



Australian Sports
Technologies Network
Powering Sports Innovation

Women in Sports Innovation

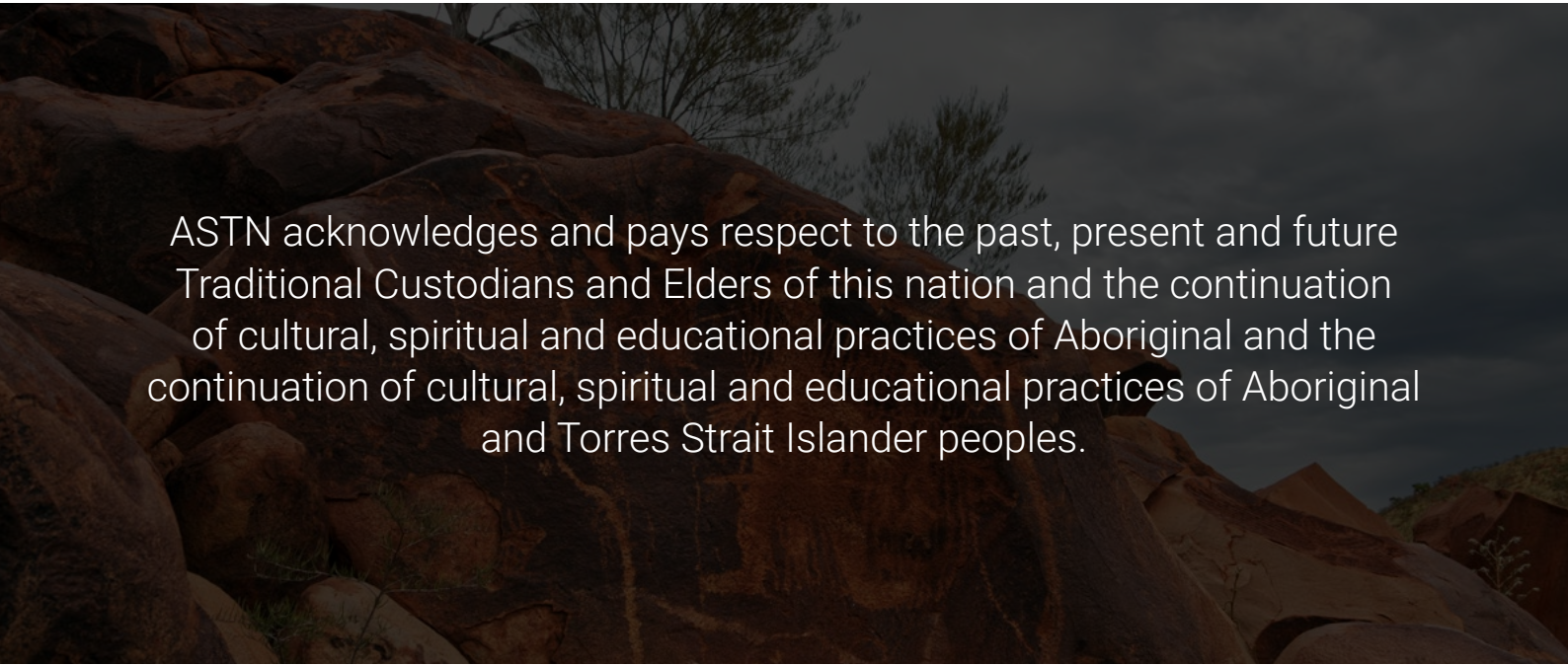
Game Changers: Power 100+ List. Celebrating Australia's leading women at the intersection of sports and technology that are shaping the future of sports innovation.

SECOND EDITION, JULY 2024



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ASTN acknowledges and pays respect to the past, present and future Traditional Custodians and Elders of this nation and the continuation of cultural, spiritual and educational practices of Aboriginal and the continuation of cultural, spiritual and educational practices of Aboriginal and Torres Strait Islander peoples.



Message from Amy Crosland, Chief Operating Officer, ASTN

In Australia, there has been a very welcomed focus on gender participation in sports; however, there is still a significant gap when it comes to the representation of women founders and women in senior leadership roles within the area of sports technology and innovation. The 'Women in Sports Innovation' report, prepared by the Australian Sports Technologies Network (ASTN), aims to shine a spotlight on this significant issue, as well as celebrate the individuals that are driving industry change and helping to pave the way for a more inclusive and diverse future.

This report includes a list that celebrates over 100 emerging and established leaders of sports innovation across Australia in 2023/2024. This year, we also spoke directly with seven leaders within the sports and technology sector in an 'interview series'. These conversations provide a deep dive into women in sports innovation in the hope that it inspires, sparks conversation and fosters greater recognition of the remarkable contribution women are making in the sportstech sector.

Women founders currently represent only 27 per cent of all Australian startups¹, a significant increase from recent years. But for the sports industry, we estimate

it's less than 10 per cent. ASTN has a track record in outperforming the significant underrepresentation of women founders in the sector. We've still got a long way to go, but in the past 12 months we have witnessed significant progress – with more than twelve per cent of women founders or co-founders participating in ASTN programs. In fact, the most recent cohorts of our early-stage accelerator programs have had a 50:50 gender split. To achieve this, it has taken targeted, bespoke efforts in our approach to engaging and inviting women into the industry.

Our goal isn't just to meet expectations, it's to surpass them. In the short to medium term, we are aiming for 30 per cent of sportstech firms to be women led or co-founded. Together, let's push boundaries and make this vision a reality. ASTN is committed to shifting the culture of sportstech in Australia and spearheading efforts to bridge the gender gap. Securing funding and investment for sportstech startups, a critical aspect of entrepreneurial success, remains a further focal point of ASTN's initiatives.

¹ [Australia: startup founders by gender 2023 | Statista](#)

Recent data reveals, one quarter of total funding in this sector has flowed to businesses² with at least one woman founder, while a staggering two thirds of funding has gone to male-founded ventures. Three in four of women founders also believe their gender has negatively affected their ability to raise funds, a sentiment shared by only nine percent of their male counterparts.³

At ASTN, we believe there is a real missed opportunity here. By actively backing women founders, investors not only empower individual businesses but are also unlocking new opportunities for innovation. In fact, research shows that women-owned digital startups are more likely to be successful than those of their male counterparts and that investment in women-founded startups performs 63 per cent better than exclusively male-founded startups.⁴

This report is one of the many strides we're taking to drive change to improve diversity and inclusion within the sector. ASTN continues to provide priority access to women founders/co-founders for ASTN programs. We also recognise the importance of facilitating cross-sector transfer, especially from industries with higher female representation. Assisting women founders from other sectors to apply their knowledge into sport will not only help those founders, but also uplift innovation capability of the entire sportstech sector through increased diversity.

Australia continues to prove that it's one of the world's leaders and long-term pioneers in sports technology and innovation. However, to continue this trajectory, it's clear that we need a broader range of voices and perspectives, to foster a richer diversity of thought.

For this list, it should be acknowledged that it's not always helpful or ideal to specify 'women leaders' or 'women founders'. There shouldn't be a need for a gender prefix when recognising leaders. Regardless of how you

identify, the sportstech sector should be an inclusive community where all are welcome. For this report, the distinction is necessary to highlight the ongoing disparities, challenges and work that still needs to be done to address gender inequality and improve diversity in the sportstech sector. In drawing attention to this, we can better understand and tackle the barriers that women and underrepresented genders face in leadership and entrepreneurial roles, ultimately working towards a more inclusive and equitable sportstech sector.

