



Australian Government
Australian Sports Commission



SPORTS INNOVATION

NETWORK STRATEGY

ABOUT THIS DOCUMENT

This report details the current agenda of the sport innovation network. It builds on a significant body of work conducted by Australian Sports Commission (ASC) over the past three years.

The Australian Government, its officers, employees and agents, accept no liability for any loss, damage or expense arising out of, or in connection with, any reliance on any omissions or inaccuracies in the material contained in this publication.

This publication is intended to provide general information only and before entering into any particular transaction readers should: rely on their own enquiries, skill and care in using the information; check with primary sources; and seek independent advice.



Leverrier Street Bruce ACT 2617
PO Box 176 Belconnen ACT 2616
+61 2 6214 1111



THE SPORT INNOVATION NETWORK STRATEGY

THE WORLD DISRUPTED

The world has undergone a profound transformation. The forced acceleration and experimentation to adapt to the novel challenges of a pandemic have seen technology and innovation advancements that outpaced expectations by five to ten years.

Now we find ourselves truly in the digital age. Australia is fast establishing itself as a global sport innovator, ahead of the curve on the international stage.

Over the next ten years, on the road to the Brisbane 2032 Olympic and Paralympic Games, Australia is positioned to deliver more than just gold medals.

The Australian Sports Commission [ASC] can influence and create a system to enact an agenda with integrity and community outcomes at its core. The ASC can, and must, amplify outcomes for the economy and society.

There is an imperative to grow and strengthen our sport innovation system. The global competition for the best ideas and talent is intensifying and creates a contested and diverging landscape of innovation.

Our continued economic prosperity relies more than ever on the growth of our knowledge industries.

Australia is positioned to capture the potential of technology already created, innovate how they are deployed for both commercial returns and high-performance outcomes.

This presents the opportunity for Australia to deliver sustainable and long lasting outcomes for the economy and community.

Australia needs a sport innovation ecosystem that connects people with capital, and ideas with outcomes for Australians.



**“ Sport innovation and technology
can inspire Australians
to perform, create and innovate
for the next decade and beyond.**

ROB DALTON, acting CEO Australian Sports Commission

SPORT INNOVATION

NETWORK STRATEGY

CONTENTS

01	The world disrupted An introduction to sport innovation	Page 3
02	Australia's opportunity The objectives	Page 6
03	Economic and social imperative The value proposition	Page 11
04	Transformational partnerships The operating model	Page 15
05	Faster and further, together The roadmap	Page 20



AUSTRALIA'S OPPORTUNITY

THE OBJECTIVES

OBJECTIVE 1

CONNECT THE ECOSYSTEM, improving performance in both public and private sectors.

More successful partnerships, targeted innovation, cutting-edge technology, better and cheaper products.

The ASC's role: Connect the network; facilitating relationships, linking ideas with capital, increasing transparency, reducing duplication and deepening technology development.

The ASC acts as a 'front door' and navigator for international innovation participants and investors.

OBJECTIVE 2

POWER SPORT DATA, capturing and distributing the latest and most relevant information.

World-class data and knowledge platform to securely deliver robust data and analytics services to enable design, test and validation of emerging sport technologies.

Better and timely data delivered securely and specifically to design, test and validate technology, products and services.

The ASC's role: Deliver data capability to fuel innovation.

OBJECTIVE 3

GROW SPORT TECHNOLOGY AND INNOVATION, creating jobs and economic prosperity.

Bigger and better opportunities by scaling and supporting the network.

Support pathways between capital and industry, building bigger and better technology, opportunities and products.

The ASC's role: Support industry to imagine seize and scale opportunities.

The ASC creates post high performance career opportunities in sport innovation and technology businesses.

OBJECTIVE 4

SUSTAIN THE IMPACT, fostering more effective systems that contribute to a more active Australia.

Stronger linkages between innovation and sport leadership.

Extend the value and investment in high-performance sport into Australia's community and economy.

The ASC's role: Uplift leadership capability to accelerate uptake and value of innovation.

SportAUS supports integrated entry and exit to sport throughout life stages from volunteering, participation and high-performance sport.

