



# Australian Sports Technologies Network



**Sports Technology & Innovation –  
its positive impact on community sport & participation**

*May 2014*

# We're told to innovate . . . so what is innovation?

- Innovation is the process of converting an **idea** into **valued** solution.
- It is the **response to changes in**;
  - Technology
  - Market Needs
  - Macro-economy
  - Environment / Regulations



# We're told to innovate . . . . so what is innovation?

We need to **respond quickly** to changing needs of our industry to **retain and grow participation** and **improve the management of sports**

# Our Changing Social Landscape

- Living longer – 6 generations living at once!
- Working differently – anytime, anywhere
- Increasing leisure time . . . .but we're time poor!
- New entertainment, leisure and sports options
- Increase in 'non-organised' sport market
- The internet / information / data age
- New tribalism (less local)
- More metro living (as opposed to regional)

***. . . . . all impact opportunities to innovate in sport***

# The Community Sports Landscape

## Cottage-industry style of operation

- An industry of lots of very small businesses
- Most have revenue of ½ the size of a 7-Eleven store
- Varying sophistication of management
- Little economies-of-scale applied
- Kept alive by volunteerism

*..... all impact opportunities to innovate in sport*

# Who can innovate in sport?

- **Anyone!!!**
- Intra-repreneurs
  - people working within sporting organisations / agency / club
- Entrepreneurs
  - Volunteers
  - Administrators
  - Athletes
  - Participants
  - Experts (coaches, scientists, HP managers)



# Does your sport innovate?

Is there a **problem / need / opportunity** in your sport that if addressed would **be highly valued** by your participants, volunteers and/or administrators?



**Can you do anything about it?**

# Who can innovate in sport?

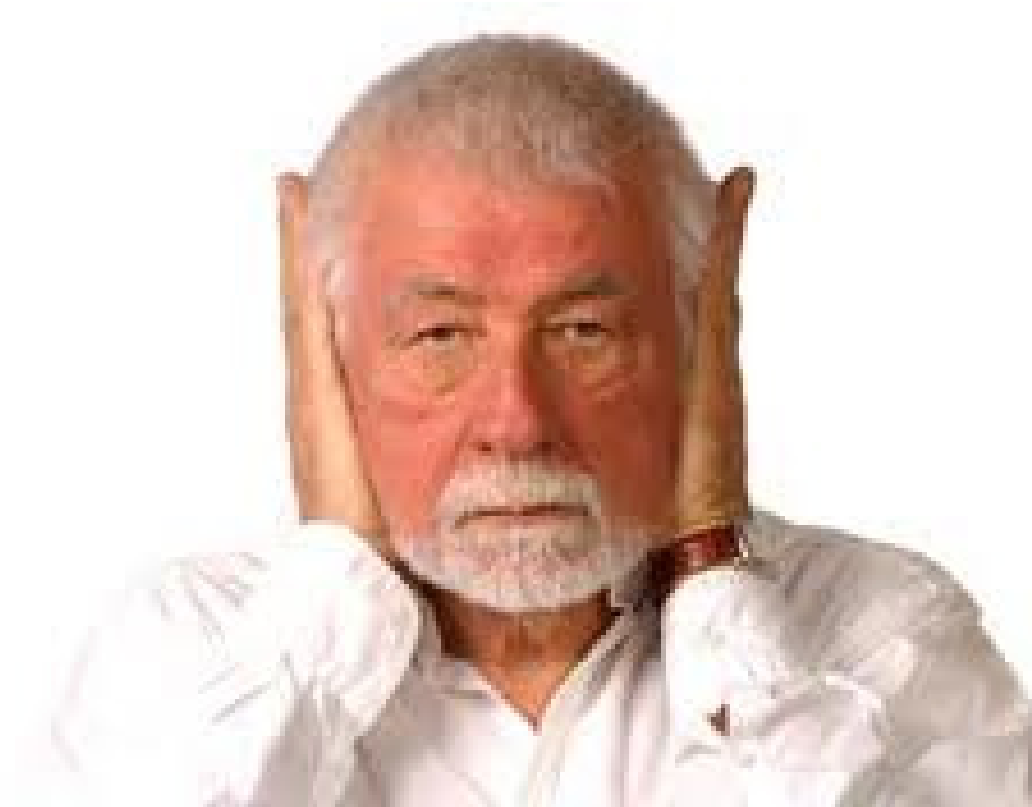
Any idea ALWAYS starts with a **Champion!**





# Who can innovate in sport?

..... but it is easier not to change!