As we move forward, it's clear that a diversity of founders will play an increasingly pivotal role in driving innovation, making sports more inclusive to take the sportstech sector to new heights. The outcome of the interview series, and the leaders included – demonstrate that the future of sportstech is brimming with new opportunities and endless talent.

We hope that by shining a spotlight on these trailblazers, we not only recognise their incredible achievements but also inspire the next generation of women to pursue a career in sports innovation.

This marks the second edition of this report. To foster meaningful change, collaboration is key. We strongly encourage anyone in the ecosystem to contribute to this list so we can celebrate the game changers together. If you believe someone should be added to this list for our next edition, please get in touch.

Together, let's build the world's most innovative and inclusive sportstech ecosystem #ChangeTheRatio

Amy Crosland

Chief Operating Officer
Australian Sports Technologies Network (ASTN)

ABOUT ASTN

The Australian Sports Technologies Network (ASTN) provide leadership in the commercialisation, development and promotion of Australian-inspired sports technologies. Established in 2012, the ASTN is an industry-led Australian ecosystem of organisations with 750+ companies with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors & retailers, government agencies, service providers and investors. Learn more at www.astn.com.au

2 advance.qld.gov.au/entrepreneurs-and-startups/backing-female-founders-program

3 advance.qld.gov.au/entrepreneurs-and-startups/backing-female-founders-program

4 op.europa.eu/en/publication-detail/-/publication/84bd6dea-2351-11e8-ac73-01aa75ed71a1/language-en

Letter from WiST

Research tells us that in business, inclusivity drives innovation and that gender-diverse teams are 25 per cent more likely to generate above-average revenue and profits. Diverse teams solve problems more efficiently and productively. Leadership sets the tone for any business, and in this case, the leadership and community that's rapidly developing to support diversity in sportstech throughout Australia, sets the tone for other countries around the world.

Our entire WiST leadership and global community are delighted to partner with and support ASTN's efforts to increase the chances of success for female-led sportstech businesses throughout Australia. WiST has now held masterclasses and fireside chats for ASTN's female founders for several years and the feedback has been tremendous. There are so many aspects to founding a startup, such as building a brand and a product that resonates with customers and solves a major problem for their key stakeholders. Our own bench of experienced, veteran startup founders, leaders and investors deeply enjoy paying it forward, so to speak. We've walked many miles in their shoes, and we're creating a support system that I wish I had earlier in my own career as an entrepreneur in this industry.

There are numerous aspects to getting a startup off the ground and running a business that shouldn't be a mystery. As a mentor, advisor, coach and professor to students and founders passionate about entrepreneurship in sportstech, having a safe space to come in and learn, ask questions, and build relationships amongst peers is extremely important and valuable for any founding team. We express to founders the importance of identifying the best possible talent to cover for your own blind spots, because, news flash, no one knows everything about everything. We each have our own natural brain leads, whether it's engineering, product development, marketing, finance, or operations, founders need support and resources to face and solve challenges confidently. They need to know it's ok to not have all the answers today, and to reach out to mentors and advisors at any stage of their journey and above all, how to focus and prioritise time and energy.

I'd like to share an excerpt from Emma Thomson, PITCH IT UP, Director and Founder. Her words let us know that we're resonating and providing education and engagement that are critically important for success.

"I just wanted to send you a warm message of thanks and gratitude as I have had a really wonderful experience being a part of the ASTN female founders program. The WiST team, especially you, have been extremely generous with your time and very giving of your industry knowledge.

The learnings and the information imparted has been exceptional, and the hints and tips shared among the participants has been really valuable.

Through the online and in person female founders sessions I have made some lovely connections, and have very much appreciated having the insight and feedback from you about my business.

Sincerely, thank you very much for the opportunity to learn so much from you, your team and network! It has been invaluable and will be used for many years to come on my business journey."

In short, our work is not magic. This is what should happen! This incredible industry is exploding in growth and the opportunities have never been greater for anyone and everyone. I continue to be blown away by the can-do spirit and ingenuity of the brilliant founders we meet, and the clever solutions to very large problems that your country is producing.

It's our honour to work with you all and we are thrilled to partner with ASTN for all of it!

Cheers,

Marilou McFarlane

CEO and Founder

Women in Sports Tech (WiST)

ABOUT WiST

The mission of Women in Sports Tech is to drive transformative growth opportunities for women at all stages of their careers and introduce middle and high school young women to the wide array of career paths and opportunities throughout the sports tech and innovation landscape. The goal is to be the ultimate global community of women and men that connects women at all experience levels with the business leaders who want to hire them, from internships to board seats. Learn more at www.womeninsportstech.org

At a Glance

This report has been prepared by the Australian Sports Technologies Network (ASTN), the leading industry body for sportstech. This report strives to recognise and celebrate women who are leading sports innovation (the intersection of data, digital and technology within Sports, Entertainment, Esports and Digital Health) within government, industry, sporting institutions, universities and high-performance sport within Australia.

ASTN Interview Series

This year, ASTN engaged directly with seven leaders in the sports and technology sectors. These discussions facilitated an in-depth exploration of leaders in sports innovation, delving into their careers, key initiatives fostering diversity, as well as advice and visions for the future of Australia's sportstech sector.

Game Changers: 100+ Power List

The list of 100+ women and non-binary Australian sports innovation and technology leaders was compiled by a combination of ASTN workshops, interviews, desktop research and conversations with executive leaders over the past 12 months of 2023-2024.

ASTN has focused mostly on Australian-domiciled women working at the intersection of data, digital and technology in the areas of Australian sports performance, digitisation and sports business.

The criteria recognises women and underrepresented genders who have significantly advanced sports innovation through leadership, entrepreneurship, collaboration and overall impact on the sportstech sector.



Game Changers

100+ Power List of women paving the way for sports innovation

ASTN has focused mostly on Australian-domiciled women who are actively engaged at the intersection of data, digital and technology in the areas of Australian sports performance, digitisation and sports business. These individuals represent a diverse array of talent, expertise, leadership and innovation within the Australian sportstech ecosystem.

By spotlighting these leaders, we aim to highlight and celebrate the invaluable contributions of women in helping to shape the future of sports technology and innovation in Australia. From enhancing athlete performance through data analytics, to creating body protection armour bespoke for the female form, these

women are at the forefront of innovation, helping to propel Australian sports onto the global stage.

By showcasing their success, we seek to inspire the next generation of women leaders and innovators, while also encouraging greater diversity and representation within the sports technology sector.

This list includes women and underrepresented genders who are pivotal at the intersection of sports technology and innovation in Australia. They represent key figures within government, industry, sporting organisations, premier sports brands, universities, and high-performance sports in Australia, selected based on the following criteria:



Innovative impact: Recognising women in sportstech who have made significant contributions to advancing sports innovation.



Leadership and influence: Women who demonstrate strong leadership qualities and have effectively influenced and inspired others within the sportstech sector.



Entrepreneurs: Acknowledging women founders, co-founders or entrepreneurs who have helped to start a sportstech business.



Collaboration: Celebrating women who are actively engaged in collaborative efforts, partnerships, or mentorship program to support and empower others in the field of sports technology and innovation.



