

MEDIA RELEASE

ASTN joins Austrade's Trade Diversification Network to support Australian sportstech exporters into new global markets

MELBOURNE – TUESDAY 13 January 2026: The Australian Sports Technologies Network (ASTN) has today been announced as a member of the newly activated Trade Diversification Network (TDN), a national initiative bringing government and industry closer together to support Australian exporters to diversify and grow into new international markets.

The announcement was made by Senator the Hon. Don Farrell, Minister for Trade and Tourism, and is being delivered as part of the \$50 million Accessing New Markets Initiative, led by the Australian Trade and Investment Commission (Austrade). Following a competitive application process, 40 national peak industry bodies from across Australia have been selected to participate in the Network.

As the national representative body and innovation intermediary for sports technology, ASTN will work alongside Austrade and government partners to help Australian sportstech companies identify, prepare for, and access new export opportunities, particularly in emerging and high-growth markets.

Senator the Hon. Don Farrell, Minister for Trade and Tourism, said the Trade Diversification Network is a key mechanism to strengthen Australia's trade resilience and support exporters to grow.

“Australia is a trading nation and we want to see more Australian exporters doing more trade with new and emerging partners across the globe in places like the Middle East and Southeast Asia.”

“The Trade Diversification Network is a great example of government and industry working together to achieve a common goal: seeing Australian businesses diversify, grow, and build resilience.”

ASTN COO Amy Crosland said joining the Trade Diversification Network recognises ASTN’s role as a national innovation intermediary, supporting export-ready sportstech companies and connecting Australian innovation with global demand.

“Sportstech is a fast-growing export sector with strong relevance to international markets seeking innovation across sport, health, active lifestyles and major events,” Crosland said.

“Through the Trade Diversification Network, ASTN looks forward to working closely with Austrade to help Australian sportstech companies diversify markets, build capability and take advantage of new global growth opportunities.”

[Find out more about the TDN on the Austrade website.](#)

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MEDIA ENQUIRIES

For more information please contact Amy Crosland on amy.crosland@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