart, placing it at the forefront of global sports innovation as it prepares to host the Victoria 2026 Commonwealth Games.



SCAN AND CONNECT WITH US

Welcome

Message from the Commissioner for Victoria to Europe

As the newly appointed Commissioner for Europe based in Paris, I am delighted to welcome you to France and the location of the Victorian Government's most recent addition to the international network of offices.

The newly established Victorian Government Trade and Investment office in Paris is dedicated to promoting Victoria's capabilities in Europe and attracting further investment from Europe in Victoria.

I have had the privilege of showcasing the strength of Victoria's international network and export capabilities as Chief Executive Officer at Global Victoria and it's an honour to now be in-market and raising the profile of Victoria in Europe.

Excitingly, this trade mission is the first to explore Paris since the opening of our office, so it is great to have such world-class businesses from the sportstech industry participating and increasing awareness of Victoria's leading capabilities and innovative solutions in this sector.

I hope you have a fruitful and productive visit and on behalf of the team we look forward to staying in touch and supporting your export journey in Paris and Europe more broadly.

A bientôt,



Gönül Serbest
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Funding Partners



Support Partner



Australian Government

Australian Trade and Investment Commission

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Welcome

Message from the Queensland Trade and Investment Commissioner to Europe

As Queensland's Trade and Investment Commissioner to Europe, I am excited to see Queensland's sports technology businesses engage with the European market. My team and I based at Trade and Investment Queensland's (TIQ) European offices in London and Frankfurt are pleased to welcome all participating delegates to Europe. As the second largest economy in the world, Europe presents great opportunities and broad access to premium customers for Queensland sports technology businesses. The sports technology market is estimated to be valued over \$40 billion (USD) by 2027, and this market will play a key role in this being home to the world's leading sports clubs, brands, and international sports governing bodies.

TIQ is excited to work in collaboration with the Australian Sports Technology Network (ASTN) and our colleagues at the Queensland Department of Tourism, Innovation and Sport to facilitate this mission to Europe for Queensland sportstech companies to engage with leading European-based sports teams and organisations.

Queensland is seen as a critical foundation of Australia's vision to build the 'Silicon Valley of Sports Innovation' by 2032. Queensland has a strong reputation in global sporting events and innovation. As we build momentum towards Queensland hosting the Brisbane 2032 Olympic and Paralympic Games, we aim to position ourselves as a major global destination and provider for sport innovation and technology. Queensland has strong and growing capability across many segments of sportstech, with some of our leading companies supplying technology and expertise to leading venues, elite sports teams, and organisations around the world. Queensland's sports technology sector stands on a strong information technology foundation as it is home to one of Australia's highest proportions of tech-startups and the fastest growing region for tech jobs. Our universities are also undertaking world-leading research with global partners on managing high performance sport, artificial intelligence and data analytics for sports, and sport and rehabilitation sciences including development of athlete digital twins.

As the Queensland Government's dedicated global business agency, helping Queensland exporters take their products to world markets and promoting Queensland as the perfect place for investment, I welcome you to contact me and my team at TIQ to explore opportunities with our world-class sports industry sector today.

Dave Edwards
Trade and Investment Queensland
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BodyICE RECOVERY

Company Overview

BodyICE is an Australian owned company, which was founded by Olympic Gold Medalist Lydia Lassila in 2006. During her career as an aerial skier, Lydia suffered a number of injuries and became frustrated with the inefficiency of cold therapy products on the market that leaked, slipped and were difficult to use.

These frustrations led Lydia to create BodyICE with a clear mission in mind - to help people of all ages recover from their injuries and fight pain and inflammation naturally using simple ice and compression.

Lydia and her BodyICE team are driven and motivated by wanting to help people recover from injury, and to be able to target any injured area with ease and reduce pain - naturally. With an expanding range of products, BodyICE have cold and heat therapy solutions that are easy to use, effective, portable and reusable – helping you get back on track to being the best version of yourself.

