

Going Global

South Australia's
Sportstech Export Capability



Australian Sports
Technologies Network
Powering Sports Innovation



Government
of South Australia

statedevelopment.sa.gov.au

A message from the Minister for Trade and Investment



Sport is a major part of South Australia's culture, and a passion we share with communities the world over.

Beyond the joy of competition, sport helps drive international collaboration and exchange, fostering business connections, and strengthening cultural ties.

It's also a fast-growing global industry – with the commercialization of sports driving demand for a wave of new products and services in sporting infrastructure, and through the integration of new technologies into events, training, and science.

From AI-powered analytics for elite athletes, to smart devices and training apps for non-professional athletes and sportspeople, the sector is transforming how sport is played, experienced, and managed.

The widespread adoption of digital technology in sports has led to the Australian sportstech industry growing rapidly, generating AUD\$4.69 billion in annual revenue and employing 15,000 people.

Significant opportunities exist for South Australian companies in this sector, along with the potential to play a growing role driving our state's economic growth and complexity, and an increase in our share of tech and services exports.

The South Australian Government has identified the United States as a priority market for our sportstech sector, given its AUD\$500 billion sports industry and as home to 65 per cent of the world's sportstech investors.

That is why the South Australian Government has partnered with the Australian Sports Technologies Network (ASTN) to deliver the Sportstech Export Capability Initiative. This initiative has been designed to address market barriers, accelerate exports, and empower our businesses to build their US market readiness.

Investment into the sector will support the creation of new and innovative products and services and provide new export and employment opportunities for our state.

I look forward to seeing South Australia's sportstech companies continue to kick goals in the US market.

Hon Joe Szakacs MP

*Minister for Trade and Investment
Government of South Australia*



Message from the Executive Chair of the Australian Sports Technologies Network (ASTN)



On behalf of Australia's sportstech sector it is a privilege to be part of the South Australian Going Global trade delegation to the USA.

Australia has a strong and proud track record in sports performance, the business of sport and mass participation combined with a near unrivaled sporting culture, highly regarded leadership capability in sports management, science and medicine.

Australia has consistently finished in the top 10 of the Olympic Games and is home to many elite sports leagues and federations. The country is famous for hosting and delivering world-class, major sporting events.

In the same breath, Australia is seeing the development of a world-class sportstech sector, and we are seen as an outstanding validation market for new sports innovations.

The ASTN partnership with the South Australian Department of State Development provides an important boost to sportstech leadership, the global connectedness for our sector and support of outstanding sportstech businesses from South Australia.

This excursion focuses on learning about sports performance technologies and solutions for the business of sport and entertainment.

Based on surveying our members, ASTN understands that the US market is a number one priority for sportstech businesses from South Australia looking to enter North America.

On behalf of our delegation, we wish to thank the South Australian Department of State Development and the Australian Consulate in San Francisco and Los Angeles for their support of our activities.

As always, we welcome our US friends to our shores to experience the way things are done in sport... Down Under!

Dr Martin Schlegel

Executive Chair



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Introducing South Australia

Trusted global partner – Stable government with strong policy frameworks and green economy leadership

World-class capabilities – Artificial intelligence (AI), Augmented Reality (AR), Virtual Reality (VR), quantum and data analytics leadership

Top six in the world for computer vision research

Collaborative ecosystem – Collaborative technology research and innovation ecosystem linking world-leading research and development to a skilled workforce to build next generation technology products and services

Skilled workforce – A suitable skilled and scalable workforce with the highest retention rate in mainland Australia based on 5+ years in current main job¹

Centrally located – Centrally located and globally connected, shared borders with all mainland states with existing infrastructure corridors

Capability – Consistently ranked Australia's number one jurisdiction in economic growth and the best location for doing business

¹ Australian Bureau of Statistics, February 2024

South Australia's globally competitive industry sectors



Critical and emerging technologies

- Concentration of frontier technologies in artificial intelligence (AI), machine learning, analytics, cyber and digital aligned to the state's globally competitive industry sectors
- An innovation ecosystem underpinned by world-class infrastructure and transformational institutes conducting leading-edge research and development through a culture of innovation



Defense and space

- Australia's defense and space state, delivering the nation's most complex projects
- Leading the construction of nuclear-powered, conventionally armed submarines
- World-leading critical and national security technologies
- Dynamic and fast-growing space ecosystem



