



**Australian Sports
Technologies Network**

UNLEASHING SPORTS' POTENTIAL

INAUGURAL CONFERENCE
FRIDAY 2ND NOVEMBER 2012
GEELONG, AUSTRALIA

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WHAT IS THE AUSTRALIAN SPORTS TECHNOLOGIES NETWORK?

We have great pleasure in introducing the newly established Australian Sports Technologies Network (ASTN).



The ASTN is a national collaborative network focussed on developing Australia's sports technologies industry. We play a leadership role in assisting Australian organisations involved in sports technologies in developing research and commercial opportunities, both nationally and globally.

The ASTN is a not-for-profit member-based organisation comprising leaders across the entire 'sports eco-system' in Australia, including sports tech firms, national sporting organisations, sports retailers and marketers, universities, researchers, and investors.

Acknowledging the role that the ASTN can play in driving the commercialisation of sports technologies in Australia, the Federal Government provided seed funding to support its establishment. The ASTN was officially launched in Geelong on 26 April 2012.

Why establish the Australian Sports Technologies Network?

- Better capitalise on Australia's world class sporting reputation to promote sports technologies capability and development.
- Create a nationally recognised body to coordinate industry stakeholders to take advantage of domestic and international commercial opportunities.
- Provide a platform for key sports tech stakeholders to easily collaborate and pursue research and commercial opportunities.
- Maximise opportunities to commercialise sports technologies in both the professional and recreational market.
- Facilitate formal access to commercialisation expertise and investment capital to guide sports technologies development.



WELCOME TO THE INAUGURAL ASTN ANNUAL CONFERENCE

On behalf of the ASTN executive and members, it is with privilege that we invite you to the inaugural ASTN Annual Conference which will be held at the Geelong Football Club on Friday 2nd November.

For the first time in Australia, the ASTN will bring together leaders across the sports technologies industry on the one day – from the sporting goods industry, national sporting organisations, sports tech researchers, sports practitioners, sports tech businesses and investors. We also welcome sports enthusiasts, students and researchers to attend.

The Conference will provide a hub for knowledge sharing and partnership building amongst our industry's leaders. We have an action-packed program which will be launched by the Minister for Sport, Minister Assisting Industry & Innovation and Minister for Multicultural Affairs, Hon. Kate Lundy.

Sessions for the day include;

- Session 1:** Official Launch of the ASTN Conference — Hon. Kate Lundy (Minister for Sport, Minister Assisting Industry & Innovation and Minister for Multicultural Affairs)
- Session 2:** Commercialising our Sports Technology Smarts: Findings from the first ever study into the Australian Sports Technologies Industry
- Session 3:** Leading High Performance and Technology Innovation in Sport — John Bertrand AM (Australian Sporting Legend, businessman and philanthropist)
- Session 4:** National Sporting Organisations and their technology needs
- Session 5:** The Sporting Goods Industry and sports consumer trends
- Session 6:** Australia's Sports Technology research expertise: Insights from our universities and research centres
- Session 7:** Sports Technologies and business: What it takes to be successful
- Session 8:** ASTN's inaugural Sports Tech Investment Pitching Competition

We would like to acknowledge the contribution of our Corporate Sponsors for the day which include Sporting Pulse, the Australian Sports Commission, IMG-Sports Technology Group and the City of Greater Geelong. Their sponsorship has helped support the cost of conducting the Conference and ensured a reduced price for everyone attending.

We look forward to seeing you at the Conference, in what will be a flagship day for Australia's sports technologies industry.