Contact

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Company Overview

Box Altitude is a sports technology company that produces the world's most technologically advanced altitude sleeping and training environments. Box Altitude is trusted by athletes to propel them forward towards success on the world stage by capturing the scientifically proven benefits of altitude.

Box Altitude Sleep Systems allow athletes to maximise aerobic capacity and minimise recovery time through Live-High-Train-Low altitude training. The systems are built for comfort and convenience minimising sleep disruption while maximising performance gains.

Box Altitude Training Systems allow athletes to achieve greater performance gains in their repeat sprinting ability and strength from the same amount of time spent training. The systems are customisable to fit any athlete's or team's needs.

All Box Altitude systems are controlled through an iOS App, which integrates data from wearables to correlate physiological states (e.g. SPO2, HRV and RHR) with high-altitude environmental conditions so athletes can have altitude programs tailored specifically to their needs.

Website

www.boxaltitude.com

Contact

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Company Overview

Cloudmix is a world leading remote production platform that makes it easy for anyone to produce professional live streams. Cloudmix regularly delivers over 10,000 hours of live content each month produced by a global client base. Since 2017 we have assisted Australia's premier sporting codes distribute high quality content at volume – assisting sporting federations to insource and 'DIY' their broadcasts.

Cloudmix enables anyone to produce broadcast quality live content to a global viewership. We see the future of broadcast as highly democratised, and highly niche.

Contact

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Website

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Company Overview

DMC Sport partner with the world's most well-known sporting organisations to engage and inspire participation through sport and innovation. DMC Sport deliver sustainable outcomes using its tech stack and integrated technology leveraging deep knowledge of community sport to deliver innovative and tailored end-to-end solutions for our partners allowing them to understand and enhance the sporting life journey and true commercial value of a participant to deliver a fan for life.

DMC Sport support rights holders across the world with a range of product categories. DMC Sport is the global leader of integrated product / services include end-to-end game development programme strategy and activation, programme curriculum design & development, inventory data capture & reporting, customised and personalised equipment sourcing & manufacture, international logistics & fulfilment services, customer service integration, eCommerce and revenue generation opportunities.

We continue to deliver the best "first time" experiences in sport guaranteeing kids, coaches and deliverers and parents continue their love of the game for generations.

Website

www.dmcSPORT.com

Contact

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Company Overview

ECAL is the world's leading 'Sync to Calendar' marketing solution, that allows publishers to deliver rich and dynamic events content directly into the personal digital calendar program of users on their mobile, desktop or tablet - to keep them up-to-date and engaged. ECAL is relied upon by 300+ major brands globally, across sports, entertainment, media / streaming, ticketing, betting, venues and more, servicing over 13 million users.

Our smart, dynamic calendar marketing technology is used by many of the world's very best brands including Premier League, Formula 1, Formula E, World Rugby, LaLiga, The FA, English Football League, England Cricket Board, ICC Cricket, NBC Sports, bet365, Liverpool FC, Arsenal FC, Tottenham FC, FC Barcelona, and many others.

ECAL drives sales, tune-in, engagement and acquires highly valuable first party data and behavioural insights.

Contact

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Website

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Company Overview

etrainu are global leaders in community education solutions. Through a sophisticated learning management system and engaging online courses, etrainu is building exceptional communities through education. With a number of industry leading integrations, etrainu has created an end-to-end solution for sports organisations.

etrainu have partnered with some of the largest sports organisations in the world, including US Youth Soccer, American Youth Soccer Organization, PGA Tour, National Lacrosse League, Surf Life Saving Australia, Gymnastics Australia, AusCycling and other national governing bodies.

Website

www.etrainu.com

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Company Overview

GameDay, part of the Stack Sports family, have been providing next generation sports management technology solutions in the Australian market since 2001 and have extended their key markets to include the United Kingdom, Europe and New Zealand.

GameDay provides a range of solutions including membership management, competition and tournament management, event/ticketing platforms and various digital websites, e-commerce, and online auction fundraising solutions. GameDay works with a wide variety of organisations including grassroots sporting clubs/associations, professional clubs/teams, national governing bodies, event providers along with charities and foundations.