Diversity champions: Recognising women who champion diversity and inclusion within the sportstech community, actively promoting opportunities for greater industry representation.



Industry recognition: Considering women who have received awards or industry recognition for their contributions to sports technology and innovation both nationally and internationally.



Pioneers: Identifying women who have initiated change, innovation and progress in the industry – paving the way for future generations of innovators and entrepreneurs.



Overall impact on the industry: Considering the overall impact and contribution of women to the advancement and evolution of sports technology and innovation, both within their organisations and the broader industry.

For the purpose of this list, the sports wagering and betting industry is not included in ASTN's definition of sportstech. Professional services related to sports innovation have also been excluded – including digital, architectural, engineering, product design, leisure, planning, and strategic advice.

If you believe that you or someone in your networks should be included in this list, please reach out to ASTN to be included in the next edition.

Tara Ballard
Tara.Ballard@ASTN.com.au

Insights: Pioneering Leadership in Sportstech

In a series of interviews with seven industry leaders within the sports and technology sector, a diverse array of experiences, insights and perspectives emerged, painting a vivid picture of women in sports innovation in Australia.

Across these conversations, one overarching theme emerged: **the impact of empowerment and advocacy to drive positive change.** Through resilience, innovation, and community support, these individuals are overcoming barriers and challenging traditional norms to create a more inclusive environment for women in sports innovation.

From overcoming gender biases, to navigating the complexities as a woman sportstech founder, or spearheading diversity and inclusive initiatives, these leaders demonstrate exceptional leadership and resilience.

Key insights gathered from the interview series:

- The value of partnerships, mentorship programs and support networks to nurture talent.
- By challenging traditional norms and advocating for change, individuals can create more equitable and inclusive environments that empower women to thrive in sports technology and innovation.
- The importance of cultivating resilience in the sportstech industry, and the importance of persevering despite obstacles.
- Build supportive networks and communities to empower women.
- Understand multiple cultural frameworks, values, and norms to help break down the barriers.
- Be courageous by trusting in your own ability to challenge the status quo.
- Commit to continuous learning and improvement particularly in the areas of DEI.

“The more diverse the voices, the better the decision making in leading the design and ongoing development and growth of not only football, but society in general.”

Karen Pearce OAM, Executive Manager Growth and Inclusion, Football Victoria

To foster greater inclusivity and diversity within the sportstech sector, several recommendations emerged from the interview series:

- More diverse hiring practices within organisations.
- Empower underrepresented groups.
- Leadership development opportunities.
- Increase representation of women in leadership positions.
- Mentorship and support programs tailored specifically for women in sportstech.
- Greater investment in education and training programs that equip women with the skills they need.
- Implement diversity and inclusion initiatives within sportstech organisations.

“It is crucial that there is a greater representation from women in all areas of sport, including both on and off the field. Sport was inherently designed for men and continues to be so. Women are expected to play sport designed for men, in sportswear and gear designed for men and for a male audience.”

Molina Asthana, Founder and Executive Director, Multicultural Women in Sport

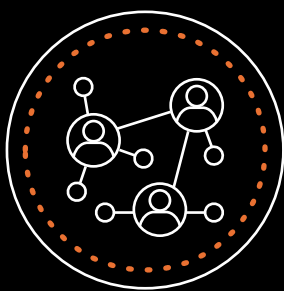
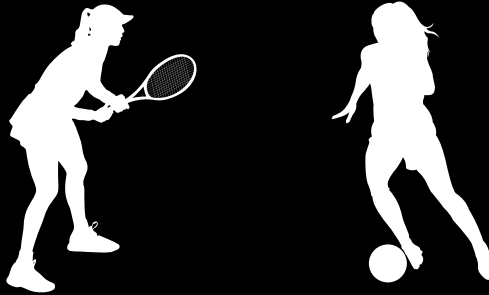


Emerging Themes: Women in Sports Innovation

Several key themes emerged from the interview series. These themes were clear from an analysis of the experiences, perspectives and recommendations shared by the interviewees.

Resilience and perseverance

Many shared stories of the importance of perseverance and cultivating resilience in the face of challenges and obstacles.

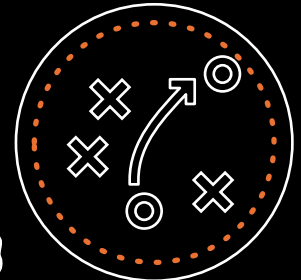


Community building

The importance of building supportive communities within the sportstech industry. Many spoke about the role of communities in providing mentorship, networking opportunities, and emotional support, particularly for women and underrepresented groups.

Challenging the status quo

There was a consistent theme of challenging traditional norms and perceptions within the sports innovation sector. They discussed the importance of challenging stereotypes, advocating for change, and pushing the boundaries of what is possible in sports, technology and innovation.



Empowerment through education and advocacy

Many spoke about the value of education, advocacy and mentorship in empowering women and the need for targeted initiatives to help support skill development and promote leadership opportunities.

Champions

Many highlighted the importance of mentors, and allies that are willing to support and amplify the voices of women in the industry, and the value of building a strong network of champions regardless of gender, who share a vision for empowering women.



Reshaping mindsets for a more inclusive sector

Spotlight on Karen Pearce OAM, Executive Manager Equity, Growth and Inclusion, Football Victoria

Karen Pearce OAM has over 25 years of experience championing diversity, equity and inclusion (DEI) in sport and was awarded an Order of Australia Medal (OAM) in 2021 for her services to sport administration. Karen's commitment to integrating DEI into the core of a business motivates her to reshape mindsets, lead transformation and achieve growth outcomes that not only leave a lasting impact, but the creation of a safer and more inclusive world.

Spotlight on Career

Karen's career in sports administration was a simple transition brought about by her love of basketball. A brief three-month position at Basketball Victoria, while balancing her full-time role as a stay-at-home Mum of four, turned into a stellar career in basketball spanning nearly 20 years. Over two decades, Karen's role took shape along with the overall status of sport, to focus more on diversity and inclusion. In 2019, Karen moved to Football Victoria continuing to work in the DEI space with a focus on driving equity.

"The early days of dabbling in diversity, equity and inclusion, teaching myself to understand the philosophy, developing the principles and the practice to enable access and drive growth outcomes, led to a career in sport driven from the heart, and my desire to enable anyone to be involved however they chose to do so."

Karen expressed, "It has always been, and still is an absolute privilege to work in the sports industry and I wouldn't have it any other way. However, as the world evolves, so must the world of sport. Today's world is one where society demands immediate action, assistance and opportunity."

Pioneering initiative: Change Makers

Karen has been integral to the Change Makers project, a partnership between Football Victoria (FV), Victoria University (VU) and Regional Sport Victoria (RSV) to address the gendered drivers of violence in football clubs. Underpinned by sociological research and pedagogical best practice, Change Makers is focused on empowering community football clubs to analyse and transform gendered inequities.

Football Victoria's aim for 50:50 gender equity by 2027 is confronting gender disparities within the sport. Through innovative initiatives targeting institutional resistance and promoting prevention of violence against women, they're leading positive change. Their model offers tailored support to clubs, empowering them to address intersectional gender biases and broader social inequalities.