# ASTN – supporting technology innovation

*‘Provide leadership in the commercialisation of sports technologies in Australia’.*

# Australia's sports innovation opportunity

- Increase **commercialisation** of sports technologies by looking beyond elite sports application.
- Improve **collaboration** to develop new sports innovation.
- **Help Sports innovate** – across high performance, game development, game participation, commercial ops
- Bring **commercial expertise and capital** to the industry.

# ASTN – supporting technology innovation

- Conferences
- Advisory & Mentoring Programs
- Export Programs
- **Investment Pitching Competitions**
- **Innovation & Entrepreneurship Bootcamps**
- **Accelerator Program (HeadStart)**

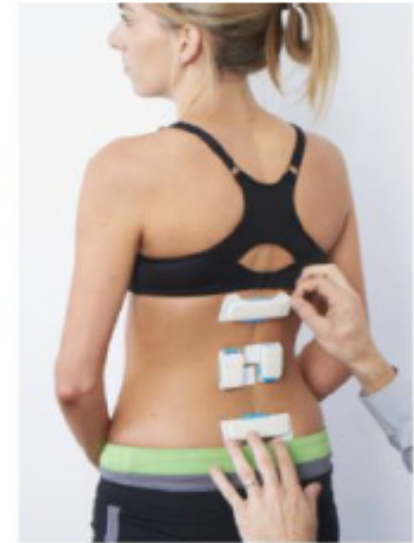
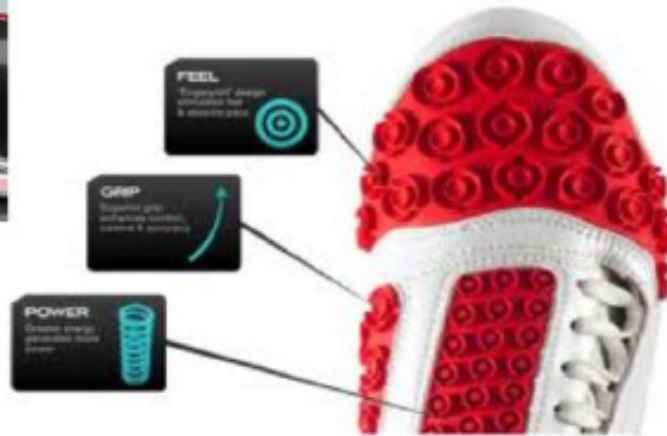


**Supporting sports  
innovation**

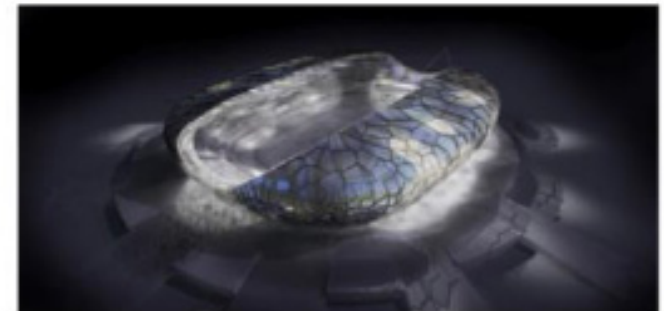
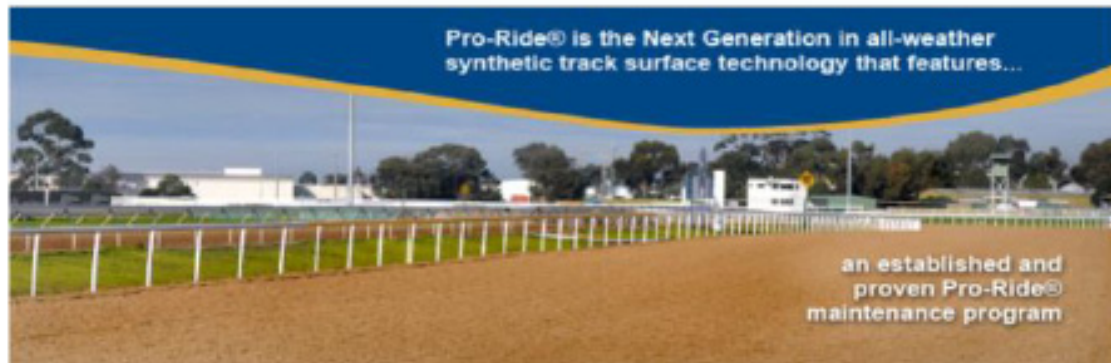
# ASTN – supporting technology innovation

