

MEDIA RELEASE

ASTN builds momentum through strategic leadership restructure

MELBOURNE – THURSDAY, 28 MARCH 2024: The Australian Sports Technologies Network (ASTN) – the leading industry body for sports technology and innovation – today announces key changes to its leadership team and Board of Directors, as it forges ahead with its vision of strengthening Australia’s sportstech ecosystem.

Crosland and Vale step into new leadership roles

Amy Crosland, currently Manager of Program Operations and Projects will step into the role of Chief Operating Officer to focus on business development and operations. Crosland has been integral in driving ASTN’s growth and development over the past 15 months, with a particular focus on women in sportstech initiatives and Queensland special projects.

Cam Vale, General Manager Operations will assume the position of Chief Financial Officer to oversee all financial operations for ASTN. Vale joined the organisation in early 2022 and has been instrumental in the driving the commercialisation of ASTN including building its member base and partner network.

ASTN welcomes Nikita with continued focus on Queensland program delivery

ASTN welcomes Nikita Vogel as Queensland Manager. Vogel has over six years of experience working with startups across sectors of sports and technology. Vogel specialises in capital raising, event and project management, marketing, commercialisation, sponsorship and stakeholder engagement. Vogel will spearhead all QLD strategy and opportunities for ASTN.

“Nikita has been a key leader in the sportstech space for many years. With unparalleled industry connections and a wealth of experience guiding startups to ensure their continued growth and success – we are confident that Nikita will be an incredible asset to the ASTN team,” said Dr Martin Schlegel, Executive Chair, ASTN.

“Nikita’s appointment reinforces ASTN’s focus and growth in the QLD region. With various pre-accelerator and investment-ready sessions planned, alongside our Female Founders program under Advance Queensland. Nikita will play a pivotal role in managing and supporting these initiatives, as well as providing guidance to our Queensland sportstech startup network.” added Dr Martin Schlegel.

“It’s a privilege to join ASTN. I’m looking forward to working with Queensland’s growing entrepreneurial talent and contributing to ASTN’s local programs, to help nurture the local sportstech ecosystem in the lead up to Brisbane 2032 and beyond,” said Vogel.

Persico, Lim and Bajada transition from ASTN Board

John Persico has transitioned from the ASTN Board after six years of dedicated and invaluable service to pursue new opportunities. Jasmine DeBono, Tourism Industry and Business Events Specialist as well as Shaun Bajada, Executive Director, ASGA resign from their positions as Vice Chair and Board Member.

“On behalf of ASTN, I’d like to thank Jasmine, Shaun and John for their significant contributions to the Board. Their profound industry expertise, invaluable guidance, and extensive industry networks have been integral to ASTN’s progress. As they embark on new journeys, we wish them every success in their future endeavours,” said Dr Schlegel.

ASTN strengthens its board with ASICE Advisory Council members

ASICE Advisory Council members Lisa Hasker, CEO Vicsport and Ron Gauci, Chairman, Director and Business Executive join the ASTN Board.

The Australian Sports Innovation Centre for Excellence (ASICE) recently celebrated its two-year anniversary. This ‘super cluster’ of sport innovation was designed to accelerate local sportstech growth and attract national and international partnership opportunities for Victoria.

“Our ASICE Advisory Council members have been invaluable in fostering the expansion of our Melbourne initiatives. We look forward to having Hasker and Gauci join the ASTN Board of Directors to help guide the Centre through its next phase of growth,” said Dr Schlegel.

“The restructure of our leadership team and Board reflects a new direction and renewed focus for ASTN. As we continue to evolve and adapt to the dynamic landscape of the sportstech sector, these leadership changes help us to evolve, improve our impact, foster innovation and drive sustainable growth within Australia’s sportstech ecosystem.”

“We look forward to the year ahead, and continuing to work with our members, stakeholders, partners, startups and entrepreneurs to achieve new heights,” concluded Dr Schlegel.

Hasker and Gauci join Angela Dahlke on the ASTN Board of Directors. One additional board vacancy is soon to be filled as the Board considers several candidates.

For more information on the board visit here [Board Members - The Australian Sports Technologies Network \(ASTN\)](#)

ENDS

MEDIA ENQUIRIES

For more information, or to arrange an interview with ASTN, please contact Tara Ballard on 0436 330 267 or Tara.ballard@astn.com.au

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 750 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. For more information, please visit www.astn.com.au.