"We know that by working alongside our clubs, we will reduce the risk of apathy, complacency, and gender fatigue and instead, shift attitudes and action change. Identifying allies (people and clubs) enables a strategic focus to shift the 'moveable middle' so change can effectively begin and prevent further resistance."

"Empowering our clubs to learn to see and identify inequities and then plan for sustainable change is testament to their commitment."

"So far, we've seen tangible shifts in increased engagement of women and girls in various capacities throughout their club which has been an absolute pleasure to witness."

"...as the world evolves, so must the world of sport. Today's world is one where society demands immediate action, assistance and opportunity."

Increasing representation of women

Karen says that power structures are generally built around men's lives and stereotypical perceptions around women leaders such as being bossy and too tough. Strong leadership and committed champions regardless of gender, attribute to an enabled environment particularly when women have a seat at the table and men support as allies.

"When a leader cares about an issue, the rest of the organisation tends to follow. Embedding it into business will withstand leadership change and focus on ensuring sustainability. For football, gender equality is multi-dimensional. It's not only about the number of players on the pitch, but it also impacts our game as a collective."

"From the internal biases to the dominant coaching fraternity, to the severe lack of female referees, and to the leaders in our game who sit around the club boardroom desperately trying to change mindsets to a better more inclusive sporting world."

"For women, usual day-to-day burdens and commitments can often stifle ambition to learn more and lead. When combined with self-doubt and a lack of confidence, the result is a severe lack of women in leadership positions in sport."

"For women, usual day-to-day burdens and commitments can often stifle ambition to learn more and lead. When combined with self-doubt and a lack of confidence, the result is a severe lack of women in leadership positions in sport."

Karen says that globally we are seeing a greater shift towards the empowerment of women across all levels of society.

"Our responsibility is to provide access to our women, girls and gender diverse people to develop and thrive as leaders in football. Closing the gender gap has gained momentum, including supporting and increasing the number of women in boardrooms, but sadly, change remains slow leaving inequity at the fore," said Karen.

Karen expressed that we must make visible the gender discrimination and work hard to elevate the number of women as vital role models. The more diverse the voices, the better the decision making in leading the design and ongoing development and growth of not only football, but society in general.

A much-needed conversation

Karen says the emergence from the pandemic started slow, but the ultimate success of the FIFA Women's World Cup 2023 has holistically reinvigorated sport and created a catalyst to actively drive DEI outcomes.

"The current boom in women's sport is creating much-needed conversation that defines women as strong, resilient, and authentic leaders. We cannot revert to the ways of yesterday."

"We need to ride the wave of this success and continue to scale and ensure everyone is afforded the same opportunities, rights, and respect. Not just because it is the right thing to do, but because if we break the cycle and identify and change the dominant forms of masculinity, we will create a united, safe, and more inclusive society where we can all thrive," concluded Karen.

Embracing diversity through data-driven innovation



Spotlight on Hannah Jachmann, Head of Data and Insights, Fremantle Football Club

With a passion for transforming data into growth-driving strategies, Hannah is particularly drawn to the sportstech community, where there's a shared drive to push the boundaries of what's possible with data and technology. Hannah envisions a future where women play an increasingly significant role in sports and innovation in Australia.

Unconventional journey into sportstech

Hannah's career path has taken an unconventional route, starting in a fast-paced retail start-up, gaining experience in business development, market research, and expansion strategies. At Procter and Gamble, Hannah honed her insights and analytical skills before joining the Fremantle Dockers as Head of Data and Insights.

"It's the unique intersection of consumer passion, social identity, and data-driven innovation that truly excites me about joining the Fremantle Dockers and entering the sports industry," said Hannah. "Sports fans have such a deep connection to their teams and athletes, creating a unique community unlike any other."

Diverse leadership empowers

Hannah firmly believes in the undeniable benefits of greater representation of women across sports leadership, innovation, and administration. "Positive changes are already visible, evidenced by increasing demographic diversity in the industry, progress in pay equality, the growth of AFLW, and through lived experiences," said Hannah.

"Greater female representation increases diverse perspectives, leading to a wider range of ideas and problem-solving approaches. This creates a more inclusive environment for all athletes and staff, as well as increased connection with female fans."

Hannah emphasises the importance of female role models in sports, saying, "Seeing women in leadership

positions across sports empowers and inspires young women and girls to pursue athletic and professional careers. It embodies the principle 'You've got to see it to be it'."

"Greater female representation increases diverse perspectives, leading to a wider range of ideas and problem-solving approaches."

Embrace a growth mindset

Hannah recommends building solid foundations in data analysis, including statistics and machine learning, data governance, business acumen, and communications skills. Hannah believes it's important to gain experience in relevant sportstech projects but also values diverse perspectives from different industries.

"Embrace a growth mindset and be open to new challenges. Actively engage in industry events, conferences, and online communities to build a strong network," said Hannah.

Hannah also highlights the importance of advocacy within the industry. "Recognise your own role in advocating for women in the sportstech space. Actively engage in the community, connect with other women, and champion their advancement."

Empowerment through skills and advocacy

Hannah's vision is to see more women participating, leading, and succeeding in sportstech and innovation which she believes is possible through targeted initiatives.

"Employing targeted initiatives to combat unconscious bias throughout all stages of the career journey is crucial. Investing in education and training, such as the Female Leadership Development program at the Fremantle Dockers, is essential," concluded Hannah.

Empowering women to put their health first



Spotlight on Suzie Betts, Founder, Boob Armour

Suzie Betts is the creator of Boob Armour, an Australian startup designed to protect and empower females in their pursuit of physical activity. Suzie has a strong commitment to promoting confidence and empowerment, dedicating herself to ensure that females of all ages have the freedom to engage in any physical activity they desire.

Allowing females to push their limits

Boob Armour is a symbol of female strength, resilience, and determination. Through careful design and innovation, Boob Armour provides the necessary support, comfort, and protection to enable females to participate in sports, occupations, and other physical activities with confidence and peace of mind. By combining functionality, style, and safety, Boob Armour allows females to push their limits and embrace their full potential.

Working to break down barriers

As the founder and CEO of Boob Armour, Suzie has poured her expertise into developing a product that addresses the unique needs of females. Combining her passion for sports and technology, Suzie embarked on this path driven by a vision of empowering female athletes through innovative solutions.

Witnessing the transformative potential of technology in sports, Suzie was inspired to create a solution to address the specific needs of female athletes. The realisation that there was a significant gap in protective gear for girls and women in sports propelled her to act and establish her own business.

“By providing a comprehensive solution that caters to the diverse needs of women, I’m working to break down barriers and create a world where females can participate in any physical activity without limitations.”

“Boob Armour promotes female sport participation, safety, inclusivity, and empowerment. By prioritising breast protection, we are empowering female athletes to put their health first and pursue their aspirations confidently, with a focus on long-term breast health,” said Suzie.

In addition to her entrepreneurial endeavours, Suzie is deeply committed to advocating for female empowerment. "I firmly believe that physical activity plays a crucial role in building confidence, fostering personal growth, and promoting overall well-being. Through Boob Armour and my involvement in various initiatives, I strive to inspire females to embrace their bodies, pursue their passions, and challenge societal norms," said Suzie.

"Boob Armour represents more than just a business venture—it's a mission-driven endeavour rooted in a commitment to gender equality, safety, and empowerment. By leveraging cutting-edge technologies, we aim to revolutionise the way female athletes train, compete, and stay safe on the field," said Suzie.

