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**Strengthening the Sports Technology and ICT Industries: ASTN and AIIA agree on
New Strategic Relationship**

The Australian Information Industry Association ([AIIA](#)) and the Australian Sports Technologies Network ([ASTN](#)) have announced a strategic relationship to strengthen and showcase innovation within the local sports technologies sector.

As part of the new partnership, the AIIA and ASTN will jointly develop Sports Innovation Artificial Intelligence, blockchain programs, projects, and events. In doing so, both organisations aim to create more jobs within the local ICT sector and create world class innovations.

AIIA CEO, Mr Ron Gauci said: “The AIIA has long held that innovation technology impacts every other industry and the level of technology in sport is a classic example of this. We are a sport loving nation and the technology that now underpins this industry is exciting. The ASTN has been at the forefront of so many programs and initiatives to support and promote advanced technologies in sport for decades.

“Australia’s ongoing prosperity depends on its ability to innovate and we are proud to partner with a group that is focused on technology development. Australia’s on field sporting prowess is well known. Now, we have the opportunity to take it to the global stage and be known for our innovation in sporting technology,” Mr Gauci concluded.

Chair of ASTN, James Demetriou, said: “We are very excited about the partnership with the AIIA which will expose our members to cutting edge technology and industry in artificial intelligence, blockchain, 5G and the Internet of Things. Additionally, it will ensure that Australian sports tech companies are building the next generation of products, enabling us to elevate our mark globally. Australian ICT companies continue to produce incredible tech for sport and after piloting these developments in Australia, we must take them to the world.”

Another key focus area of the relationship will be the expansion of the ASTN’s planned Open Innovation Pathway Program funded by LaunchVic. This will see ASTN collaborating with the AIIA to promote and facilitate masterclass sessions to their members, as well as collaborate in activities, like community of practice, living laboratory and others. Doing so, will encourage the growth of strong domestic skills and innovation ecosystem to support a globally competitive economy while the step change to digital transformation occurs.

These mutually relevant topics and themes will enable the AIIA and ASTN to jointly pursue funding from State and Federal Governments in relation to the AI funding that is available now, and the additional funding to be released during the next four years.

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About AIIA

The Australian Information Industry Association (AIIA) is Australia's peak representative body and advocacy group for those in the digital ecosystem. Since 1978 AIIA has pursued activities to stimulate and grow the digital ecosystem, to create a favourable business environment for members and to contribute to Australia's economic prosperity. We do this by delivering outstanding member value by providing a strong voice of influence; building a sense of community through events and education; enabling a network for collaboration and inspiration; and developing compelling content and relevant and interesting information.

About the ASTN

The ASTN provides leadership in the commercialisation, development and promotion of Australian inspired sports technologies. Established in 2012, the ASTN is an industry-led Australian ecosystem of organisations with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors & retailers, government agencies, service providers and investors. ASTN programs are geared to assist Australian sports technology companies to scale and commercialise their technologies into international markets and assist universities and research institutions to commercialise projects.