

ASTN – THE NEW LANDING PAD FOR EUROPEAN SPORTSTECH FIRMS – WELCOMES SPORTS CLOUD AUSTRALIA PTY LTD

MELBOURNE – 31 MAY 2022: Australian Sports Technologies Network (ASTN), the governing body for sports technology and innovation, has partnered with Sports Cloud Australia Pty Ltd – market leaders in digital sport marketing – in an industry first to connect sportstech firms in the Netherlands with Australia’s sportstech sector.

The partnership is a result of ASTN’s relationship with Dutch [Cluster of Sports & Technology](#) – helping local sportstech firms to innovate, validate and accelerate innovations. ASTN agreed to work with local Dutch companies which led to the first exploration of the Australian market by Techonomy in 2019.

Sports Cloud Australia is an APAC extension of Dutch based companies Techonomy and Sports Cloud International. Techonomy has become a digital economy leader across Europe, bringing digital and data expertise in strategy, infrastructure and systems development to clients such as Rotterdam Ahoy (venue), Team Jumbo-Visma (cycling), Club Brugge and The Royal Dutch Soccer Federation (KNVB).

Techonomy COO and CIO of Sports Cloud Australia, Sion de Jong says that “Australian sports organisations are at the forefront of world sport, and are ready to take on the complex transformation to fully data driven entities.”

Former CEO of Melbourne Victory FC, Trent Jacobs, now Sports Cloud’s Managing Director, says “Sports Cloud hopes to let the insights gained from working with leading European sport clients benefit Australian sport.”

“ASTN is at the centre of sportstech in Australia, working closely with Australia’s top sportstech firms. We are looking forward to tapping into the very best talent involved with ASICE and helping to connect local firms with our European networks,” added Jacobs.

Sports Cloud Australia is headquartered at ASTN’s Australian Sports Innovation Centre of Excellence (ASICE) located at Launchpad in Cremorne, Victoria. The ASICE provides entrepreneurs with access to world class facilities, education, connections, and coaching, with the ambition for Australia to become the world’s number one cluster of innovation in sports technology. The new innovation centre provides a one-stop-shop for businesses to share knowledge, new products, connect and collaborate.

“We are proud to welcome Sports Cloud Australia to the ASTN family. With proven experience in the sports and entertainment industry – we are looking forward to working closely with Sports Cloud to facilitate new opportunities for our ASTN members,” said Martin Schlegel, Director, ASTN.

“This is a great example of the international connectivity that the ASTN has established. As we become the landing pad for international companies to come to Australia, these relationships will also provide an opportunity for local sportstech firms to tap into European networks.”



Australian Sports
Technologies Network
Powering Sports Innovation

“The Netherlands is known as a big distribution hub for the European market. With a passion for similar sports, the Netherlands can be a springboard for Australian sportstech firms into the European market,” added Schlegel.

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

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Media Enquiries

For more information, please contact Tara Ballard on 0436 330 267 or Tara.ballard@astn.com.au

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.

Sports Cloud Australia Pty Ltd

Sports Cloud Australia is a leader in the digital economy. Born in the Netherlands, we are the APAC extension of an agency with a proven track record in the sports and entertainment industry. We successfully build partnerships and deliver services for many international clients such as leagues, clubs, media organisations and rightsholders. We help our clients increase the value of their business by creating and activating an advanced digital ecosystem. We have partnered with international sport leaders such as Pro-cycling’s Team Jumbo-Visma, Belgian football powerhouse Club Brugge, The Royal Dutch Football Federation (KNVB), Sports broadcaster Eleven Sports Belgium, the European Volleyball Federation and many more. For more information, visit www.sportscloudaustralia.com