Entrepreneurial journey

Suzie's journey has been marked by challenges, triumphs, and invaluable lessons learned along the way. "Overcoming scepticism and breaking through traditional norms posed initial hurdles, especially in a field largely dominated by male-centric perspectives and products," said Suzie.

To address these challenges, Suzie focused on building a strong network of supporters and allies who shared her vision of empowering female athletes through innovative solutions.

"Collaborating with like-minded individuals and organisations helped amplify our message and fostered a sense of community within the sector."

"... Overcoming scepticism and breaking through traditional norms posed initial hurdles, especially in a field largely dominated by male-centric perspectives and products."

Advice for aspiring women in sports innovation

For aspiring women entrepreneurs looking to venture into the sports innovation space, Suzie's advice is rooted in three key principles: resilience, innovation, and community.

"My advice is to first, cultivate resilience, and embrace setbacks as learning experiences. Secondly, think creatively and challenge the norm. And third, build a supportive community by surrounding yourself with mentors, allies, and fellow entrepreneurs. Above all, stay committed to your vision and forge your own path," concluded Suzie.

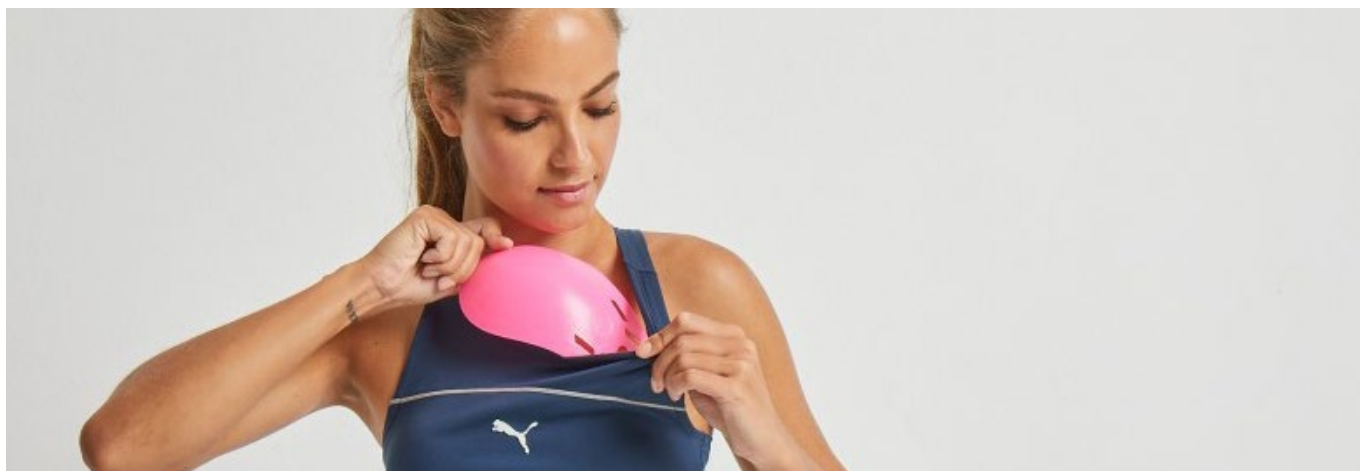
Looking ahead to Brisbane 2032 and beyond

Looking ahead to the Brisbane 2032 Olympic and Paralympic Games, Suzie envisions a transformative shift in the role of women in sports innovation in Australia. With a spotlight on Brisbane, there's a unique opportunity to accelerate the momentum for gender equality and inclusivity in the sports innovation space.

Suzie says that one key area of focus should be to foster a culture of mentorship and support for women in sports innovation. "Providing mentorship programs, networking opportunities, and resources can empower female entrepreneurs and encourage them to pursue careers and leadership roles within the sportstech sector."

"Ultimately, by fostering a supportive ecosystem that champions women in sports innovation, we can harness the collective talent, creativity, and expertise of all individuals to shape a more inclusive, equitable, and innovative future for Australian sports," said Suzie.

"Addressing the gender gap in sport is not just a matter of equality, it's a missed chance for growth, innovation and inclusivity. Increased representation promotes inclusivity, breaks down stereotypes and expands the talent pool," she added.





Building inclusive communities for women who run

Spotlight on Lydia O'Donnell, Co-Founder, Femmi

Lydia O'Donnell is the Co-Founder and CEO at Femmi. An accomplished athlete and running coach, Lydia has been working with athletes for over ten years. She has also held the Nike Head Running Coach position for the Pacific region for the last six years. Lydia is passionate about building supportive, inclusive communities centred around running and movement.

Resilience through adversity

Growing up as a competitive runner, Lydia always felt the barriers exist for women. "The system has been set up by men, for men, and female athletes have unfortunately always been an afterthought; with less than 6% of sports science research being conducted exclusively on female physiology," said Lydia.

After suffering health implications in her twenties and losing her menstrual cycle, Lydia took a step back to focus on her health. This led her on a journey of learning about her body, and highlighting the lack of support women athletes receive.

Lydia, with co-founder Esther Keown, identified a market gap in sportstech tailored for women, sparking their journey to address this issue – which is how Femmi was born.

Femmi is a mobile app designed for women who run, Femmi addresses the unique needs of women, providing personalised training guidance synced with their menstrual cycles.

"It is important to bring diversity into sportstech so that women are not only being accounted for, but are using tools that are made for them, and not for men," added Lydia.

"Our mission is to ensure that women don't have to choose between their health and their performance. Both should be able to thrive concurrently."

Overcoming challenges, building community

Lydia admits the startup journey as a female founder has been challenging at times. "As a woman founder, solving problems for women, in an industry built by men, has been incredibly challenging. The fact that men may not fully understand the issue can create a barrier between our discussions at Femmi and investors' comprehension of the problem," said Lydia.

Despite facing many challenges, Femmi has raised over A\$1 million and created an app specifically for women, to empower women to train in line with their menstrual cycle.

Femmi has built a 'Femmi Run Community' bringing women together across Australia and New Zealand.

"We get to spend time with our community. We hear the passion our community has for Femmi and their drive to break down gender equality barriers. We feel so much support for the work we are doing. It truly feels like an army of women behind us every step of the way," said Lydia.

Recognise your voice

Lydia's advice to aspiring women in sports innovation is to lean into every opportunity, be confident in your skills, and recognise the importance of your voice.

"It is important to know that we are needed and can bring a diverse voice to all industries, especially ones that have been set up and led by men, like the sporting and technology industries," said Lydia.

Lydia highlights the growing momentum of women's sports, especially after the Soccer World Cup in Australia.

"Women's sport is gaining so much traction at the moment. To further promote and support women in this field, it would be incredible to see more support and funding for sportstech for women, particularly around research of the menstrual cycle and the different experiences women go through with their periods and beyond."



From pro athlete to AI engineer: Utilising technology to drive social impact

Spotlight on

Kahlia Hogg, Associate in Research, Duke University

Kahlia is a former pro athlete, Fulbright Scholar and AI Engineer. Kahlia is passionate about AI driven social impact, and is committed to exploring the realms of possibility between sports and climate tech.

From athlete to innovator

Kahlia completed their B.Sc in Mechanical Engineering in the US whilst playing professional soccer. Their dream job was to design and engineer mountain bikes for Specialized. "I knew I wanted to work in 'sportstech' before I even knew what it was," Kahlia says, reflecting on their journey.

