



Australian Sports
Technologies Network

AUSTRALIAN SPORTS TECHNOLOGY NETWORK (ASTN)

MEMBERSHIP





ASTN EXECUTIVE SUMMARY

Australian Sports Technologies Network (ASTN) is the governing body to help commercialise and grow globally Australian companies at the data, digital and technology intersection of Sports, Media, Entertainment and Health.

Founded in 2012, ASTN is a non-for-profit industry body with responsibility to support over 500+ sports technology companies each year across Australia. ASTN estimates the Sports Technology industry represents over 15,000 jobs in Australia. Australian Sports technology companies have raised over \$400 million in venture capital since 2012.

ASTN brings together education through industry leading Events, Innovation Conferences, Networking, Trade Missions, Business Matching, Government alignment, Clubs, Teams and Federations to celebrate and invest in Sports Technology all under one umbrella.

ASTN has helped grow Australian Sports Tech exports from \$250 million to \$500 million over 8 years. The ASTN is working towards achieving \$1.25 billion in exports by 2025.

We have relaunched the ASTN Membership model in 2021 to better reflect the individuals, professionals and organisations we partner with and support on an annual basis. Now is the time for the Sports and Sports Technology Industry to come together and join ASTN today.

MEMBERSHIP CATEGORIES

Our new membership packages have six different types of membership categories.

- Students
- Sports Professionals Athletes
- Sport/Business and Technology Professionals
- Sporting Organisations, Event Operators and E-Sports
- Sports Technology/Digital Companies
- National Governing Bodies (Federations), Leagues, Clubs and Teams



Each category has different price points and different benefits which are outlined on the following pages.



STUDENT MEMBERSHIP – FREE

Current students (proof will be required upon joining) who are our future Sports Business Professionals/Administrators and leaders within the Sports and Sports Tech industry.

A large number of students from across a variety of universities, technology institutes and colleges take part in our annual events from Hackathons, Sports Tech Conferences and Masterclasses.

By Students joining ASTN they will not only receive priority access and discounted tickets to these Events they will also have access to our Jobs Board (launching in 2021) which will assist them in finding the role that is suitable.

SPORTS PROFESSIONALS (ATHLETES) – \$200 annually

Current Professional Athletes or those that have retired. This membership category will assist current or retired athletes who are wishing to invest in the correct company and / or expose them to various parts of Sports Business and Technology ecosystem for a career in the future.

A number of retired athletes and current athletes are managing fantastic Sports Tech start-ups, Sports Tech companies or have invested within these organisations. Australian Olympian and Gold Medallist Natalie Cook sits on the board of the Australian Sports Technology Network.

BUSINESS & TECHNOLOGY PROFESSIONALS – \$200 annually

Those who are working within the industry and sector who are looking at further personal development through masterclasses and courses, networking opportunities, attending conferences or their next job opportunity.

This membership is perfect for all business professionals from Executives down to entry level Administrators who are working for a start-up, established sports technology business or other sports companies and organisations.



SPORTS ORGANISATIONS / E-SPORTS / EVENTS – \$300 annually

This category is for Sports companies, Sports Apparel organisations, E-Sports Organisations or Events Organisers and Operators. This membership category will bring together these organisations and assist with key Business Matching opportunities (including bringing sponsors to E-Sports or Event operators), Promoting and exposing Sports Companies and Events whilst introducing them to emerging and next generation Sports Technology and Digital organisations.

The opportunity to take part in Trade Missions will assist the growth and exports with these organisations.

SPORTS TECH & DIGITAL COMPANIES – \$300 annually

The backbone of the ASTN membership for the past 8 years. We assist in Business Matching, Marketing Support + go-to-market strategy, invitations to take part in Accelerator and Pre-Accelerator program, Trade Missions, Venture Capital Support, Discounted tickets to events/conferences, industry networking events. You will also have access to our new Jobs board to advertise for the right candidate or fill that position you are looking for.