Website

www.mygameday.app

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Company Overview

Griffith University's strong reputation and commitment to excellence make it an attractive prospect for trade and investment opportunities in Queensland. The university's research expertise and focus on innovation create avenues for collaboration with industries and organizations looking to invest in cutting-edge projects and technologies.

Griffith University's extensive network of industry partners and research centres provides a platform for knowledge exchange and commercialization of research outcomes. This ecosystem not only fosters economic growth but also enables the development of skilled talent to support trade and investment initiatives. Additionally, the university's emphasis on community engagement ensures that its activities align with the economic and social priorities of Queensland, making it a valuable partner for Trade and Investment Queensland in attracting and supporting investment opportunities in the region. Griffith University's involvement in sport encompasses education, research, and industry collaboration, making it a prominent institution in the field and a hub for aspiring professionals in sports-related disciplines.

Website

<https://experts.griffith.edu.au/7229>

Contact

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Company Overview

iNSPIRETEK is a health technology company focused on improving mental health and wellbeing outcomes for every young athlete. Its WMS (wellness management system) is a technology platform developed alongside experts across mental health, sports science, and education to drive positive behaviour change in sport: for young athletes, coaches, schools, teams and organizations.

iNSPIRETEK's platform functions similar to an AMS (athlete management system), with content, communication and data collection as core features, but also provides evidence-based mental health and wellbeing tools and support.

Its “prevention-via-prediction” model empowers young athletes to gain insight into their mental health and wellbeing through wellness tracking and provides interventions if necessary.

Unlike other AMS platforms, iNSPIRETEK’s WMS is accessible for all young athletes and affordable for sports clubs and organizations of all sizes.

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Company Overview

Kronos is one of the leading suppliers of technology for a wide range of events, including various national and international sporting events. While Kronos event systems (Eventum®) give organisers a huge advantage in managing events, we also have a unique system for identifying and developing sporting talent, and another for developing customised e-learning, both of which can be used by educational bodies and ministries.

Our company, Kronos Enterprises Pty Ltd, has its head office in Australia, and offices in the UK, Germany, and Turkey. And our clients span the globe—from Europe to the Middle East, Asia, and Oceania. Over years we’ve developed many applications, including:

- Eventum® - Event Management System
- Chiron - Education Technology & Learning Management
- Hercules - Talent Identification & Development

Eventum® system solutions are accredited by several multi-disciplinary sports organisations for the unique features that we have developed in-house. We ensure Kronos can enhance events with Eventum® and the technology solutions we are offering.

Website

www.kronosenterprise.com.au

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Company Overview

La Trobe University is the university of choice in Australia for study, play and research in sport.

The university has an integrated, multidisciplinary, whole-of-sport approach to its vision and offers more sport-related courses than any other university in Australia. La Trobe is in the top one percent of universities worldwide, is 14th in the global rankings of sport science schools, and partners with some of Australia's most prominent sports organisations including Australian Institute of Sport, the Australian Ballet, Football Victoria, Rugby Victoria, Carlton Football Club.

Our expertise in sport covers sport science, sport analytics, strength and conditioning, sport coaching, sport and exercise medicine, sport nutrition, and sport management. The university has world-class sport science laboratories and testing capability to support sport focused research and is seeking to work with partner organisations looking to innovate through education, research, sport technology, and the application of new knowledge to improve health and performance.

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Company Overview

PMY Group is a global technology advisory and investment company founded in Victoria specialising in transforming sport and entertainment venues and events through technology solutions. They offer end-to-end services, including advisory, design, technology management, and operational platforms.

With over twenty years experience, PMY Group has worked with prestigious clients worldwide, including the Olympics, major tennis opens, and NBA and NFL teams. They have expanded their reach across Australia, the United States, the UK and Europe, Middle East and Asia. PMY Group has particular expertise in the major events space, having worked on every Olympics since Athens and the biggest events in world sport from the Football World Cup to the Superbowl. Overall, PMY Group is known for its ability to provide independent advice and comprehensive technology solutions to venues and major events globally.