Food and agribusiness

- Trusted agricultural producer and food manufacturer with internationally recognized food safety record
- Home to the Southern Hemisphere's largest concentration of food and agricultural research, and largest commercial fishing fleet
- A leader in the circular economy, including recycling, resource recovery and value-adding manufacturing



Health and medical

- Australia's most experienced clinical trials ecosystem
- Strong research and commercialization record through industry and government investment



International education

- Adelaide is a leading education city, with institutions across all areas of study
- Home to universities that rank in the top 100 worldwide
- The new Adelaide University will be globally competitive and industry-connected
- Major investments are designed to win a greater share of research funding



Mining and minerals processing

- Rich in critical minerals to support the global energy transition
- Primed to lead the world in green mineral processing
- A critical technology ecosystem driving sustainable industry solutions



Renewables, fuels and cleantech

- A global net zero leader, with 75 per cent of energy from renewables
- Home to seven grid-scale batteries
- A welcoming and easy-to-navigate regulatory environment



Tourism

- Pristine natural environment offering premium food and wine, diverse and stunning natural landscapes, and some of the world's best festivals and events
- Investment opportunities for eco-tourism, experiences and accommodation



Wine

- The indisputable wine capital of Australia and recognized as a Great Wine Capital of the World
- Producing 80 per cent of Australia's premium wine across 18 iconic wine regions

Our strengths = your opportunity



Australia's renewable energy superpower

Global leader in integrating wind, solar and battery energy systems into the state's energy network with up to 75 per cent of the state's energy produced through wind and solar



World-class wind, solar and mineral resources

World-leading green credentials and global leader in wind and solar electricity production. Global leader in critical mineral exports with the world's largest zircon mine and significant resources including copper, graphite, magnetite and heavy rare earth elements



World-leading AI and data capability

Globally competitive research and development in artificial intelligence (AI), virtual reality (VR), quantum and data analytics leadership



Australian Cyber Collaboration Centre

Central connection point for cyber resilience improvement



Adelaide BioMed City investment of AUD\$3.8 billion

Home to expertise and capabilities that bring together organizations from health and medical sciences across clinical care, research, education, government and industry to drive bench-to-bedside innovation



Largest concentration of world-class agricultural research in the Southern Hemisphere

Extensive research and development proficiency in agricultural production underpinned by the Waite Research Precinct, the largest R&D precinct in the Southern Hemisphere

Collaborative research and innovation ecosystem

Collaborative technology research and innovation ecosystem, linking world-leading research and development to a skilled workforce to build next generation technology products and services

Circular economy innovation

Recognized as a world-leader in waste management, South Australia has led the nation's recycling and resource recovery performance since 1977

At scale agricultural production, premium food, wine and forestry products

Global reputation for producing clean, green, safe and traceable food

Cloud infrastructure

25 co-location data centers, 177 cloud service providers, 24 network fabrics and 50 service providers

Exceptional connectivity

Ten Gigabit Adelaide, GigCity and SABRENet – high reliability, low latency fiber optic connectivity throughout greater Adelaide

South Australia's sportstech ecosystem

South Australia is home to an emerging group of globally competitive sports technology companies, with the South Australian Government committed to supporting export growth for this cohort across key markets, particularly the United States.

Sportstech is a sector of the sports industry placed at the intersection of data, digital and technology where the business of sport, entertainment and gaming converge with active living, wellness and digital health.

The South Australian Government, through the Department of State Development, is committed to increasing South Australia's share of technology and services exports, driving enhanced economic complexity and high-paying jobs in the state.

The South Australian Sportstech Export Capability Initiative is designed to address market barriers, accelerate exports and empower businesses to build the sportstech industry's US market readiness capabilities.

The Initiative provides South Australian sports technology companies with the tools they require to explore and expand into the competitive US and allied markets.

The initiative is delivered in collaboration with industry body, the Australian Sports Technologies Network (ASTN).

South Australia's leading innovation destinations



Lot Fourteen is growing capabilities in defense, space and critical technologies.



Tonsley Innovation District is the home of high-value manufacturing.



Adelaide BioMed City is one of the most technologically advanced health and life science research districts globally.



Waite Research Precinct is a world-class agricultural precinct.



Osborne Naval Precinct is Australia's premier naval industry hub.