The Australian Sport Innovation Network Strategy sets out a vision for the ecosystem. It will create an aligned and thriving sports innovation ecosystem. This will bolster our elite athletes, drive economic growth and give value to Australians for generations to come.

Put simply, it will be the front door for entrepreneurs, investors, researchers and sporting bodies.

The Australian Sports Commission cannot do it alone. These four objectives to **connect**, **power**, **grow** and **sustain** are the shared light on the hill for the ecosystem.

The ASC will deliver six services that work together, creating a value cycle that builds and amplifies within a coordinated network.

PHASE I



INNOVATION CONNECTOR

Connecting sport problem owners with solution providers, start ups, researchers and developers. Support investors and collaborators by establishing and developing networks with adjacent markets, precincts, hubs, researchers and companies.



COMPLEX PROBLEM SOLVING COLLABORATOR

A collaboration platform to tackle complex problems in sport that can be more efficiently and effectively addressed through knowledge sharing and aggregation, rather than inefficient replication in siloes.



DATA AND KNOWLEDGE CENTRE

A service for sports and participants to share data in exchange for expert insights. Custodian of national data strategy and longitudinal data assets.



ENGAGEMENT, EDUCATION AND EVENTS

Physical and digital community engagement platform providing in-person and virtual network and education events. Includes a Showcase and Exploration Centre to inspire young people and the Australian community.



ACCELERATOR

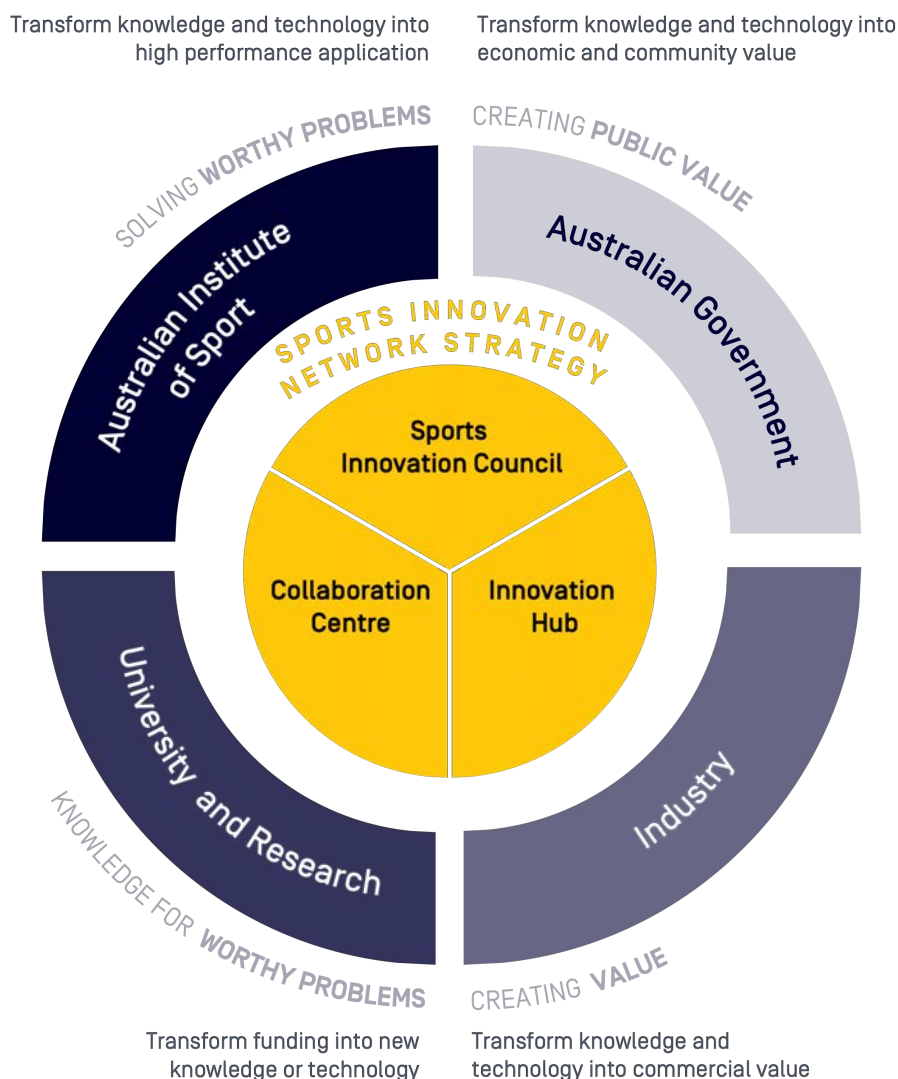
Physical and digital camps to accelerate ideas to impact. Focused on delivering value for individuals/teams with early stage ideas that require support to continue design, prototyping and testing.



