

PRESS RELEASE

Powering the local sportstech community to get more Queenslanders moving

Melbourne, Australia, 21 October, 2021. Australian Sports Technologies Network (ASTN) and the Queensland Government Department of Tourism, Innovation and Sport (DTIS) have announced a new partnership to accelerate Queensland's sports innovation economy, as part of the Department's commitment to innovation under the ActiveKIT program.

ActiveKIT supports the implementation of new and innovative products or services to get more Queenslanders active and to strengthen the capability of organisations in the Active Industry.

Under the partnership, early-stage sportstech entrepreneurs will have the opportunity to tap into world-class knowledge through ASTN's Pre-Accelerator Program and masterclasses – whereas the broader Active Industry will also benefit by ASTN 'connecting the dots' and linking them up with startups to expose them to new opportunities, innovation and growth potential.

There are clear links between ASTN and the ActiveKIT (Knowledge, Innovation, Technology) initiative, presenting a real opportunity to support applicants through ASTN's program, strengthening the capabilities of the 'next generation' of Queensland founders and tech entrepreneurs.

ASTN, an industry-led Australian ecosystem of organisations with a vested interest in sports technology, has already engaged with fifteen Queensland sportstech founders who recently commenced participation in the pre-accelerator program.

"Through the DTIS and ASTN partnership, we are planning to engage with a further 35-50 organisations through various workshops and masterclasses. And by June 2022, we will engage with at least 100 sports industry professionals ranging from researchers to athletes," Dr Martin Schlegel, Director and Board Member.

"We welcome this partnership with DTIS and look forward to working closely with the department to drive growth in Queensland's Active Industry by connecting participants with industry leaders to drive education beyond the pre-accelerator program," added Dr Schlegel.

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Australian Sports
Technologies Network
Powering Sports Innovation

Media Enquiries

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About the Australian Sports Technologies Network Ltd

Australian Sports Technologies Network (ASTN) provides leadership in the commercialization, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 500 organizations 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.