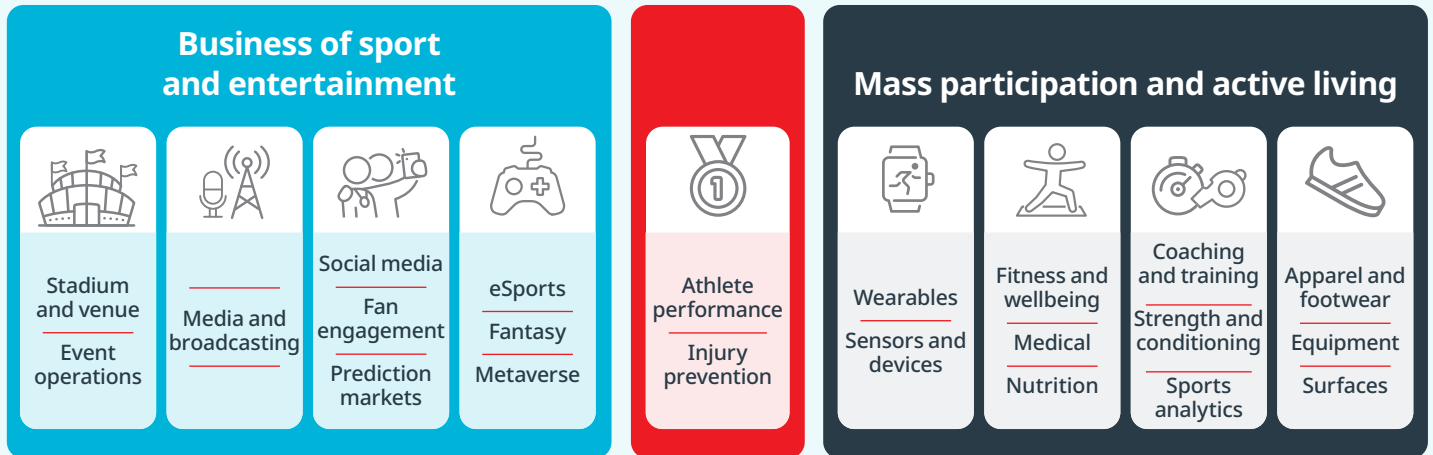
Technology Park is a hub for systems development and integration.



Edinburgh Defense Precinct enhances defense capabilities and improves national security.

South Australia's sportstech ecosystem

Professional and elite sport



Information and communications technologies			
 Artificial intelligence	 Performance data science	 AR/VR/XR	 Big data analytics
 Blockchain	 Cloud infrastructure	 Digital twins	 Video and game development
 Fantasy	 Media and Broadcast	 Mobile and immersive	 Remote 5G and broadband
 Natural language processing	 Privacy and cyber security	 Social media	 Streaming OTT

Advanced materials	
 Fibers and textiles	 Coatings, adhesives and elastomers
 Nano materials	 Composites
 Thermoplastics	 Foam and gels

 Biomechanics	 Cognition and psychology	 Athlete recovery	 mHealth
 Nutrition	 Strength and conditioning	 Medical and diagnostics	 Chronic health
Medical, health and biotech			

 At-home connected fitness	 IoT and sensor technology
 Wearables	 Bio sensors
 Video	 Robotics
Sensors and devices	

South Australia's Sportstech Export Capability Initiative

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The initiative is delivered by the South Australian Government's Department of State Development in collaboration with industry body, the Australian Sports Technologies Network (ASTN).

The Australian Sports Technologies Network is a not-for-profit, industry-led membership organization that provides leadership in the commercialization, development and promotion of Australian-inspired sports technologies.



Australian Sports
Technologies Network
Powering Sports Innovation

Australian Sports Technologies Network (ASTN)

The Australian Sports Technologies Network (ASTN) provide leadership in the commercialization, development and promotion of Australian-inspired sports technologies.

Established in 2012, the ASTN is an industry-led Australian ecosystem of organizations with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organizations, research institutions, sports distributors and retailers, government agencies, service providers and investors.

As an industry-led, not-for-profit membership organization, the ASTN facilitates knowledge exchange, fosters connections and manages the Australian Sports Innovation Centre of Excellence (ASICE).

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South Australian company information



Earthling 3.0 earthling3.com.au

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Earthling 3.0 is a sports-tech brand focused on biologically functional, wearable products for the modern fitness enthusiast/athlete - starting with a conductive shoe strap and eventually moving into fully integrated footwear like their flagship innovation, the FRE 3.0 shoe.

Their mission is to innovate and develop solutions to unlock physical potential by reimagining common, everyday products that are currently not optimized for physical performance.