INNOVATION INCUBATOR AND LAUNCHPAD

Seed grants and commercialisation support to sports-related innovations prioritised on the basis of impact. The ASC provides grants, solely and in partnership with other government and private organisations.

VALUE CYCLE



CREATING VALUE

These six services work together, creating a value cycle that builds and amplifies within a coordinated network.

Future innovation will be driven by alignment and purpose, to maximise the potential of new technologies and knowledge.

Key to these services is the data and knowledge centre to securely facilitate new innovations, collaborations and sports data protocols.

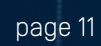
Through data aggregation, visualisation, and artificial intelligence - we will work with Australia's best and brightest minds from academia, practitioners and entrepreneurs to deliver new data, digital health, mass participation and athlete solutions to assist all Australians.

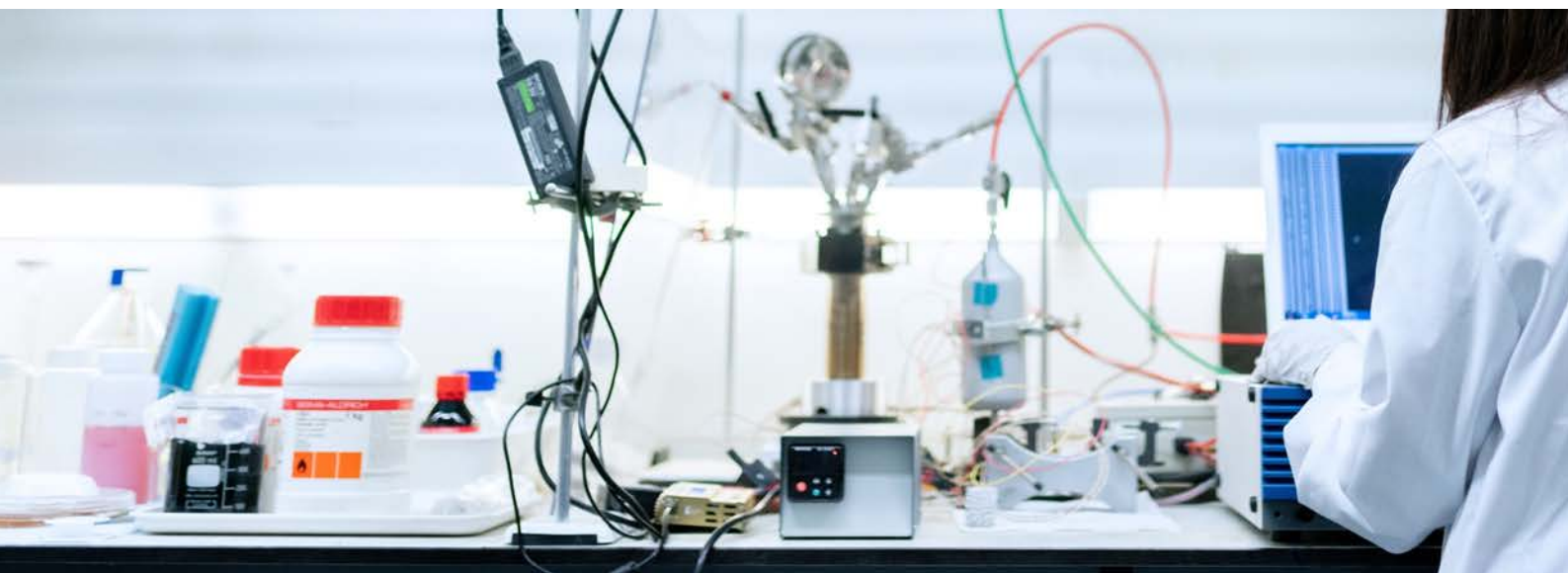
By centralising data from multiple sources, Australia can benchmark best-practice information for national, state bodies and enterprises, with the support of experts from academic industry.