Website

www.pmygroup.com

Contact

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Company Overview

PTP Fitness provides strength and conditioning products and programs to help people move smarter and ultimately perform better in whatever fitness or sporting goals they set out to achieve.

PTP Fitness commenced with 1 product, the Total Resistance Gym, to provide a lightweight and portable alternative to weights training. The company now has a portfolio of over 250 products for strength, cardio, core, massage, flexibility, recovery, yoga and pilates.

PTP Fitness has built an outstanding global reputation with our retailer partners for elevating and leading our categories including globally registered trademarks, and extensive marquee relationships.

Contact

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Company Overview

Traits is a player profiling platform that helps clubs develop their own bespoke analytics solution that translates complex data into football language in line with your unique game model.

Traits presents a cost-effective solution for organisations to unlock the potential of their performance data through readymade best-practice analytics. The platform delivers insights relating to talent ID, talent development, squad management, opposition analysis and broader questions such as performance versus potential.

Traits is proven at the highest levels, having been developed and implemented within elite teams in the English Premier League (EPL), Australian Football League (AFL), and International Cricket, among others. As a communication tool that takes highly technical data and translates it into instant, relatable insights, Traits sets the standard.

Website

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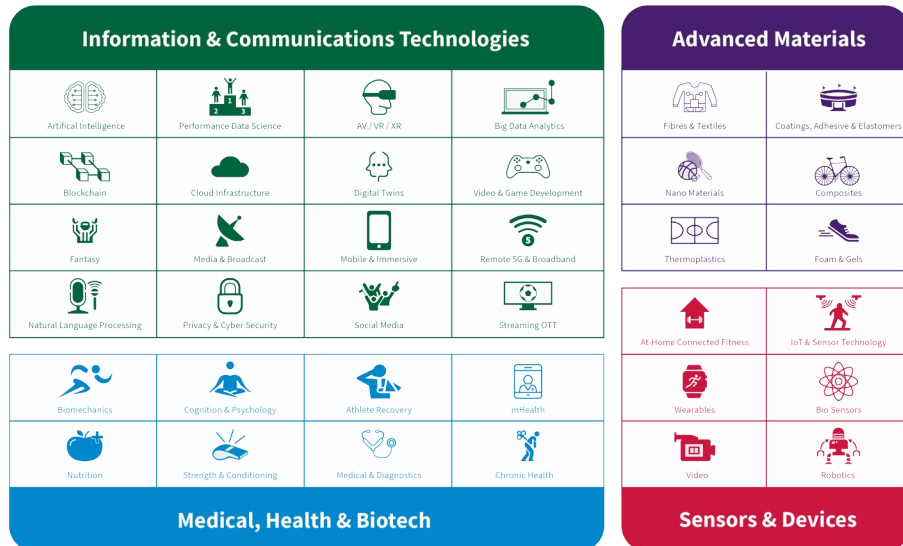
What is Sportstech?

ASTN defines Sportstech as a sector of the sports industry placed at the intersection of data, digital and technology where the business of sport, entertainment and gaming converge with active living, wellness and digital health.

Market Application Verticals



Technology Stack Categorisations



ASTN Profile

The Australian Sports Technologies Network (ASTN) provide leadership in the commercialisation, development and promotion of Australian-inspired sports technologies.

Established in 2012, the ASTN is an industry-led Australian ecosystem of organisations with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors & retailers, government agencies, service providers and investors.

As an industry-led, not-for-profit membership organisation, the ASTN facilitates knowledge exchange, fosters connections and manages the Australian Sports Innovation Centre of Excellence (ASICE) based in inner-city suburb, Cremorne in Melbourne, Victoria (Australia). ASTN is also building its State Nodes in Queensland, Western Australia and New South Wales.



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Australian Sports
Technologies Network

Powering Sports Innovation

10 YEAR ANNIVERSARY 2022

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