

MEDIA RELEASE

ASTN expands global reach through strategic partnerships with ISTA and SEICon

MELBOURNE – 06 MARCH 2025: The Australian Sports Technologies Network (ASTN) has partnered with the International Sports Technology Association (ISTA) and Sports, Entertainment and Innovation Conference (SEICon) to expand collaboration between the two clusters of innovation to maximise opportunities in the sports, entertainment and innovation sectors.

By joining forces, ASTN, ISTA, and SEICon look to unlock new opportunities with a focus cross-sector collaboration. The partnership aims to foster strong connections between Australia and the US, driving economic growth in both countries, with the goal to strengthen ties between these two clusters of innovation.

As Australia's leading industry body for sports technology and innovation, ASTN is passionate about building global connections, and linking its network with these global hot spots to facilitate new opportunities and innovation.

"Australia is punching well above its weight in sportstech globally. At ASTN, we understand that our members view the US as the number one market when looking at international expansion. As such, our partnership with ISTA and SEICon provides the pathway to linking two clusters of innovation in sportstech and exploring mutual opportunities for collaboration," said Dr Martin Schlegel, Executive Chair, ASTN.

To formalise the partnership, a memorandum of understanding (MoU) was signed between the three parties this weekend in Las Vegas, Nevada – as part of ASTN's US excursion to Los Angeles, Las Vegas, New York and Boston.

"ASTN with its current US sportstech excursion is proud to play its role as part of the broader Australian sports diplomacy initiative by connecting startups, sporting organisations and investors across global markets," added Dr Schlegel.

David Geddes, Founder of ISTA, a global technology trade association advocating for digital products, innovative services, and high-tech investments impacting the culture of sport – says that this partnership has been growing on a long-standing relationship between ISTA and ASTN.

"We are proud to connect ASTN and SEICon. The partnership will strengthen ties between Australia and the USA as we see tremendous untapped opportunity to join Australia and the US to enable the exchange of valuable knowledge and connections that could unlock new opportunities for our network," said David Geddes, ISTA.



Australian Sports
Technologies Network
Powering Sports Innovation



SEICon is a leading next-gen sports, entertainment and innovation conference that brings together thought leaders and subject matter experts from across the globe.

“As SEICon continues to travel and evolve, it remains a vital platform for the exchange of ideas and the advancement of the industries it represents. We look forward to working closely with ASTN to roll out tailored events internationally and workshops focused on advancing the sportstech sector,” concluded Shawn Garrity, Executive Producer, SEICon.

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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.

About the International Sports Technology Association (ISTA)

ISTA is a global technology trade association advocating for digital products, innovative services, and high-tech investments impacting the culture of sport. The organisation offers programs and services designed to lower the cost of entry for diverse global innovators, drive responsible and ethical technology adoption, and steer investments into sports innovation ecosystems. Part of its mission involves sports diplomacy between nations, states, and cities. For more information, please visit <https://istassociation.com/>

Sports Entertainment and Innovation Conference (SEICon)

SEICon is a next-gen Sports, Entertainment & Innovation Conference that brings together thought leaders and subject matter experts from across the globe to educate, collaborate and create dynamic ventures together. SEICon empowers academia, corporations, government, organisations and non-profit entities to align, accelerating the development of innovation and elevating the entire market to improve the future of sports and entertainment for all. For more information, please visit <https://sei-con.org/>