“AUSTRALIA NEEDS TO BE KNOWN FOR
SPORTS INNOVATION
AS MUCH AS IT IS FOR WINNING MEDALS

LUKE MCCANN
CHIEF OPERATING OFFICER, ASC





ECONOMIC AND SOCIAL IMPERATIVE

THE VALUE PROPOSITION

AUSTRALIAN SPORTS COMMISSION

The ASC is the national home of sport and focused on growing and strengthening the sports innovation ecosystem.

It is perfectly placed to facilitate both nationwide and international collaboration, harnessing knowledge transfer and idea sharing by coordinating a system of pioneering innovation-leadership.

The strategy brings together investors, innovators and sporting bodies to maximise potential both individually and in alignment with Australia's national interests.

Eyes will be on innovations as they track through a lifecycle from conception to testing to application. Emerging technologies that address the nation's key challenges can be identified and utilised, be they for an Olympic and Paralympic stadium or the local pool.

Sports technology has the power to become a major export and focal point of international investment, boosting GDP with innovations that transcend sport and benefit society as a whole.



“FUNDAMENTALLY SPORT IS TECHNOLOGY AND INNOVATION

ROBERT MEDLICOTT
DEPUTY DIRECTOR, AIS

HIGH PERFORMANCE SPORT

Sport is hungry for innovative ideas, particularly elite athletes looking to maintain a competitive edge.

A thriving innovation ecosystem can give athletes a head-start by connecting them with the best technologies in the pipeline before they hit the market. Athletes will get access to innovations earlier and more consistently.

The ASC can team the nation's best innovators to work on challenges directly related to an athlete's performance goals and medal cycle.

At the same time the ASC will work on building out its internal capability so athletes get the right technology at the right price.

Athletes and coaches already test, hypothesise and experiment. They are ideally positioned to work with innovators on projects to optimise training and performance.

Encouraging this relationship will enhance athlete participation and podium results. Moreover, it provides athletes with a career pathway beyond their life on field, ensuring we keep this rich vein of talent engaged and productive into the future.

START-UPS AND ENTREPRENEURS The psychology of an elite athlete is remarkably similar to that of an entrepreneur. Both are high functioning risktakers at the top of their field who put everything on the line in pursuit of a singular goal.

The ASC understands this mentality and can act as a compass to help innovators and start-ups navigate the sports innovation ecosystem, directing them where to go, who to work with and how to access funding or data.

Entrepreneurs can benefit financially or reputationally from the validation that comes with having an idea tested and used by the national sporting body of one of the top performing countries in the world.

