



Australian Sports  
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## PRESS RELEASE

# **ASTN appoints two Aussie sporting greats to represent Australia's billion-dollar sportstech industry on the global stage**

*Lydia Lassila and George Gregan, both legends of Australian sport and sportstech entrepreneurs, are appointed as global ambassadors for ASTN*

**MELBOURNE – 27 APRIL 2023:** The Australian Sports Technologies Network (ASTN) has today announced rugby union legend George Gregan, and Winter Olympic ski great Lydia Lassila as its first global sportstech ambassadors. The two world-class athletes and sportstech founders will represent ASTN in an upcoming European trade mission as well as share their wealth of entrepreneurial insights with ASTN's member network.

James Demetriou, Founding Chair and Director, Commercialisation and Global Partnerships at ASTN, believes ASTN is privileged to have two elite and highly regarded sports people advocate for its purpose on the global stage.

"Lydia Lassila and George Gregan are both incredible athletes and household names, as well as successful sportstech founders. We are honoured they've both chosen to represent ASTN for the next year to help accelerate Australia's sportstech industry globally," said Demetriou.

Both Lassila and Gregan will attend key international events, including ASTN's international trade mission to Europe in June that's supported by Federal and State Governments. Both ambassadors will contribute to ASTN's second innovation report released later this year with their insights, act as mentors for ASTN's exclusive member network, as well as for ASTN's pre-accelerator and accelerator participants.

Lydia Lassila (OAM) is an Olympic Gold and Bronze medallist and a trailblazer in freestyle aerial skiing having competed at five consecutive Winter Olympics (2002-2018). Her accolades include being awarded Sport Australia Hall of Fame's Don Award, Australian Institute of Sport's Athlete of the Year, Ski and Snowboard Australia Athlete of the Year and the Order of Australia Medal.

Lassila is founder of Zone By Lydia, an eco-conscious yoga brand, and BodyICE, specially designed ice packs that help people recover from injuries. She will also support ASTN with its Women in Sportstech program and activities, working with Women in Sports Technology (WiST) to help increase the representation of women in Australia's sportstech industry.

"It's such an exciting time for the sportstech industry and there are so many opportunities and partnerships at the ready that will contribute to innovation and growth. I'm in awe of the work ASTN is doing to provide leadership in the commercialisation, development and promotion of Australian-inspired sports technologies on a global scale and I'm looking forward to taking part in the European business matching mission and sharing my BodyICE journey with ASTN members," said Lassila.

George Gregan (OAM) is respected throughout the rugby world for his skill, tenacity, sportsmanship and leadership ability. He is a Rugby World Cup Champion and holds a Medal of the Order of



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Australia for his service to Rugby Union Football and as the Captain of the Wallabies. He has a wealth of achievements under his belt and is best known for leading the ACT Brumbies, Australian Wallabies and Suntory Sungoliath in Japan to multiple victories over the years.

Off the field, Gregan co-founded PTP Fitness over 12 years ago, developing strength and conditioning products and programs to help people move smarter and ultimately perform better in whatever fitness or sporting goals they set out to achieve.

“I’m passionate about supporting the next generation of sports people and sportstech businesses to compete at a global level. There is a tremendous amount of talent in Australia and through my ambassadorship with ASTN I look forward to sharing what I’ve learnt on my startup journey to help other sportstech founders reach their potential,” said Gregan.

“Both Gregan and Lassila’s businesses are true testament to ASTN’s ‘born global’ mentality, with both starting their sportstech journey in Australia and now residing overseas. As our two inaugural Global Ambassador’s impart their incomparable firsthand knowledge with our member base and partners, we can’t wait to see the flow on effect and positive impact this has on the sector,” concluded Demetriou.

ASTN’s international trade mission to Europe will commence in June to Europe's prominent startup tech event, [VIVA Technology](#) in Paris and will then visit Switzerland (Lausanne and Zurich) before ending with stops in Germany (Frankfurt) and Belgium. More information on the trade mission has been announced and released onto the [ASTN website](#).

## **ABOUT ASTN**

Australian Sports Technologies Network (ASTN) provides leadership in the commercialisation, development, and promotion of Australian-inspired Sports Technologies. Established in 2012, ASTN is today a world-leading pioneer with over 900 organisations in its national network across the landscape of Sports Digital, Sports Research, Stadium/Venues, Media, Entertainment, eSports, Human Performance, Fan Engagement, Sports Data, Artificial Intelligence in Sports, Sports Equipment, Sports Smart Apparel and Sports Universities.