In 2017, an injury sidelined Kahlia from the game, prompting them to learn to code. "Fast forward to 2021, and I found myself injured again, contemplating retirement," they recall. It was then that Kahlia decided to hang up their boots and accept a Fulbright Scholarship to pursue their Master's studies in AI at Duke University.

"The true power of sport is that it is for everyone. As we re-imagine how sport is played and engaged with, we need to ensure it is inclusive and representative of everyone."

Revolutionising sports commentary

As a 2023 Women in Sportstech Fellow, Kahlia was placed as an AI Engineer with the IBM iX Sports and Entertainment team, who was tasked to build a tennis-specific AI commentary model designed to enrich the fan experience.

Played 1.5 million times, the AI-commented highlights captured global media coverage, drawing both praise and scepticism. "But the stats were clear," Kahlia states. "This innovation ensured that outer court matches, often allocated to Ladies' matches, received the same level of commentary as the main courts, which typically favoured Men's matches."

Championing inclusivity in sportstech

Kahlia emphasises that sports innovation must embrace all identities, expressions, and intersections of gender, neurodiversity, sexuality, (dis)ability, race, culture, and socio-economic background. "The true power of sport is that it is for everyone. As we reimagine how sport is played and engaged with, we need to ensure it is inclusive and representative of everyone."

Staying curious and embracing change

Kahlia emphasises that Sportstech and innovation is much more than being a coder, it's about unlocking transformation across every facet of sport, from grassroots community engagement and fan experience, to high-performance sports science and venue operations.

Kahlia encourages women to embrace the dynamic environment and stay inquisitive. "To be successful in sports innovation, you need to be infinitely curious. The rate of change in this field is unprecedented. Every day, there's a new model or technology just waiting for a spark of creative genius to wonder how it might revolutionise sport."

Driving social change through innovation

"I applaud the Brisbane 2023 Games for recognising the importance of climate action, inclusion, and connection as core themes." Kahlia sees this strategic vision as not only critical for Australia but particularly significant for women and the next generation, who are most vulnerable to the inequalities of climate impact and lack of inclusion.

"We need to ensure that the voices of women and other marginalised groups are heard and included in these initiatives, to ensure we can create meaningful and lasting change in the sports industry and beyond," said Kahlia.

Facilitating connection through the power of sport



Spotlight on Molina Asthana, Change our Game Ambassador and diversity advocate

Molina Asthana is a leader in both sport and law. She found her passion for sports upon immigrating to Australia, prompting her to champion diversity and inclusion through initiatives like Multicultural Women in Sport. She advocates for greater representation of women in sports innovation, emphasising the need for affirmative action to support aspiring women.

Career journey and inspiration

Molina is the Chair of AFL South East Regional Advisory Council and Handball Victoria. She is the former Chair of Gymnastics Victoria and servers on multiple sports boards. She founded the NFP Multicultural Women in Sport initiative and holds prominent positions in the legal community. Molina is also an advisor to the Australian Sports Commission spearheading several initiatives to promote diversity and inclusion in sports. She is also a Change Our Game Ambassador for Victoria. Molina's contributions have garnered her numerous awards, including the Victorian Multicultural Award for Excellence twice.

Growing up in India, Molina says she didn't have the opportunity to participate in sport at an early age. "Sports are never a priority for Indian kids. It was all about academics and for women, not even that as women are not encouraged to participate," said Molina.

"Sport has a role in helping women to overcome issues of isolation and depression in a new country, facilitating connection with peers and fostering a sense of camaraderie, strength and self-belief."

"When I came to Australia, I really appreciated the rich sporting culture. I started running and joined a running group. Sport has increased my confidence, given me the strength of mind and body, helped me overcome stressful situations and generally helped me get accustomed to the Australian way of life," said Molina.

Molina believes that sport has a lot of advantages, particularly for women from multicultural backgrounds. "Sport has role in helping women to overcome issues of isolation and depression in a new country, facilitating connection with peers and fostering a sense of camaraderie, strength and self-belief. It can also empower women to come out of abusive relationships and cultivates a sense of belonging in a new country, especially in a sporting nation like Australia."

Despite the advantages, very few women of multicultural backgrounds participate in sport. Molina believes that this is because they face a lot of barriers in participation.

"I founded the NFP Multicultural Women in Sport which aims to create pathways for increased participation of women from multicultural backgrounds in sport for their empowerment, their general well-being and a sense of belonging to the community," said Molina.

"Bridging the gender gap can only be done when women are in sports innovation, administration and in leadership positions so they can design sport that also caters to women."

Importance of diversity to drive greater representation of women

"It is crucial that there is a greater representation from women in all areas of sport, including both on and off the field. Sport was inherently designed for men and continues to be so. Women are expected to play sport designed for men, in sportswear and gear designed for men and for a male audience," said Molina.

Molina believes that to include women in sport we need a change of formats, of uniforms, shoes, equipment, for women to play with modest clothing, hijabs and other inclusive initiatives.

"Bridging the gender gap can only be done when women are in sports innovation, administration and in leadership positions so they can design sport that also caters to women. And when sport is designed in a way that caters to the other half of the population that it wasn't catering to until now, it will also impact the business of sport positively."

"Having women in leadership also provides role models and encourages others to aspire for these positions and this eventually brings about a shift in the gender balance overall."

Advice for aspiring women and sports innovation

In the face of challenges in the male-dominated sports industry, Molina emphasises the importance of perseverance and resilience, especially for women from diverse backgrounds, who encounter additional barriers.

"It's important to persevere and be resilient. For women of diverse backgrounds it's even harder as we face the double-glazed glass ceiling. You will often encounter resistance, so it's crucial that you build your resilience and keep on persevering despite the push back. Don't hesitate to lean on others when you need to or to ask for help," added Molina.

Driving change for the future

Molina believes that in the lead up to Brisbane 2032, we will see more women in leadership positions both on and off the field.

"I see women in sport innovation playing an enormous role in the lead up to the Olympics. Occupying decision making roles, they will drive greater inclusion and a more contemporary sporting eco system. However, to make this happen we still have a long way to go to bolster women's participation in sport, attract women to leadership roles, as well as address the gender pay gap in sport," concluded Molina.

"It's important to persevere and be resilient. For women of diverse backgrounds it's even harder as we face the double-glazed glass ceiling. You will often encounter resistance, so it's crucial that you build your resilience and keep on persevering despite the push back."

Creating positive change through action

Spotlight on Teresa Simonetti, Chief Engineer, SportsGrid

Teresa is a passionate advocate for gender diversity and driving positive change through the development of female-focused initiatives. As Chief Engineer at SportsGrid, a company specialising in digital sports infrastructure, Teresa oversees the development of the flagship platform, revolutioniseSPORT. Her work in the sportstech space blends solution architecture, interface design, data science, and digital strategy.

Discovering passion through grassroots sport

Teresa's journey into sportstech began with an unexpected turn from her original career path in medicine. Although Teresa graduated, it was her involvement with her local water polo association that she discovered her true passion.

"What began as a supportive role scoring matches quickly saw me evolve into a committee member. As I delved deeper into the administrative aspects of grassroots sports, I recognised a need for a comprehensive platform to streamline essential functions like membership management and competition organisation," said Teresa.