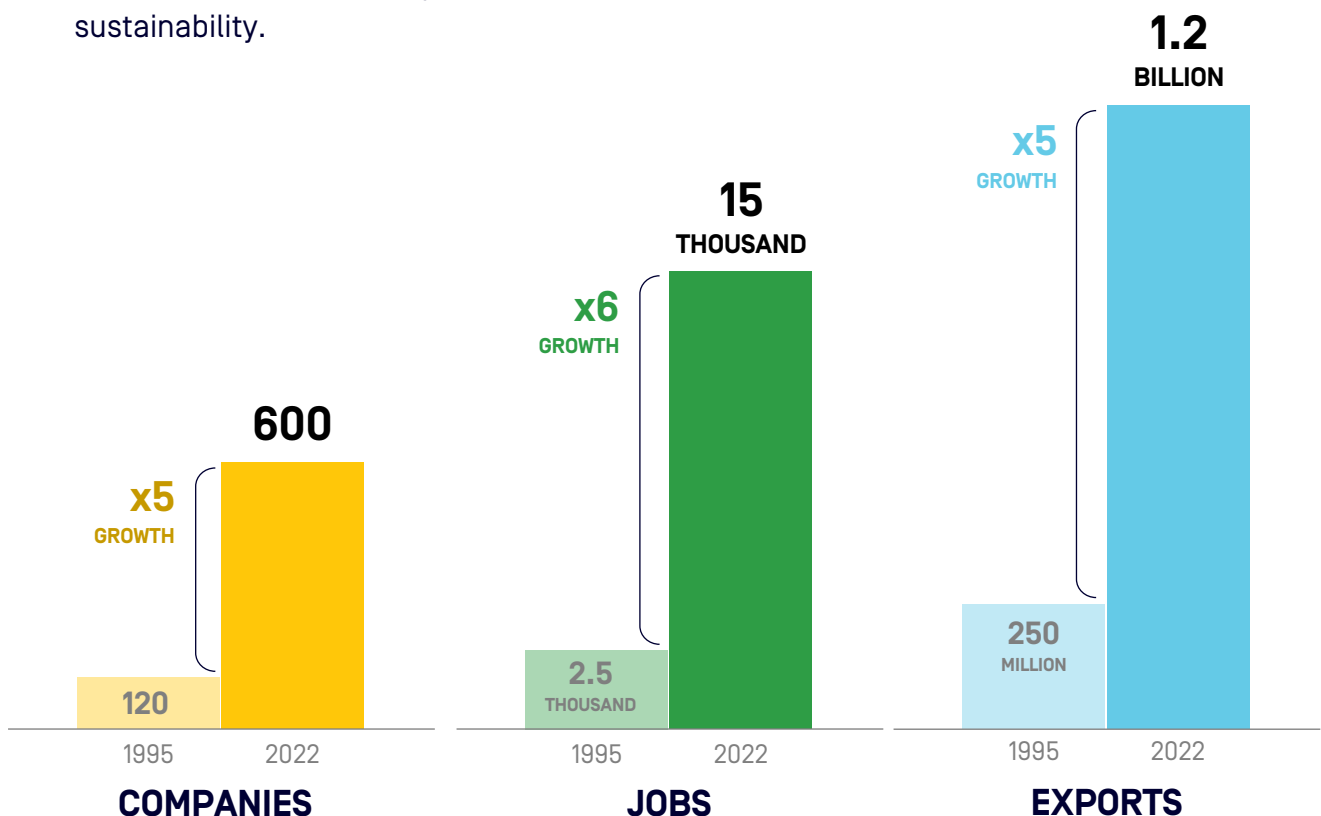


AUSTRALIA'S GROWTH OF SPORT TECHNOLOGY AND INNOVATION

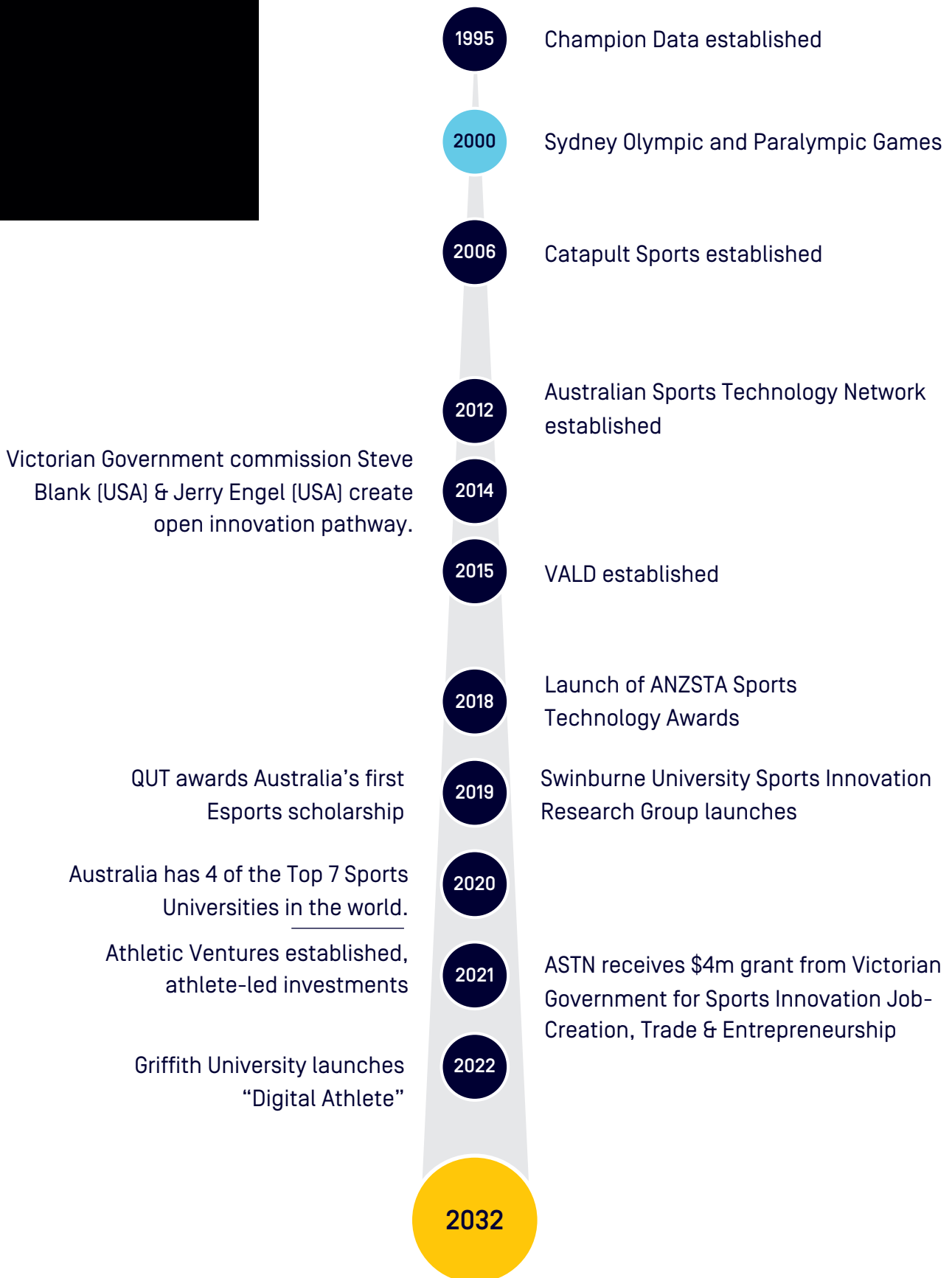
Australia's economic growth story of sports technology and innovation is impressive.

As we look forward to the 2032 Olympic and Paralympic Games there is significant opportunities through connection, data-power, growth and sustainability.

There is untapped potential that can be a major export, boosting jobs and technology and innovation companies that will not only enhance the economy but also benefit the broader public by promoting health, wellbeing and social cohesion.



A PROUD HISTORY OF SPORT TECHNOLOGY AND INNOVATION



BRISBANE OLYMPICS





TO BAT ABOVE OUR AVERAGE,
AUSTRALIA'S COMPARATIVE ADVANTAGE
IS IN PARTNERSHIPS. SIMPLY PUT,

WE ARE BETTER TOGETHER.

TRANSFORMATIONAL PARTNERSHIPS

THE OPERATING MODEL

Forward thinking strategies are the only way to prevent homegrown talent and ideas from venturing offshore in search of support.

Moreover, creating centres of innovation create collaborative research agendas that reduces redundant duplication in different parts of the system and amplifies the collective impact of different players that enables Australia to advance its position as a global technology leader.

