

## MEDIA RELEASE

# ASTN and Honan Insurance Group partner to enable sportstech startups to be 'risk ready'

**MELBOURNE, 14 FEBRUARY 2024:** The Australian Sports Technologies Network (ASTN) and Honan Insurance Group (HIG) have signed a 12-month Memorandum of Understanding (MOU) that will see HIG share expertise with ASTN's member base of budding sportstech businesses, whilst the ASTN will support HIG with its strategic business direction.

Australian Sports Technologies Network (ASTN) is the governing body for sports technology and innovation and works closely with sportstech founders, entrepreneurs and startups to scale and commercialise technologies to drive local sportstech success. Honan is a leading insurance and risk management company with 60 years of experience that recognises that there are a variety of risks that it is important to be aware of when starting a business.

ASTN General Manager, Cam Vale said under the MOU framework, the parties will collaborate and support each other's endeavours where they can add the most value.

"ASTN is passionate about 'connecting the dots' by linking startups with the wider community to facilitate new opportunities, innovation and growth potential. HIG has a multitude of useful insights around risk prevention that our members will greatly value," said Vale.

ASTN facilitates a wide range of programs and events including accelerator programs and masterclasses. HIG will present at two ASTN member meet-ups in different states throughout the year as well as within the Pre-Accelerator and Accelerator programs, demystifying a range of insurance and risk topics.

Laurence Basell, COO, HIG said ASTN members can look forward to sessions and workshops that delve into topics that include how to get your start-up risk ready, as well as unpacking the risk management solutions required as they grow, including public liability and professional indemnity insurance as well as cyber insurance and directors and officers liability insurance.

"We're thrilled to partner with ASTN and with an established portfolio of sporting, technology and startup clients, as we understand that embracing greater levels of risk in a sustainable and managed way is a crucial element to achieving the long-term vision and aspirations for any startup business," said Basell.

ASTN will provide a premium membership to HIG which will enable the business to collaborate with ASTN members, including leaders across the Australian sporting eco-system, and to participate in ASTN boot-camps, networking events, workshops and conferences.

"We saw the opportunity to foster a genuine partnership with HIG that is in the spirit of friendship and co-operation. We hope this MOU marks the start of a fruitful and mutually valuable partnership where we can be stronger together," concluded Vale.



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### **Media Enquiries**

For more information, or to arrange an interview with ASTN, please contact Tara Ballard on 0436 330 267 or [Tara.ballard@astn.com.au](mailto:Tara.ballard@astn.com.au)

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### **About 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 750 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 Honan Insurance Group**

Founded in 1964, and headquartered in Melbourne, Honan is disrupting the traditional broker model. With more than 400 employees from offices in Australia, New Zealand, Singapore, and Malaysia, and through exclusive access to independent insurance and risk advisors via their global networks, Honan partners with diverse organisations from global and ASX 100 corporations, to property managers, NFPs, start-ups, and sole traders. Thanks to its innovative, customer-led approach and deep sector experience, Honan adds value to clients beyond just insurance, through comprehensive risk profile assessments and clear, easy-to-understand advice.