The philosophy of their products is backed by peer-reviewed research as well as their products currently being utilized by the WHO in their large-scale study 'The Global EMF Project'.

A key focus is ensuring their products are stylish, cool and require no effort or excursion above what an individual is already committing to their current lifestyle.



Cellr cellr.co

Chris Braine
Founder and CEO
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Cellr is amplifying fan engagement, transforming physical fan interactions into powerful digital experiences. Our expertise and cutting-edge platform blend seamlessly, unlocking boundless opportunities to engage, reward, and convert. Cellr unlocks deeper fan loyalty, captures rich audience insights, and opens a world of personalized experiences that amplify fan relationships. Integral for brands looking for new revenue streams, stronger fan visibility, and building superfans for life.



CME Group cmegroup.com.au

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Lighting up your game, CME is the leading specialist in Sports lighting and Stadium electrical infrastructure.

Since 1985, CME has delivered over 450 illuminated sports venues, installed 40MW+ of renewable energy, and completed AUD\$150M+ in critical stadia infrastructure and major projects, earning national awards and a reputation for delivering the impossible.

From elite stadiums to community ovals, CME manage the entire project lifecycle, design, engineering, construction, and ongoing maintenance with one expert team and one point of contact. That means seamless delivery, total accountability, and zero friction.

With a 40-year track record of doing what they say they will do, clients trust them to get it right the first time. Leveraging cutting-edge technology, tailored designs, and precision execution, CME consistently deliver performance that exceeds expectation.

At CME, they don't just light stadiums, they engineer environments that elevate sport, engage fans, and set new global benchmarks.



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Rubber Side Down (RSD) is an Adelaide-based action sports apparel brand, designing innovative, eco-conscious technical gear for the MTB, BMX, and dirt jump communities.

Founded in 2021 by riders Monica Jones and Paul Barker, RSD delivers performance-driven apparel with inclusive sizing, female-specific fits, and youth-friendly designs. Some key products in the range - namely jerseys, and Cargo Base Layers - are proudly made in Australia, ensuring high quality and local impact. The brand is known for standout innovations like the Cargo Base Layer and its unique Crash Commitment, offering replacement support after accidental crashes.

With sustainability at its core, RSD uses 100 per cent recycled polyester across key products, combining style, function, and environmental responsibility. Whether shredding the trails or cruising through city streets, RSD equips every rider to push harder and ride further, while keeping it Rubber Side Down.



Sportal
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Sportal's technology allows any sports venue to generate additional revenue and sponsorships by elevating and uplifting all audio-visual aspects via intuitive, app-based solutions to control any and all scoreboards, timing systems, and display screens across multiple sports and facilities.

Sportal's all-in-one platform seamlessly integrates with team websites, offering customizable indoor and outdoor LED scoreboards, enhancing the spectator experience for all levels of sport, both home and away.



**Advanced
Armour
by SWAARM®**

SWAARM Global
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SWAARM exemplifies business excellence through its commitment to player safety, product innovation, and ethical practices. With over seven years of dedicated research and development, the company created Advanced Armour – a patented breakthrough in protection technology that sets new safety benchmarks in contact sport, significantly reducing concussions and soft-tissue injuries.

What distinguishes SWAARM is its holistic approach to design, combining advanced biomechanical engineering and testing with feedback from elite athletes to ensure optimal protection, comfort, and performance. SWAARM's headgear and body armor are trusted by top-tier athletes in the AFL and NRL, becoming the gold standard in men's and women's contact sports.

More than a manufacturer, SWAARM is a trailblazer redefining the future of sports safety, driven by a mission of continuous innovation and elite collaboration. SWAARM plays a crucial role in protecting the wellbeing of athletes from grassroots and juniors, learning how to play contact sport, to professional levels.

South Australian company information



Your Brain Health
yourbrainhealth.io

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Your Brain Health (YBH) is a medical software company focused on improving the way brain health is assessed and managed.

Their core platform, ScreenIT, brings together over 50 validated assessment tools, with more in design and development. It is the first comprehensive, multi-dimensional brain health assessment platform that allows clinicians to track brain health over time, identify subtle changes or emerging deficits, and intervene earlier and more effectively.

ScreenIT supports more informed return-to-play and return-to-work decisions following concussion, helping ensure safer outcomes for individuals. Already trusted by elite sporting organizations and teams including Formula 1, English Premier League Football and the Australian Football League, YBH is increasingly recognized as a leader in sports concussion care. Looking ahead, they are expanding into areas such as human performance and broader brain health monitoring across schools, universities, military and corporate health settings.

