



Australian Sports
Technologies Network
Powering Sports Innovation

ASTN Masterclass Series: Calling all Queensland-based female founders

Applications are now open for ASTN's Female Founders Masterclass Series – designed to give female founders the tools to start and grow a successful sportstech business.

MELBOURNE – 06 OCTOBER 2023: Australian Sports Technologies Network (ASTN) is inviting all Queensland-based female founded businesses – to apply for the ASTN Masterclass Series, the first of many initiatives working towards increasing the success of female-led sports technology and innovation (sportstech) businesses in Queensland.

As the peak body for sports technology and innovation, ASTN partners with Women in Sports Tech (WiST) to increase the representation of women in the sportstech industry in Australia. The professional development workshops are possible as a result of funding ASTN received under the [Advance Queensland Initiative](#) for its Accelerating Female Founders Program.

There are 12 spaces available to join ASTN's Female Founders Masterclass Series which includes four interactive sessions over six months, that will cover various topics related to the sportstech ecosystem, including starting and growing a sportstech business, as well as the challenges and opportunities for women to participate and succeed in this space.

Three masterclasses will be hosted online with ASTN's international partners. One will be delivered in-person and held in two locations – with the choice to attend in either Brisbane or Townsville.

The Masterclass Series is available to female founders or co-founders of sportstech startups and businesses in Queensland, with a product or service with a potential application in sports. This includes fitness, wellness, health, and other off-field technologies, as well as facilities and infrastructure, media, and broadcasting.

“If you're a Queensland-based female founder with a sportstech business or a startup idea – we urge you to apply for our Female Founders Masterclass Series. This is a great opportunity for established businesses, or those just getting started – giving them the tools they need to start or scale a successful business,” said Amy Crosland, Manager of Program Operations and Projects, ASTN.

As part of its current educational programs, ASTN has demonstrated above industry average outcomes; however, less than five per cent of sportstech startups in Australia are led by women. Dr Martin Schlegel, Executive Chair, ASTN says the Accelerating Female Founders Program is a step in the right direction to drive meaningful change for the sportstech sector.

“At ASTN we are passionate about helping to change the ratio so we can start to see more female founders disrupting the sportstech sector. We believe that increased diversity has the potential to uplift innovation capabilities for the entire sports sector,” said Dr Schlegel. A couple of additions/changes if you wish:

Sarah Wall, a three-times National Championship-winning netballer and the founder and CEO of NETFIT Netball is tangible proof that this concept works. Having participated in



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ASTN's pre-accelerator program in 2020, has built NETFIT to be the world's largest leading digital and lifestyle netball brand offering fitness classes, skills, coaching and nutrition.

"The ASTN network helped to connect me with like-minded founders going through similar experiences and provided access to some brilliant mentors. I initially felt a little lost in the tech space when I first launched but the team at ASTN put support around me to help navigate the sector," said Wall.

Applications are [now open](#) and close on Sunday 12 November with the first masterclass taking place on Wednesday 29 November 2023 and the series wrapping up by June 2024.

--ENDS--

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

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 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