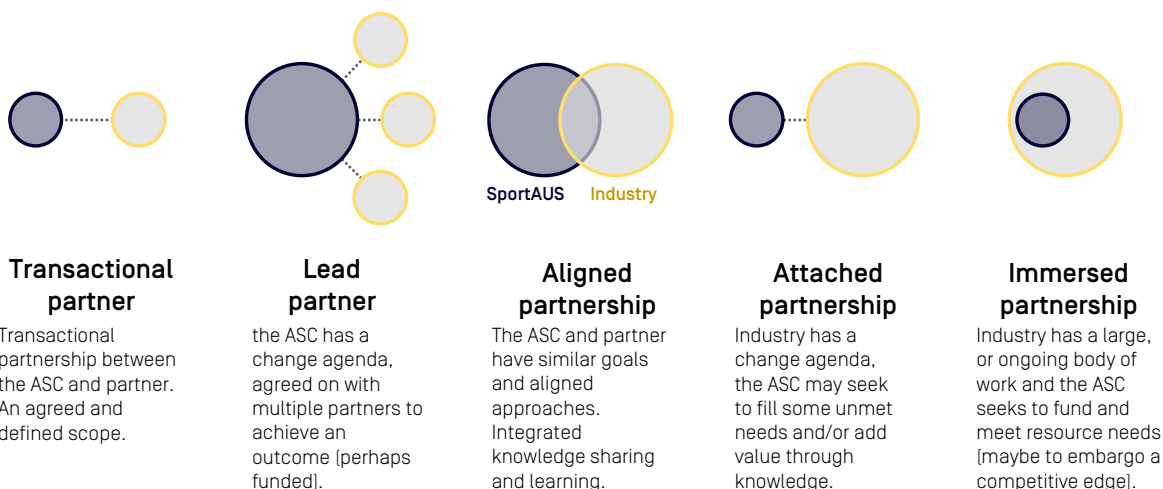
To bat above our average, Australia's comparative advantage is in partnerships. Simply put, we are better together.

A sports innovation network will facilitate access to the sharpest minds and innovative ideas, attracting and growing talent to underpin Australia's success in Brisbane and beyond.

Furthermore, forward thinking strategies that prioritise collaboration are the only way to prevent homegrown talent and ideas from venturing offshore.

A cohesive innovation ecosystem amplifies both the individual and collective impact of the different players within the network, and empowers Australia to advance its position as a global technology leader

PARTNERSHIP MODELS



BENEFITS

DEFINED OUTCOMES AND ROI
PROVIDES QUICK WIN OPPORTUNITIES

EXPLORATORY INVESTMENT
PROVIDES ASSURED LONG-TERM COMMITMENT

CASE STUDY: PRISM NEURO

What we are doing, where we are going

Prism Neuro shows what a sports innovation network can achieve by connecting sport and start-ups to tertiary institutions and funding. The end result can be technology relevant not only to sport but also medical science, military and space.

The AIS initially funded a University of Canberra PhD student to research, design and build a physiotherapy prototype for athletes with ankle injuries.

The device successfully created a baseline for healthy movement that could track when athletes return to normal functioning.

Collaborating with the Australian National University, additional funding saw the device halve in size making it mobile and thus growing its application outside sport.

Prism Neuro headquarters moved to the AIS campus in Canberra where it is currently active and in the early stages of commercialisation in the following areas:

Injury – knowing when an athlete can resume training and performance.

Concussion – determining if a person has fully-recovered.

Talent ID – picking the ‘best movers’ and as such those athletes with the greatest potential.

Space – working with the world’s leading space agencies, including NASA, on brain-body movement in low gravity environments.



ONSITE AT THE AIS



**ATHLETES AND COACHES ARE
INHERENTLY INNOVATORS.
THEY MEASURE, HYPOTHESISE,
PROTOTYPE, TEST, AND OPTIMISE.**

ASHTON EATON, OLY



Faster and further, together

THE ROADMAP

The ASC have identified five initiatives to benefit the network.

- 01 Provide **ACCESS** to talent and ideas earlier in their life cycle to minimise the risk of them slipping through our fingers.
- 02 Play a role to **FOCUS** early-stage innovation on the deep tech problems we need solved.
- 03 **COMMERCIALISE** technology for the benefit of high performance sport, driving a more sustainable system.
- 04 **CONNECT** with successful innovators and companies over time that can give back to sport through financial or in-kind contributions and partnerships.
- 05 **ENHANCE** recognition and credibility in the contemporary innovation landscape.