ScreenIT is built to evolve, with flexible design and integration capabilities to support validated emerging technologies and research.



Lumin Sports
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Lumin Sports is an Australian sports technology company.



Its software provides teams and clubs with one app to manage athletic performance, team operations, strength and conditioning programming, and medical administration.

Lumin software is used by teams competing in the NBA, AFL, Formula 1, NCAA, NBL, NLL, MLR, USL, A-Leagues, as well as Olympic committees and tactical operations.



MyVenue
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Agile, powerful and robust. MyVenue is the next-gen point-of-sale solution making transactions faster and easier for sports, entertainment and hospitality venues.



The cloud-based solution features hardware-agnostic POS software, native mobile ordering technology, suite catering ordering portal, self-service kiosk mode, and browser-accessed back office offering real-time reports, performance dashboards and system configuration.

MyVenue is developed in Australia and powers in-venue commerce for 200+ stadiums, arenas and hospitality venues worldwide.

Advantage Adelaide – live, work and play

South Australia is a great place to live, work and play. The capital Adelaide is consistently ranked as one of the most livable cities in the world.

Adelaide is a progressive, cosmopolitan capital offering a premium lifestyle with world-renowned festivals, major sporting events and iconic locations, such as the Barossa Valley, Kangaroo Island and Flinders Ranges.

South Australia's innovative, cost competitive and agile nature is luring more young talent, and the ability to rapidly scale and provide skilled workers in critical sectors has caught the attention of world-class companies.

South Australia is forging global partnerships and leveraging its position as one of the most livable and safest cities to grow opportunities for everyone.

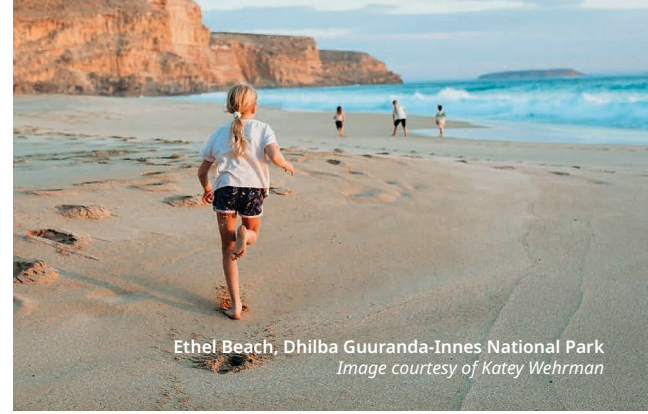
There's a strong commitment to collaboration among industries with specialized precincts such as the Tonsley Innovation District and Lot Fourteen, encouraging companies to thrive.

- Ranked Australia's number one jurisdiction for economic growth (2024)²
- One of the lowest cost of living capital cities in Australia³
- Adelaide's median house price is 40 per cent lower than Sydney⁴

² CommSec State of the State Report, January 2025

³ Mercer: Cost of Living City Ranking 2024 – Sydney 58, Melbourne 73, Brisbane 89, Perth 109, Adelaide 107

⁴ Australian Bureau of Statistics, December 2024



Ethel Beach, Dhilba Guuranda-Innes National Park
Image courtesy of Katey Wehrman



The South Australian lifestyle

Adelaide has been named The Most Beautiful City in the World in 2024 (Architectural Digest).

There is a year-round calendar of large events, entertainment, culture and excitement.

Some of the best known cultural and arts events include the Adelaide Festival, WOMAdelaide, Tasting Australia, Adelaide Fringe, Adelaide Cabaret Festival and OzAsia Festival. South Australia hosts international and national sporting events including cycling's Tour Down Under, LIV Golf and the bp Adelaide Grand Final car race.

The state's Mediterranean climate – warm, dry summers and mild winters – enables an exciting outdoor lifestyle.

South Australia hosts globally renowned sporting events including LIV Golf Adelaide, winner of the World's Best Golf Event of the Year 2024 for the second consecutive year at the World Golf Awards.

Adelaide's coastline stretches more than 30 kilometers, delivering wide, golden beaches with clean seas for swimming, kayaking, surfing and more.

