

## PRESS RELEASE

### Tech entrepreneurs and sport science professionals unite to drive innovation

**Melbourne, Australia, 11 November, 2021.** Australian Sports Technologies Network (ASTN) and Exercise & Sports Science Australia (ESSA) today announced the signing of a Memorandum of Understanding (MOU), effective from November 2021.

The ASTN-ESSA MOU outlines a collaboration to jointly promote and support industry engagement – helping ‘connect the dots’ by linking startups to the wider sporting community, and facilitating innovation, opportunities, and growth.

As the peak body representing qualified Australian exercise and sports science professionals, academics and researchers, ESSA supports its members, accredited professionals and the community to improve the health and performance of all Australians.

ASTN – the governing body for sports technology and innovation – supports local sportstech entrepreneurs with an opportunity to bring their innovative technology-based product ideas for application in sport to market.

Beyond the joint promotion of events, ASTN and ESSA will drive collaboration between sportstech startups and ESSA’s large member base which includes practitioners like Accredited Exercise Physiologists, Accredited Exercise Scientists, Accredited Sports Scientists and Accredited High Performance Managers.

“This partnership will enable sportstech entrepreneurs to connect with ESSA’s practitioners to get real world feedback – which is critical when validating new technologies as part of the commercialisation process,” said Dr. Martin Schlegel, Director and Board Member, ASTN.

“ESSA’s large member base knowledge is invaluable to our early-stage startups, entrepreneurs, founders, and researchers – it will help facilitate local sportstech startup success and build the future of sport for everyone,” added Schlegel.

“As global leaders in world-class sports technology and innovation, ASTN is a natural fit in helping us provide our members with exposure to the latest technology and cutting-edge ideas. Through this partnership we look forward to driving further innovation and capabilities in the sport sector,” said Ms. Anita Hobson-Powell, CEO of ESSA.

ASTN already has an existing partnership with the Queensland Department of Tourism, Innovation and Sport’s (DTIS) through its flagship program ActiveKIT – which supports innovative solutions within the Active Industry to increase physical activity participation of Queenslanders.

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### **Media Enquiries**

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### **About the 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).

### **About Exercise & Sports Science Australia (ESSA)**

ESSA is a member-based organisation, headquartered in Queensland, and is the peak national professional organisation for exercise and sports science representing more than 9,000 members. ESSA are committed to establishing, promoting and representing the career paths of tertiary-trained exercise and sports science practitioners. ESSA provides industry leadership through advocacy, research, education and regulation to support exercise and sports science professionals and the Australian community in becoming a more active nation.