James Demetriou
Chair

Craig Hill
Executive Director



THE PROGRAM

Time	Session	Speaker / Organisation
8:30	Registration	
9:10	Session 1: Welcome & Official Launch of Inaugural ASTN Conference	James Demetriou (Australian Sports Technologies Network — Chairperson) Hon Kate Lundy (Federal Minister for Sport, Minister Assisting Industry & Innovation and Minister for Multicultural Affairs) John Wylie AM (Australian Sports Commission — Chairperson) Steven Griffin (City of Greater Geelong — CEO)
9:30	Session 2: Commercialising our Sports Technology Smarts: Findings from the first ever Study into the Australian Sports Technologies Industry	Danny Samson (University of Melbourne — Professor of Management)
9:50	Session 3: Leading High Performance and Technology Innovation in Sport	John Bertrand AM (Australian Sporting Legend, Businessman & Philanthropist)
10:20	Session 4: National Sporting Organisations and their technology needs	Phil Martin (Australian Football League — Manager — Government Relations) Alec Butfield (Cycling Australia — Sports Biomechanist) Nick Brown (Australian Institute of Sport — Deputy Director — Research & Applied Science)
11:10	Morning Tea & Conference Poster Presentations	
11:30	Session 5: The Sporting Goods Industry and Sports Consumer Trends	Shannon Walker (Australian Sporting Goods Association — Executive Director) Ian Krawitz (10 Thousand Feet — Head of Intelligence) Paul Faulkner (Nike Asia-Pacific — General Manager) Chris Morgan (Associated Retailers — Managing Director)
12:10	Session 6: Australia's Sports Technology research expertise: Insights from our universities and research centres (Part 1)	Franz Konstantin Fuss — (RMIT University — SportsEdge/Sports Engineering & Technology Program) Michael McKenna (Victoria University — Institute of Sports Exercise & Active Living) Paul Collins (Deakin University — School of Engineering) Richard Helmer (CSIRO — Australian Institute of Sport Partnership — Advancing Human Performance)
12:50	Lunch: ASTN Members Showcase & Conference Poster Presentations	
13:40	Session 6: Australia's Sports Technology research expertise: Insights from our universities and research centres (Part 2)	Daniel James (Griffith University — Queensland Sports Technology Cluster) Keith Lyons (University of Canberra — National Institute of Sport Studies) Leon Piterman (Monash University — Pro Vice-Chancellor (Berwick & Peninsula Campuses)) Paul Medwell (University of Adelaide — School of Mechanical Engineering)
14:20	Session 7: Sports Technologies and business: What it takes to be successful	Nick Maywald (Sporting Pulse — Managing Director) Brendan Denning (Albion Sports — Managing Director and CEO) Geoff Maloney (POD Active — Managing Director) Brian Cooney (IMG Sports Technology Group — CEO/IMG — Senior-Vice President) Markus Deutsch (Fusion Sport — Chief Sport Scientist) James Demetriou (Australian Sports Technology Ventures — Chair)
15:20	Afternoon Tea & Conference Poster Presentations	
15:40	Session 8: ASTN's inaugural Sports Tech Investment Pitching Competition	We uncover high potential early stage sports technology opportunities in the ASTN's inaugural investment pitching competition. See the top 3 Entries vie for more than \$15,000 in prizes.
16:40	Close	

CONFERENCE POSTER PRESENTATIONS

The following organisations and authors will present poster presentations at the conference. The papers relating to these presentations are also published as peer-reviewed journal papers in the November 2012 edition of *Sports Technology*.

Title	Organisation	Authors
1. Australian Sporting Innovation — Patently Better?	Griffith Hack Patent Attorneys	Mike Lloyd
2. Quantifying and assessing biomechanical differences in swim turn using wearable sensors	Griffith University	James Lee, Raymond Leadbetter, Yuji Ohgi, David Thiel, Brendan Burkett & Daniel James
3. Accelerometer measures of field hockey skills development	Griffith University	Melissa Tremayne, David Thiel & Sophie Nottle
4. Detection of throwing in cricket using wearable sensors	Griffith University	Andrew Wixted, Marc Portus, Wayne Spratford & Daniel James
5. An integrated swimming monitoring system for the biomechanical analysis of swimming strokes	Griffith University	Daniel James, Raymond Leadbetter, Madhusudan Neeli, David Thiel & James Lee
6. Development of a smart oval ball for assessment of angular flight dynamics and precision of kick execution	RMIT University	Franz Konstantin Fuss & Robert Smith
7. Identification of key performance parameters during off-spin bowling with a smart cricket ball	RMIT University	Franz Konstantin Fuss, Noel Lythgo, Robert Smith, Amanda Benson & Brett Gordon
8. Aerodynamics of Ski Jumping Suits	RMIT University	Harun Chowdhury, Hazim Moria, Firoz Alam & Aleksander Subic
9. Aerodynamic Behaviour of Stretchable Sports Fabrics	RMIT University	Hazim Moria, Harun Chowdhury, Firoz Alam & Aleksander Subic
10. Technological foundations and current status of a modified low-risk form of competitive boxing (BOX'TAG®)	Australian Institute of Sport / CSIRO Partnership	Allan Hahn, Richard Helmer, Colin Mackintosh, Laurie Staynes & Ian Blanchonette

ASTN CONFERENCE REGISTRATION

Price:

Free for ASTN Members.
Non-Members: \$100 per person (\$50 per person for students or researchers).
An invoice can be provided upon request. All prices are inclusive of GST.