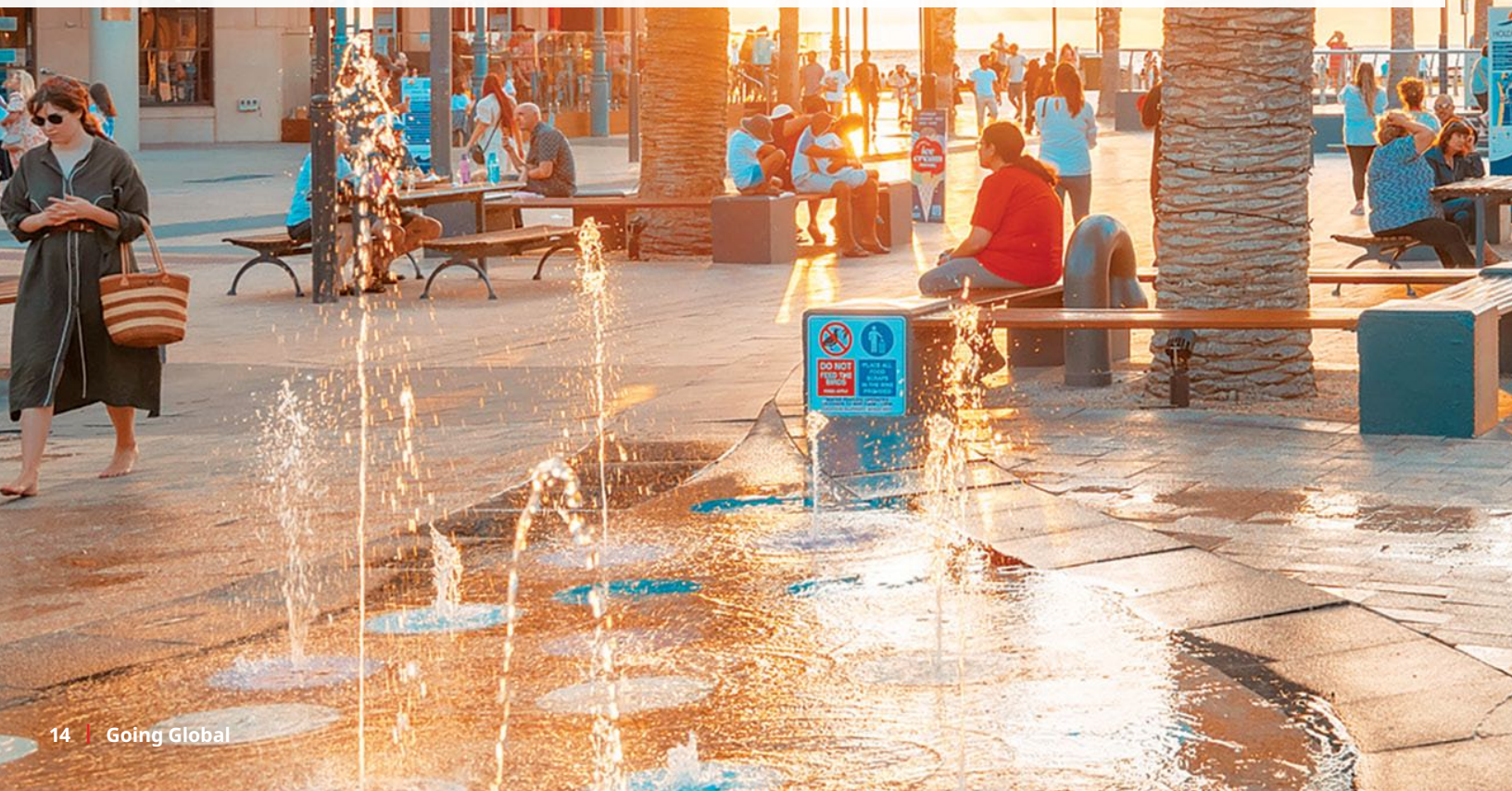
It's hard not to escape into nature with parks and walking trails everywhere.

Best of all, getting around Adelaide is effortless. Nothing is really more than 30 minutes away by car so it's easy to have a family, sporting and social life every evening and an action packed, or relaxing, weekend.

South Australia delivers a better, more affordable lifestyle and opportunities – whether in the city of suburbs, on the coast or in the hills.

- Affordable and accessible childcare
- Good public transport and no toll roads
- Great public and private schools
- Adelaide's three public universities are ranked in the top one per cent of the estimated 26,000 higher education institutions in the world⁵

5 Times Higher Education World University Rankings 2024 and qs.com





Let's talk

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