

Media Release

The Hon Jaala Pulford MLC

Minister for Employment

Minister for Innovation, Medical Research and the Digital Economy

Minister for Small Business

Minister for Resources



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VICTORIA HOME TO NEW WORLD-CLASS SPORTS TECH HUB

The Victorian Government is backing the state's growing sports technology sector with a \$4 million investment to establish the Australian Sports Innovation Centre for Excellence in Cremorne.

The centre will support the creation of up to 2,000 tech jobs in four years by fast-tracking commercialisation of new products, and attracting national and international partnership opportunities for Victoria's growing sports technology sector.

The centre will be led by the Australian Sports Technologies Network (ASTN), the nation's lead industry body for sports tech and innovation, and will be connected to the state's flagship Digital Hub in Cremorne.

ASTN's network of more than 500 Australian-based sports innovation companies will be connected to the centre and they will continue to help companies develop and expand globally.

Victoria is already home to more than 65 per cent of Australia's sports tech companies with operations like Prahran-headquartered Catapult Sports, a wearable technologies company with contracts across major leagues including the AFL, NRL, EPL, NHL and the Bundesliga, leading the way.

The centre will further bolster Victoria's position as Australia's leader in sports tech by helping Australian startups and entrepreneurs, building on the legacy of local companies like Champion Data, Genius Tech Group and Rosterfy.

The businesses and tech leaders based at the centre will benefit from trade and strategic leadership opportunities, as well as connections to new industry partnerships and research collaborations.

More than 7,500 people are currently employed in Victoria's sports technology sector in companies developing products in areas like media, artificial intelligence, entertainment, stadiums, major events, wearables and e-sports.

For more information on the centre, visit astn.com.au.

Quotes attributable to Minister for Innovation, Medical Research and the Digital Economy Jaala Pulford

"With a rapidly growing tech sector and an established reputation as Australia's sporting capital, Victoria is perfectly positioned to become a leader in the global sportstech industry."

"We can see the potential in our sports innovation sector to commercialise and scale-up new products to international markets and create exciting opportunities for Victoria."

Quote attributable to Member for Richmond Richard Wynne

"Having the brightest minds in sports technology come to Cremorne to share ideas and grow their businesses will be a huge boost for the area."

Quote attributable to Australian Sports Technology Net Board Chair James Demetriou

"For the first-time Australia will have a dedicated centre of excellence where the sector can connect, celebrate, learn skills, initiate further exports and benchmark best practice in sports technology, innovation and digital."

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