Using this experience, Teresa and her colleague Alex Mednis set out to develop a platform flexible enough for any sport to adopt, customise and thrive. From that, revolutioniseSPORT was born.

From challenges to triumphs

For Teresa, navigating a male-dominated industry posed a significant challenge. "I think for us, the biggest challenge was being taken seriously."

After investing significant effort into the award application process, Teresa had her 'breakthrough moment' at the 2017 National Sports Convention.

"We won the Sport, Recreation and Play Industry Innovation Awards, in the Technological Solutions and Products category. Even sweeter was the iconic photo I took with the other category winners—all men, all white, and all middle-aged—holding my giant novelty cheque. It was a validating moment and a clear indication that we were doing something right and that we were here to stay," adds Teresa.

Taking action to drive change

For years, Teresa has been advocating for balanced gender representation within SportsGrid, aiming for a 50/50 split. Recently, the business has sponsored women in engineering societies at University, and organises internship programs to actively promote the involvement of women in STEM fields.

Fostering innovation and creativity through diversity

Teresa recognises the need for gender diversity in sportstech and innovation fields. "When you have a room full of people with different backgrounds, experiences, and perspectives, you create a dynamic environment where ideas can flourish and problems can be approached from various angles," said Teresa.

Teresa's advice for women looking to get into sportstech is to prioritise understanding your customers' needs. "It's crucial to focus on one aspect of your offering and excel at it rather than trying to do too much at once. Success often comes from solving real problems faced by your target audience."

Transforming the future of Sportstech

Teresa emphasises the importance of encouraging girls' participation in sports and technology from a young age. "Girls participation in sports drops off sharply from age 15, at double the rate seen in boys. We need to work towards closing that gap," she explains.

Change Makers: Power 100+ List







Meet Australia's leading women shaping the future of sports innovation.

GOVERNMENT AND POLICY (C-LEVEL AND SENIOR EXECUTIVES)			
LOGO	COMPANY	NAME	ROLE
 Australian Government	Australian Government	The Hon. Anika Wells MP	Minister for Sport
 Australian Sports Commission	Australian Sports Commission	Clare Kerr	Director, Clearinghouse for Sport
	Brisbane 2032 Organising Committee	Natalie Cook OLY	Board Director
	Brisbane 2032 Organising Committee	Dr Sarah Kelly OAM	Various roles: <ul style="list-style-type: none"> • Board Director, Brisbane 2032 Organising Committee • Qld Chapter Lead, Minerva Network • Director, Sports Diplomacy Alliance • Director, Brisbane Lions AFL Club • Associate Professor, University of Queensland
	Invest Victoria & Global Victoria	Danni Jarret	Chief Executive Officer
 Queensland Government	Queensland Government	Lea Diffey	Deputy Director-General Innovation
 SPORT INTEGRITY AUSTRALIA	Sports Integrity Australia	Naomi Speers	Chief Science Officer
 STADIUMS QUEENSLAND	Stadiums Queensland	Angela Henderson	Group Executive, Technology Services
 VICTORIA State Government	Victorian Government	Sue Clerk	Principal Adviser, Events and International Sport and Recreation Victoria - Sport and Experience Economy
 VICTORIA State Government	Victorian Government	Sarah Styles	Director, Office for Women in Sport and Recreation

SPORTS ORGANISATIONS

LOGO	COMPANY	NAME	ROLE
	AFL Players' Association	Claire Quartuccio	Head of Data & Insights
	Australian Football League (AFL)	Elisa Koch	Head of Data and Analytics
	Australian Football League (AFL)	Laura Kane	Executive General Manager, Football
	Australian Football League (AFL)	Marija Simich	Head of Strategy
	AusCycling	Marne Fechner	Chief Executive Officer
	AusCycling	Jasmin Harrison	Digital Products and Insights Lead
	Basketball Australia	Christy Collier-Hill	Head of WNBL
	Basketball Australia	Lauren Jackson	Head of Women and Girls
	Cricket Australia	Rebecca Brown	Platform Manager, Grassroots & Identity
	Cricket Australia	Annie Clare	Customer Data Strategy
	Football Australia	Sarah Walsh	Head of AFC Womens Asia Cup 2026 Office
	Football Victoria	Karen Pearce	Executive Manager Equity, Growth and Development
	Golf Australia & PGA of Australia	Kirsty Wrice	Digital Content Manager
	National Basketball League	Vicha Supriyanto	Digital Partnerships
	National Rugby League (NRL)	Tain Drinkwater	Executive General Manager, Performance and Pathways
	Paralympics Australia	Catherine Clark	Chief Executive Officer

SPORTS ORGANISATIONS

LOGO	COMPANY	NAME	ROLE
	Skate Australia	Caitlin Honey	Chief Executive Officer
	Surfing Australia	Joanna Parsonage	Research & Innovation Manager
	Swimming Australia	Jess Coronas	General Manager, Performance Support and Olympic Campaign
	Vicsport	Lisa Hasker	Chief Executive Officer
	Women In Sport WA	Karen Hennessy	Founder
	World Rugby	Fran Vavallo	Head of Digital Business Development








INDUSTRY LEADERS

LOGO	COMPANY	NAME	ROLE
	Australian Strength and Conditioning Association	Susan Currell	Chief Executive Officer
	Australian Rugby League (ARL)	Kate Jones	Commissioner, ARL Paralympics Australia Board Member Executive Director, Tech Council of Australia
	JCDecaux Australia	Cristina Smart	Head of Data Innovation and Audience Insight
	Kayo Sports	Cate Hefele	Executive Director
	Multicultural Women in Sport	Molina Asthana	Founder and Executive Director, Multicultural Women in Sport Change our Game Ambassador Chair of AFL South East Regional
	PMY Group	Emily McGrath	Executive General Manager
	Rugby World Cup Australia	Jane Hernandez	Executive General Manager Operations


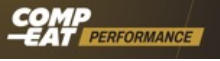













INDUSTRY LEADERS

LOGO	COMPANY	NAME	ROLE
	Sydney Flames Hoops Capital, Wollemi Capital Group	Victoria Denholm	President, Sydney Flames CEO & Director, Wollemi Capital Group
	Sportradar	Bianca Keel	Senior Global Executive
	Sports Entertainment Network (SEN)	Penni Crawford	Commercial Director
	Sports Rights Tech and Sports Rights Management	Judith Griggs	Founder
	Sports Venue Business and SVB Live	Cassandra Calleja	Head of Global Business Development and Client Relations
	Super Retail Group	Mandy Ross	Chief Information and Digital Officer
	Telstra Broadcast Services	Anna Lockwood	VP International

















ENTREPRENEURS AND FAST GROWTH COMPANIES

LOGO	COMPANY	NAME	ROLE
	Albion Sports Technology	Louise Lorkin	Director
	Assist Athlete Services	Mikhaela Donnelly	Founder
	Better Events VR	Ingrid Proud	Also part of Brisbane 2032 Legacy Committee / Advisory Board Member – Queensland XR Hub
	Boob Armour	Suzie Betts	Founder
	Branthem	Dene Menzel	Founder
	Catapult Sports	Clarice Trevisan	User Experience Director
	Champion Life	Kym Hunter	Founder & Managing Director