Become a member by 26th October 2012 and receive free entry. See final page of the program for details on how to become an ASTN member.

The day includes morning tea, lunch and afternoon refreshments. Please notify us of any dietary requirements.

Payment:

Australian Sports Technologies Network
BSB: 333 030
Account: 700740157
Details: Your Name / Organisation

RSVP:

Please provide the name, organisation and email address of each attendee to craig.hill@astn.com.au by 26th October 2012.

Registration:

Registration on the day commences at 8:30am.
The Conference kicks off at 9:10am.

Cancellations – Terms and Conditions:

If unable to attend, notification needs be made no later than 26th October 2012 to receive a full refund.
No refund is available upon cancellation after this date.

General Enquiries:

Please contact Craig Hill on craig.hill@astn.com.au or 0408 390 930.

Program:

We aim to keep to the published program, however, please note that speakers and timing may change without notice.

Accommodation:

For accommodation needs, go to Geelong Otway Tourism <http://www.geelongotway.org/>

Location:

The Captain's Room (Premiership Stand),
Simonds Stadium,
Kardinia Park, Geelong, Victoria, Australia.

The Captain's Room is located on the La Trobe Terrace side of the stadium. Enter the venue via Kilgour St. The venue is 50 mins from Melbourne CBD, 20 mins from Avalon Airport and 5 mins walk from the South Geelong train station.

Parking:

Free parking available at Simonds Stadium.



BECOME A MEMBER OF THE ASTN

The ASTN provides members with valuable networking, education and promotional opportunities to help them achieve their organisation's goals.

KNOWLEDGE NETWORK

Collaborate with ASTN members, including leaders across the Australian sporting ecosystem.

GATHER & BUILD INTELLIGENCE

Keep an eye on national and international developments in sports technologies with ASTN boot-camps, networking events, workshops, annual conference and online channels.

PARTICIPATE

Take part in research and commercial projects involving sports technology development.

PROMOTE

Market your expertise, capabilities and needs through the ASTN website and social media, at ASTN events and conference, the ASTN newsletter and ASTN export trade shows/missions.

LEARN AND EARN

Develop relationships with experts that can help commercialise and fund development of sports technologies such as Australian Sports Technology Ventures and government funding programs.

LINK TO MARKETS

Develop relationships with national sporting organisations, sporting clubs, sports retailers, distributors and wholesalers that can link product to end-user or test markets.

ACCESS GOVERNMENT

Develop relationships with key government stakeholders in the sports and innovation industries across all levels of government.

As part of their annual fee, ASTN members also receive;

- Free tickets to the ASTN Annual Conference
- Free tickets to ASTN networking events and workshops
- Regular industry updates via the ASTN website, social media and newsletter
- Online forums to discuss sports technologies themes and opportunities
- Full access to the Australian Sports Technologies Industry Study

BUSINESSES

- \$385 — Sports technologies start-ups, sports-related businesses and practitioners (less than 3 staff)
- \$660 — Sports technologies small-to-medium businesses, sports-related businesses and practitioners (3–20 staff)
- \$1,650 — Sports technologies businesses, sports-related businesses and practitioners (more than 20 staff)

TERTIARY EDUCATION AND RESEARCH INSTITUTIONS

- \$1,650 — Research institutions and centres
- \$1,650 — Tertiary education institutions and research centres

INDUSTRY REPRESENTATIVE BODIES

- \$660 — Industry representative bodies (involved in sports technologies-related activities)

NATIONAL SPORTING ORGANISATIONS, INSTITUTES OF SPORT & SPORTING CLUBS

- \$660 — National sporting organisations, State Institutes of Sport and sporting clubs (small)
- \$1,650 — National sporting organisations and sporting clubs (large)

* Large NSOs includes AFL, CAMS, FFA, ARL, Cricket Australia, ARU, Netball Australia, Golf Australia and Tennis Australia

** Large sports clubs include those from AFL, FFA, ARL, Cricket Australia and ARU

Note: Amounts include GST

Individual students and researchers wanting to receive the benefits of membership can sign up for \$165 per annum, but will not receive rights under the ASTN Constitution

Sports enthusiasts wanting to receive the benefits of membership can sign up for \$385 per annum, but will not receive rights under the ASTN Constitution.

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CORPORATE SPONSORS / SUPPORTERS OF THE ASTN SPORTS TECH INVESTMENT PITCHING COMPETITION:

