



# Victorian Sport Economy

TRADE MISSION TO THE GULF 2024  
DELEGATION DIRECTORY

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## This trade mission is proudly brought to you by Global Victoria, the State Government of Victoria's trade facilitation agency.



Global Victoria is a diverse group of dedicated trade specialists, and our mission is to inspire global possibilities and support the global ambitions of our world-class exporters.

We provide a gateway to global economies and communities and operate the largest international network of trade and investment offices of any Australian State or Territory with 23 international offices demonstrating the value we place on our global connections and partnerships.

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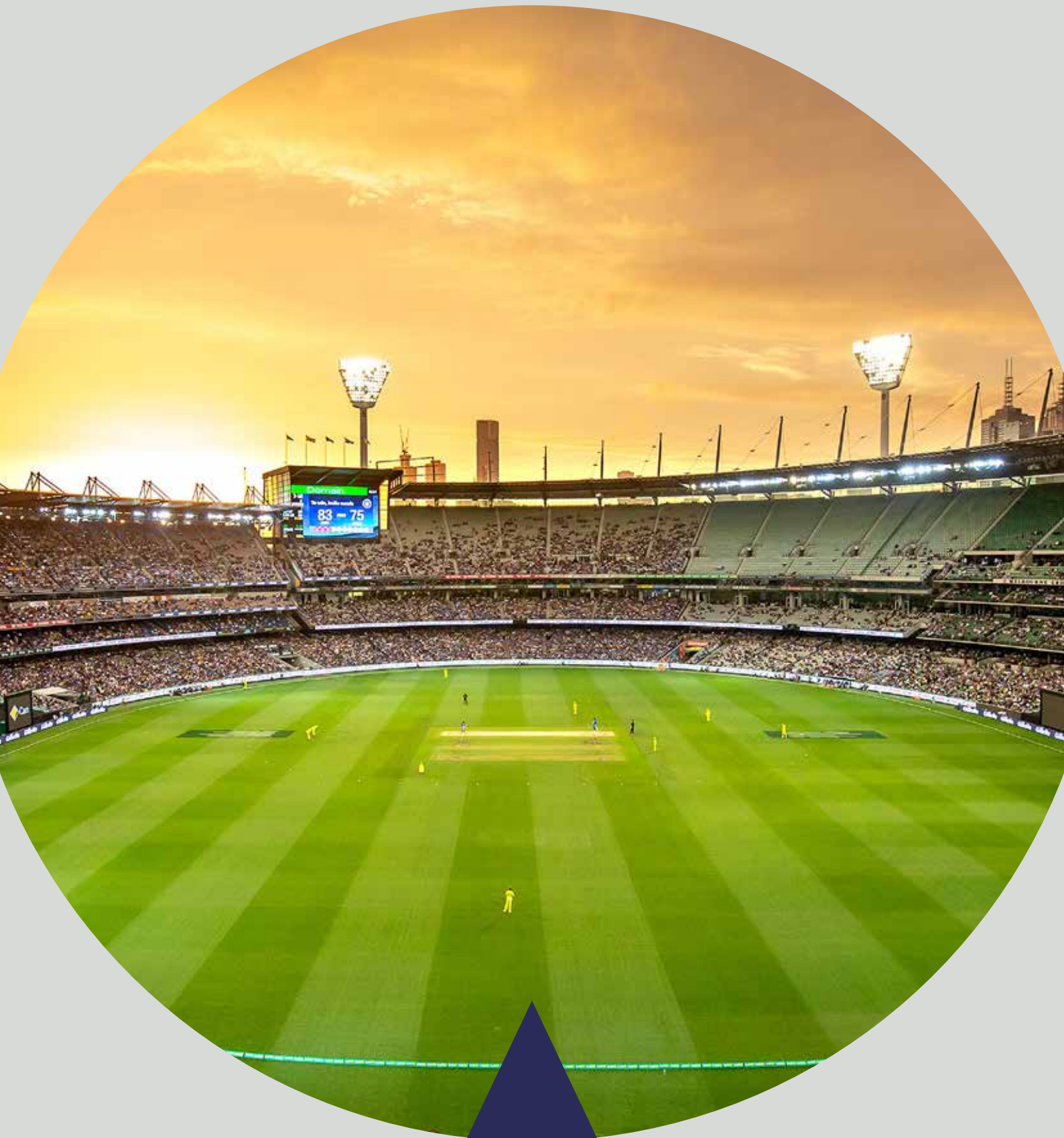
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# Welcome Message

## From the Commissioner for Victoria to Europe, Middle East, Türkiye and Africa



It is my great pleasure, together with our team, to lead Victoria's first-ever Sports Economy Trade Mission to the Gulf, a unique initiative bringing together stakeholders across the Gulf and Victoria to connect, collaborate, and explore opportunities in the world of sports.

As Commissioner for the State of Victoria in the region, I am excited by the potential for partnerships between our state's world-class sports ecosystem and the ambitious visions of the Gulf Cooperation Council (GCC) member states.

Sports hold a special place in our societies – bringing communities together, driving innovation, and inspiring the next generation. While Victoria is home to world-renowned sporting events, cutting-edge sports technology, and a thriving culture of athletic excellence, GCC member states are making impressive strides in the sports industry, investing heavily in infrastructure projects, elite athlete programs, and ambitious event schedules.

Our mission aims to share our expertise while learning from the exceptional growth and investment in sports across the Gulf. Victoria is committed to supporting the region's vision for sports development, and we believe that partnerships are vital in creating pathways to excellence – whether through knowledge exchange, investment in emerging technologies, or nurturing local talent.

We look forward to engaging with industry leaders, sporting bodies, and key government stakeholders across the Gulf. We are certain that this delegation will put a spotlight on Victoria's expertise, innovative solutions, and unique capabilities while sparking meaningful conversations for collaboration in this rapidly growing sector.

Thank you to all participants and we look forward to staying in touch. Together, it is time to go for gold.

### **Gönül Serbest**

Commissioner for Victoria to Europe, Middle East, Türkiye and Africa  
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# رسالة ترحيبية

## من مفوضة ولاية فيكتوريا إلى أوروبا والشرق الأوسط وتركيا وأفريقيا



تتمثل أهداف بعثتنا في تبادل خبراتنا والتعلم من النمو الملحوظ والاستثمار في القطاع الرياضي في منطقة الخليج. نحن في ولاية فيكتوريا ملتزمون بدعم رؤية المنطقة لتطوير هذا القطاع، ونؤمن بأن الشراكات هي السبيل لتحقيق التميز، سواء من خلال تبادل المعارف أو الاستثمار في التكنولوجيات الجديدة والمستجدة أو تنمية المواهب المحلية.

ونحن نتطلع قدماً إلى التعاون مع رواد الصناعة والهيئات الرياضية والمساهمين الحكوميين الرئيسيين في جميع أنحاء دول الخليج. ونحن واثقون أن هذه البعثة ستبرز خبرات ولاية فيكتوريا وحلولها الابتكارية وقدراتها الفريدة، وستنتج عنها محادثات مثمرة حول التعاون في هذا القطاع الذي يشهد نمواً متسارعاً.

نوجه جزيل الشكر لجميع المشاركين ونتمنى أن نبقى على اتصال دائم معكم. لقد حان الوقت لنحصد الميداليات الذهبية معاً.

**Gönül Serbest (غونول سيربيست)**

مفوضة ولاية فيكتوريا  
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أود أن أعرب عن سعادتي البالغة بقيادتي لأول بعثة من نوعها في ولاية فيكتوريا مع فريقنا، وهي البعثة الاقتصادية للتبادل الرياضي إلى الخليج. تجمع هذه المبادرة الفريدة بين المساهمين من مختلف دول الخليج وولاية فيكتوريا بهدف تعزيز التواصل والتعاون واستكشاف الفرص المتاحة في عالم الرياضة.

بصفتي مفوضة ولاية فيكتوريا إلى المنطقة، أشعر بحماس كبير إزاء إمكانية إقامة شراكات مثمرة بين المنظومة الرياضية في ولايتنا التي تتمتع بمستوى عالمي، والرؤى الطموحة للدول الأعضاء في مجلس التعاون الخليجي.

