

MEDIA RELEASE

Queensland builds momentum in sports innovation with new ASTN-led initiative

Brisbane, QLD – 18 February 2026 – The Australian Sports Technologies Network (ASTN), today announced new agreements with the Queensland Government’s Department of Environment, Tourism, Science and Innovation (DETSI) and the Department of Sport, Racing and Olympic and Paralympic Games (DSROPG), to deliver a program of work aimed at strengthening Queensland’s sportstech and sports innovation ecosystem.

The program represents a strategic step toward the future of sports innovation in Queensland, maintaining momentum whilst laying the evidence-based foundations needed for long-term growth and impact.

Delivered throughout 2026, the program will strengthen Queensland’s sportstech ecosystem by building a clear understanding of current capacity and opportunities, supporting innovation capability uplift, and connecting local stakeholders with national and international sportstech networks, leaders and best practice.

The initiative aligns with Queensland’s broader innovation, economic development and legacy objectives as the State continues to build momentum toward the Brisbane 2032 Olympic and Paralympic Games, and reinforces Queensland’s position as a nationally and internationally relevant hub for sports innovation.

Insights from ASTN’s most recent Sports Innovation Report highlight Queensland as one of Australia’s fastest-growing sportstech ecosystems. The report shows the State has experienced 20 per cent growth in established sportstech companies, outperforming all other Australian states. This growth has been driven in large part by increased investment, policy focus and market opportunities linked to the Brisbane 2032 Olympic and Paralympic Games.

Based on this momentum, ASTN expects Queensland’s sportstech ecosystem to continue accelerating. With sustained investment and coordination, the State is well positioned to fulfill its ambitions in further strengthening Queensland’s leadership in sports innovation over the next three to four years.

“This program is about keeping momentum, building clarity, and doing the groundwork properly,” said Martin Schlegel, Executive Chair, ASTN.

“Queensland already has strong sport and innovation credentials. This ensures we capture the evidence, insights and connections needed to establish a world-class sportstech cluster that delivers long-term value for industry, government and the broader economy.”

Minister for Science and Innovation Andrew Powell said the partnership with the Australian Sports Technologies Network would cement Queensland's position as a leader in the fast-growing sports tech sector.

"Driving innovation in sport and events is essential as we prepare for the Brisbane 2032 Olympic and Paralympic Games as it will help Queensland harness emerging technologies and shape a better future," Minister Powell said.

"This initiative also supports the launch of Queensland's Science and Innovation Strategy, which is all about giving great ideas the space to grow, succeed, and make an impact.

"We're committed to turning scientific knowledge and fresh thinking into real-world solutions that boost productivity and create opportunities for Queensland."

Minister for Sport and Racing and Minister for the Olympic and Paralympic Games Tim Mander said innovation will be a hallmark of the 2032 Olympic and Paralympic Games.

"Queensland is Australia's sporting capital, and as we build towards the Games, we are continuing to create jobs, drive investment and support long-term economic growth for Queensland," Minister Mander said.

"Through sport innovation masterclasses, supported by the Queensland Government, the Australian Sports Technologies Network will help to develop local capability, attract investment, and cement Queensland's reputation as a global leader in sports technology and innovation."

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Media Enquiries

For more information please contact Nikita Vogel on nikita.vogel@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 innovation intermediary with over 800 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.