ENTREPRENEURS AND FAST GROWTH COMPANIES

LOGO	COMPANY	NAME	ROLE
	Cipher Sports Technology	Katie Prowd	Co-Founder & COO
	Compeat Performance	Alicia Edge	Co-Founder & Co-CEO
	Cool Beans Underwear	Saara Jamieson	Founder & CEO
	CrowdClip	Naomi Henn	Founder & CEO
	DMC Sport	Louise Gale	Chief Executive Officer
	Evolt IoH	Kelly Weideman	Co-Founder
	Femmi	Lydia O'Donnell	CEO & Co-Founder
	Femmi	Taegan Baxter	Growth Manager
	Femtek	Olivia Orchowski	Founder & CEO
	Fempro Armour	Stephanie Bofinger	Founder & CEO
	Glósóli	Kelly Peel	Co-Founder
	Glósóli	Ashleigh Palmer	Co-Founder
	GOATD	Emma Lyon	Founder & CMO
	Ida Sports	Laura Youngson	Chief Executive Officer
	InspireTek	Annie Devitt	Founder
	MakeSport	Isabel Flindt	Co-Founder & Program Director





ENTREPRENEURS AND FAST GROWTH COMPANIES

LOGO	COMPANY	NAME	ROLE
	NETFIT Netball	Sarah Wall	Founder & CEO
	Nicco Global	Richelle Nicols	Founder and CEO
	Peak Preparation	Sacha Fulton	CEO
	Perfect Pelvic Floor	Melanie Platt	Founder
	Pibbot	Elena Von Rosenberg	Co-Founder
	Pitch It Up	Emma Thomson	Director & Founder
	Player Armour	Rhiannon Green	Chief Executive Officer
	Prism Neuro	Elizabeth McGrath	Co-Founder & CEO
	Real Serious Games	Karen Sanders	Co-Founder & GM
	revolutioniseSPORT	Shabrina Yusri	Platform Engineer
	revolutioniseSPORT	Teresa Simonetti	Digital Director
	Splink	Sue Robson	Founder & CEO
	SpartX	Georgie Pinn	Founder
	STATS Perform	Madeleine Chick	Cricket & Operations Manager ANZ
	World Sport Action	Marissa Cooper	Co-Founder & CEO
	Zena Sport	Donna Johnson	Co-Founder
	Zonely	Alicia Nagle	Founder











UNIVERSITIES

LOGO	COMPANY	NAME	ROLE
	Australian Catholic University	Louise Burke	Chair of Sports Nutrition
	Australian Catholic University	Shona Halson	Professor, School of Behavioural and Sports Health Science
	Central Queensland University	Melanie Hayman	Associate Professor Health Sciences
	Deakin University	Amelia Carr	Lecturer in Applied Sport Science
	Deakin University	Lyndell Bruce	Senior Lecturer in Sports Science
	Duke University	Kahlia Hogg	Associate in Research
	Edith Cowan University	Sophia Nimphius	Pro-Vice Chancellor (Sport)
	Griffith University	Caroline Riot	Director, Games Partnerships and Engagement
	Griffith University	Naomi McCarthy	Manager of Sports Engagement and Program Lead, Griffith Sports College
	Griffith University	Clare Minahan	Associate Professor, Sports Science
	Griffith University	Popi Sotiriadou	Associate Professor of Sport Management
	Griffith University	Stefanie Feih	Director, Advanced Design and Technologies Prototyping (ADaPT) Institute
	Queensland University of Technology (QUT)	Emily Rosemond OLY	Director, Sport
	Queensland University of Technology (QUT)	Kerrie Mengersen	Distinguished Professor of Statistics, Director of Centre for Data Science
	Queensland University of Technology (QUT)	Kath O'Brien	Senior Lecturer
	Swinburne University	Emma Sherry	Director, Centre for Sports Innovation
	Swinburne University	Joan Norton	Head of Commercial Programs & Operations

UNIVERSITIES

LOGO	COMPANY	NAME	ROLE
	UNSW	Kirsty McDonald	Lecturer School of Health Sciences
	University of Southern Queensland	Brianna Larsen	Lecturer of Sport and Exercise
	University of Western Australia	Jacqueline Alderson	Professor, Tech Director - UWA Minderoo Tech & Policy Lab
	Victoria University	Alice Sweeting	Senior Lecturer - Sport Science & Analytics

HIGH PERFORMANCE SPORT

LOGO	COMPANY	NAME	ROLE
	Australian Football League (AFL)	Lauren Boothby	Strategy Data Analyst
	Australian Institute of Sport	Alison Alcock	National Lead in Performance Analysis
	Australian Institute of Sport	Nicole Townsend	National Technology Quality Assurance Lead
	Collingwood Football Club	Nicolai Morris	Head of Performance AFLW
	Fremantle Dockers	Hannah Jachmann	Head of Data and Insights
	Netball Queensland and Queensland Firebirds	Kelly Penfold	Head of Strength and Conditioning
	NSW Office of Sport	Juanita Weissensteiner	Principal Advisor Talent Pathways
	Paddling Australia	Kim Crane	National Performance Director
	Queensland Academy of Sport	Emma Beckman	Para Sport High Performance Manager Associate Professor in Clinical Exercise Physiology at UQ
	Queensland Academy of Sport	Courtney Porter	Movement Scientist

HIGH PERFORMANCE SPORT

LOGO	COMPANY	NAME	ROLE
	Queensland Academy of Sport	Megan Shephard	Senior Research Partnerships
	Queensland Academy of Sport	Jessica Walker	Director of Performance Partnerships
	Queensland Rugby League	Carolyn Seng	Women's State of Origin Analyst Senior Product Solutions Manager, Teamworks
	South Australian Sports Institute	Keren Faulkner	Director
	South Australian Sports Institute	Sian Barris	Skill Acquisition Specialist
	Surf Lifesaving Australia	Narelle Duggan	Performance and Pathways
	Victorian Institute of Sport	Anne-Marie Harrison	Chief Executive Officer
	Victorian Institute of Sport	Sylvie Withers	Innovation and Research Project Manager

Acknowledgments

The Women in Sports Innovation report is the result of consultation with industry leaders in the sportstech sector. ASTN would like to thank everyone who contributed their time and expertise to help shape this document.

Thank you to Women in Sports Tech (WiST), a nonprofit organisation aimed at expanding career opportunities and enhancing pathways for women in sportstech, at all stages of their careers, from the classroom to the boardroom.

ASTN specifically acknowledges the leaders who participated in the interview series:

Karen Pearce OAM, Teresa Simonetti, Molina Ashthana, Suzie Betts, Hannah Jachmann, Lydia O'Donnell and Kahlia Hogg.

Concluding Remarks

This report shows the power of collaboration and the talent of women in the country. We can do better as an industry to move the needle and drive meaningful change.

ASTN recognises that a specific and separate approach is required to effectively uplift women's participation and long-term impact. ASTN will continue to strive for 30 per cent women's representation and promote more women in sportstech run programs.

Collaboration between the sports and technology industry alongside government is crucial for driving significant change. ASTN is actively seeking funding and grant opportunities to bolster programs, enabling ASTN to expand these initiatives further.

If you would like to submit an individual to be added to this list for ASTN's next edition in 2025, please get in touch with ASTN's Communications Manager, Tara Ballard Tara.ballard@astn.com.au





Australian Sports
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