لطالما كانت الرياضة جزءاً أساسياً من نسيج مجتمعنا، حيث تجمع بين مختلف الجاليات وتعزز الابتكار وتلهم الأجيال القادمة. في حين أن ولاية فيكتوريا هي موطن لأحداث رياضية عالمية ومقر لأحدث الابتكارات التكنولوجية المستخدمة في الرياضات حيث تزدهر ثقافة التفوق الرياضي، فإن دول مجلس التعاون الخليجي تسعى بخطوات ثابتة نحو تطوير صناعة الرياضة من خلال استثمارات كبيرة في مشاريع البنى التحتية وبرامج الرياضيين النخبة وتنظيم أحداث طموحة.

# The State of Victoria, Australia

**Victoria is the undisputed sporting state of Australia. Led by its capital city, Melbourne, Victoria's sporting reputation is underpinned by its world class major events calendar, it's sporting infrastructure and is supported by its specialist institutions, innovation networks and clusters. This creates an ecosystem of high calibre talent, both on and off the field, an extensive local sporting organisation network and a passionate sporting audience. Victoria provides the perfect launchpad for our companies to take on the world and makes it a highly sought-after destination.**

Global Victoria, Australia, is the premier trade facilitation agency for the State Government of Victoria and is the state's gateway to global communities and economies.

Global Victoria's network of 23 international business offices work with Victorian companies to help them achieve their global ambitions and connect them to global sport and related networks and markets.

## **Victoria is Australia's sporting capital**

- Melbourne, Victoria is recognised as one of the world's great sporting capitals boasting one of the most prestigious and successful major event calendars in the world.
- Melbourne boasts six international standard sporting venues in the heart of the city and is home to over 46 high-performance state sport facilities.
- Sport contributes \$9.2 billion in annual Gross Value Add to Victoria's economy.

## **Victoria's thriving sports culture drives a world-class sport ecosystem**

- Victoria is home to 55 professional sports teams, 110 State Sport and Recreation Organisations, 32 of Australia's National Sport Organisations and 16,000+ clubs.
- Victoria's reputation as a sporting capital is underpinned by world-class capability in areas such as sporting infrastructure, high-performance, community participation, coaching, sports technology, governance, media and broadcast, e-sports and fantasy and facility and event management.

## **Victorian investment in sporting infrastructure generates substantial socio-economic returns**

- Investment in Victoria's major sport infrastructure provides a vehicle for sports and entertainment event delivery and generates employment and economic uplift across the State.

- Since 2015 the Victorian Government has invested \$1.1 billion in 1500+ community sport & recreation infrastructure projects, generating more than \$7 billion annual value in social, health and wellness and economic benefits.
- Melbourne Park, home of the Australian Open, has transformed into one of the world's largest sports and events precincts, via a \$1 billion, 10-year investment program.

## **Victoria leads the way in the advancement of sport technology and innovation**

- Victoria is home to 40% of Australia's Sportstech companies.
- Almost half of those employed in the \$4.9 billion per annum Australian sportstech industry are currently working in Victoria.
- The Victorian Government backed the state's growing sports technology sector with a \$4 million initial investment to establish the ASTN led Australian Sports Innovation Centre for Excellence (ASICE) in Melbourne.

## **Victoria is a leading destination for sport education, research and expertise.**

- Victorian universities are consistently globally ranked for their provision of undergraduate, postgraduate and executive level education courses in sport related disciplines.
- Victorian universities lead the way in the Shanghai Global Ranking of Sport Science Schools with Deakin University currently ranked #1 in the world, followed by Victoria University #7 and La Trobe University #11.
- Extensive Vocational Education Training options provide industry specific learning that supports the Victorian sport ecosystem.

**The Victorian Government's ongoing commitment to its sports sector sets the state apart, placing it at the forefront of global sports talent and innovation and delivering economic growth, jobs and enhanced liveability for Victorians.**

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## Victorian Sport Economy

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### Company Profile



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## 5stream

5stream is an Australian-based innovator in sports and entertainment technology, offering end-to-end solutions that revolutionise broadcasting and fan engagement. Our flagship SaaS platform, Cloudmix, simplifies live sports production, enabling professional broadcasts with features like multi-camera switching and real-time graphics.