- Getting sports technologies to **consumer markets** – beyond the elite.
- **Consumer markets - Grass roots sports, weekend warriors, leisure / fitness, well-being.**
- Accessing global sports consumer markets.

# What are sports technologies?



# What are sports technologies?



# Every sports innovation is driven by a need for . . .

Sports participants and the sports itself (ie community sport) provide key demand drivers for innovation:

- **PROTECTION** – keeping our kids safe, keeping us on the park
- **PREVENTION** – helping us stay fit and healthy, predicting injury and intervention
- **PERFORMANCE** – maximizing performance (and consistency), measurability, accountability, competition
- **INTELLIGENCE** – capturing data and using it for decision making
- **MANAGEMENT** – organising sport better for the maximum enjoyment of stakeholders



# Innovation - assisting community sport and participation?

Sports Tech Category	Apparel & Footwear	Protective wear	Equipment
Industry Need (Primary)	Performance	Protection	Performance
Industry Need (Secondary)	Protection	Performance	Intelligence
Industry Need (Tertiary)			
<b>Hotspots</b>	Compression apparel	Head protection & setting new protection standards (duty of care)	Lighter, stronger, better performing equipment
	Apparel combining sensors / mobile devices to monitor performance	Ligament and joint protection	Equipment & realtime feedback systems
		Individual customisation of equipment & protective wear	Sport simulation and virtual reality (simulation of sporting environments / scenarios / plays)

# Innovation - assisting community sport and participation?

Sports Tech Category	Wearable Devices	Analytics	Online & Mobile	Medical / Health
<b>Industry Need (Primary)</b>	Intelligence	Intelligence	Management	Prevention
<b>Industry Need (Secondary)</b>	Performance	Performance	Intelligence	Performance
<b>Industry Need (Tertiary)</b>	Prevention	Prevention		Protection
<b>Hotspots</b>	Quantified self - Realtime monitoring of human performance	Decision-making using large data sets to improve performance and prevention	Improving efficiency / effectiveness of sporting organisations	Mobile / portable equipment for early diagnosis of injury
	Indoor monitoring of performance (eg remote sensor technologies)	Analytics to improve tactics, talent identification and injury prevention	Improving sustainability / monetarisation of sports	Anti-doping technologies / products
		Improving the fan experience using data and multimedia	Improved participant engagement (eg players, coaching, game development,	Realtime biomechanics feedback to medical staff

# Just some Aussie examples in sports digital / analytics

## Athlete Tracking, Performance, Coaching & Analysis

- **Catapult** – GPS athlete tracking devices
- **Fusion Sport** – athlete database solutions
- **Champion Data** – realtime sports analytics solutions
- **Reason Systems** – neural-based technology and information management
- **Dorsavi** – real-time motion analysis devices
- **ZappaSoft** – online sports performance / coaching solutions
- **Canopi** – online sports e-learning solutions
- **Sports Performance Accelerator** – athlete management & performance intelligence platform
- **iSports** – sports video analytics solutions
- **GP Sports** – GPS athlete tracking devices
- **Dartfish** – sports video analytics solutions
- **Runkeeper** – fitness tracking app

# Just some Aussie examples in sports digital / analytics

## Sports Club & Commercial Solutions

- **Team App** – club sports app builder
- **TidyClub** – grass roots sports club management system
- **FitUsIn** – the ‘wotif’ for gyms / fitness industry
- **InfoPlum** – online sports content generator & multimedia solutions
- **IMG Sports Tech Group** – online member, competition, events & auction solution
- **Fox Sporting Pulse** - online member, competition, events solution
- **Interact Sport** - online member, competition, events solution
- **Pickstar** – online athlete / fan collaboration platform
- **CheckInLine** – fan engagement and data platform
- **SportsGeek** – sports social media and digital advisory

# Australian Sports Technologies Network

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