This membership category is perfect for Start-ups to well established organisations that have been working in the industry for a number of years.

FEDERATIONS / LEAGUES / CLUBS + TEAMS - \$400 annually

Ensuring National Governing Bodies, State Sporting Organisations, Elite Leagues / Competitions + Professional Teams and Clubs have access to the best and emerging Sports Technology and Digital Platforms the Australian ecosystem has to offer.

A large number of Federations – Leagues – Teams/Clubs already attend the annual Australian Sports Technology week Events including the Sports Tech World Series, Start-up days, Business matching programs. This membership category will ensure you will be introduced to the leading and emerging companies prior to your competitors & free / discounted tickets to all our Events, you will also be able to have access to our Jobs Board to find the best talent or advertise for positions you are seeking to fill. There are many more benefits outlined on the following pages.

MEMBERSHIP BENEFITS

Our membership packages offer thousands of dollars worth of value for Sports Professionals, Business & Technology Professionals, Organisations, Event Operators, Companies, Federations, Leagues, Clubs and Teams.

Discounts for Events: valued from \$500

Listing in ASTN Directory / Promotion of your Organisation: valued from \$500-\$1000

Digital Ethics Course: valued from \$500

Marketing / Go-to-Market Strategy: Valued from \$500

Pre-Accelerator / Accelerator Programs: Valued from \$400

Trade Missions: \$1000

Business Matching & Strategy: \$1000

Networking Evenings & Other Events: \$100

Advertising on our Jobs Board (3 adds per year) valued from \$750 annually

BENEFIT	STUDENT MEMBERSHIP	SPORTS PROFESSIONALS (ATHLETES)	BUSINESS & TECHNOLOGY PROFESSIONALS	SPORTS ORGANISATIONS / E-SPORTS & EVENTS	SPORTS TECH & SPORTS DIGITAL COMPANIES	FEDERATIONS / LEAGUES / CLUBS & TEAMS
Discounts for all Events / Courses	✓	✓	✓	✓	✓	✓
Listing in ASTN Directory			✓	✓	✓	✓
Access to Digital Ethics Course	✓	✓	✓	✓	✓	✓
Feature Article on ASTN website / Social Media		✓	✓	✓	✓	✓
Priority Access to Events	✓	✓	✓	✓	✓	✓
Business Matching		✓	✓	✓	✓	✓
Marketing Assistance & Go-to-market strategy		✓	✓	✓	✓	✓
Invitation & priority access to Accelerator and Pre-Accelerator Programs	✓	✓	✓	✓	✓	✓
Priority Access & Invitation to Trade Missions		✓	✓	✓	✓	✓
Venture Capital Assistance				✓	✓	✓
Access to Jobs Board and Advertising (up to 3 annually) on Jobs Board	✓	✓	✓	✓	✓	✓
Mentoring	✓	✓	✓	✓	✓	✓

OUR TEAM – ASTN BOARD MEMBERS

Our ASTN Board has a wealth of experience in Executive Leadership, Education, Sports Technology, Digital, Universities, M&A, Start-ups, National Governing Bodies, High Performance, Mentoring, Media, Sales, Exports, Entertainment, Private Equity and Consulting.

They are industry leaders at the forefront of the Australian Sports Technology ecosystem and innovation. With representatives across the key eastern States in Australia – they support, foster and help ASTN members in their respective regions.



JAMES DEMETRIOU



MARTIN SCHLEGEL



FRANZ FUSS



JOHN R PERSICO



SHAUN BAJADA



JASMINE LIM



CAMERON O'RIORDAN

**DIRECTOR OF QLD NODE
TO BE ANNOUNCED**

JOIN TODAY BY [CLICKING HERE](#) OR VISITING WWW.ASTN.COM.AU/MEMBERSHIP FOR
MORE INFORMATION CONTACT US BY EMAILING INFO@ASTN.COM.AU