

Titans of tech

THE CHAMPIONS WORKING AT THE CUTTING EDGE OF SPORT WERE RECOGNISED AT THE INAUGURAL AUSTRALIA & NEW ZEALAND SPORTS TECHNOLOGY AWARDS.



MAIN
[FROM LEFT]
Catapult's Igor Van De Griendt and Shaun Holthouse, James Demetriou and Craig Hill of ASTN, and revolutioniseSPORT's Alex Mednis. **BELOW LEFT** Scott Munn of the A-League's Melbourne City.

The system now serves 17,000 athletes, medical staff, analysts and coaches across Australia and has collected more than three billion data points on their performance. The centralised system is built upon Fusion's SMARTABASE technology product.

That extraordinary data has fuelled a range of new research initiatives and aided Australia's sports knowledge around injury prevention and performance optimisation. The AIS has seen a 30-40 percent reduction in injuries, and as high as 90 percent reduction a year in some squads.

Sports Performance & Coaching: Catapult Sports

Catapult began life as a partnership

between the Australian Institute of Sport and Cooperative Research Centres. Through its marquee OptimEye S5 wearable device, the company now dominates athlete tracking in elite sport. From fast bowling intensity in cricket to quantifying strides in ice hockey, the combination of inertial sensor data and machine learning is used to deliver sports practitioners objective athlete information.

Catapult is used by over 1600 elite sports teams in 35 sports in 80 countries worldwide. It has about 80 percent market share in athlete tracking, and is largely responsible for the multi-billion dollar sports tracking industry.

Wearables & Smart Devices: RMIT University

RMIT's Centre for Materials Innovation and Future Fashion (CMIFF), with industry partner GRT Australia, develop knitted fabrics for elite cyclists that protect them against abrasion injuries in crashes, without compromising comfort or performance.

The impetus for the project was an amateur cyclist's high-speed crash. The cyclist's deep graze injuries took three months to heal and cost \$30,000 in medical bills and lost earnings.

The new fabrics are 100 times more resistant to abrasions in the event of a crash. Manufacturers have licensed the

technology from RMIT and it has been incorporated into cycling clothing.

**ASTN Lifetime Leadership
Shaun Holthouse & Igor Van De Griendt, Alex Mednis, Craig Hill**

Shaun Holthouse and Igor Van De Griendt founded Catapult Sports in 2006 and its GPS tracking technology has been at the forefront of the industry ever since. The tech has had remarkable global uptake – it is used by a 'who's who' of 1500 teams across 35 sports. Catapult's success makes it the flagship story of the Australian sports tech sector.

When Alex Mednis started revolutioniseSPORT in 2012, he had a vision that if a solution was made that was user-friendly, intuitive, and did what it said it could do, the market could emerge. revolutioniseSPORT now provides the core technology (membership, registration, business operations) to service 130 state and national sports.

Craig Hill was the founding executive director of the Australian Sporting Technologies Network (ASTN). He has influenced national and state strategies on sports, industry and innovation policy and programs; developed and implemented multiple sports tech innovation programs and awards; secured key partnerships; and represented ASTN on various trade missions. He has engaged directly with over 2000 vested stakeholders, representing over 500 companies.

OTHER WINNERS

- Sports Management Tech: **revolutioniseSPORT**
- Social & Fan Engagement: **Sydney Cricket and Sports Ground Trust**
- Broadcast & media Tech: **Game Insight Group**
- ESports: **Throwdown Esports**
- Fast Growth: **SponServe**
- Emerging Sports Tech: **Vald Performance**



The ANZSTAs were inaugurated to celebrate the excellence of firms and organisations in the various fields of sports tech, from data to devices, or engaging fans via social media or at the ground.

The awards were presented in early August at Etihad Stadium ahead of the Analytics in Sports Conference. The ANZSTAs were supported by Telstra-Cisco alliance, nextmedia, Vumero Sports, LaunchVic and ASTN.

Stadium & Venue Tech: Multiplex

Multiplex was recognised for its landmark lighting system at Perth's new Optus Stadium.

It's the world's largest LED integrated sports lighting system, integrated with LED halo roof canopy lights and 1.7km of LED lighting in the stadium's anodised aluminium facade.

The sports lighting installation had to meet all of the major sporting codes' lighting requirements including soccer, rugby, cricket, athletics and AFL broadcast lighting standards.

More than 800 such sports lights are coordinated in the stadium roof to provide

a versatile, fully dynamic, controllable lighting array.

Analytics & Data: Fusion Sport

In 2013, Fusion Sport embarked on a project to deliver a centralised athlete management system for the Australian Institute of Sport.

It quickly expanded to encompass all associated national sporting organisations, as well as the state institutes and academies.



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ANZ SPORTS TECHNOLOGY AWARDS



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