Zeti, our managed service, enhances in-stadium experiences by providing fans with synced commentary via their smartphones. Beyond these, we offer bespoke services for broadcast feed management and remote production, catering to the unique needs of our clients. Our unique value proposition lies in our ability to deliver low-latency, high-quality content production and distribution, coupled with 24/7 monitoring and support.

Targeting sports leagues, federations, venues, and broadcasters, we aim to be the partner of choice for organisations looking to elevate their content quality and fan engagement, both online and in-person.





## Victorian Sport Economy

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Company Profile



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## Australian Sports Technologies Network

The Australian Sports Technologies Network (ASTN) provide leadership in commercialising, developing and promoting Australian-inspired sports technologies.

Established in 2012, the ASTN is an industry-led Australian ecosystem of organisations with a vested interest in sports technology development. This includes leading sports technologies businesses, national sporting organisations, research institutions, sports distributors and retailers, government agencies, service providers and investors.

ASTN programs are geared to assist Australian sports technology companies to scale and commercialise their technologies into international markets and assist universities and research institutions in commercialising projects.



## Victorian Sport Economy

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## Basketball Victoria

Basketball Victoria Inc. (BV) is the peak body for basketball in Victoria. With more than 550,000 participants, BV, a not-for-profit organisation, is a member driven governing body and provides a range of services for over 140 affiliated associations in both metropolitan Melbourne and regional Victoria.

BV coordinates a World Class High Performance athlete pathway, focused on player, coach and official high performance development. This World Class pathway has resulted in 7 current NBA players from Victoria, and 5 current WNBA players from Victoria. Since 2005, Victoria has had six players drafted in the top 10 of the NBA Draft, with 3 number 1 Draft picks.



## Victorian Sport Economy

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Company Profile



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## Belgravia Health and Leisure Group

The Belgravia Group consists of multiple Australian businesses across a range of industries, including health and fitness, leisure, tourism, property, finance and technology.

Our shared objectives are:

- To create or invest in businesses which dominate their business segments, building these businesses to be number 1 players within their industry;
- To generate strong cash flows;
- To back and assist young people in developing their businesses; and
- To provide an enjoyable environment where employees can flourish.

After 30 years, Belgravia Group has not only grown in size, diversity and offering but are continuing to achieve these objectives on a daily basis. Several businesses are leading players in their fields and many more are well on the way to becoming industry leaders globally.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

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## Catapult Sports

Catapult exists to unleash the potential of every athlete and team on earth. Operating at the intersection of sports science analytics, Catapult products are designed to optimise player health and performance for teams and leagues globally.

Catapult has more than 460 staff, including 160 engineers, data scientists and product developers, based across 25 locations worldwide. Catapult's worldwide technology division is based locally where the company is on the Australian Securities Exchange (ASX).

Catapult continues support sport across the world with both athlete monitoring and video analysis solutions. With 127M in recurring revenues, Catapult is growing at more than 20% annually with 96% customer retention rates, global operational scale, a strong balance sheet, and a rich history, making Catapult one of the largest and most successful sport technology companies in the world.



## Victorian Sport Economy

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## Cox Architecture

COX is a design-focused contemporary architectural practice with studios across Australia and New Zealand, working on projects of international significance.

With a history spanning 60 years and more than 500 talented architects, interior designers and urban planners, COX has particular expertise in international sports precincts, stadia and multi-purpose arenas. Other areas of expertise include high performance training and community sports facilities as well as aquatic, motorsport and equine infrastructure. A dedicated sports team draws on extensive and wide-ranging experience to bring the latest thinking in connection, engagement and sustainability to projects.

COX has a strong reputation for designing facilities that blend contemporary design with innovative and operational flexibility. This, coupled with deep understanding of fan-first and player focused principles, is testament to the quality of the practice's projects and unique design approach.

A design ethos underpins every project. Key to this ethos is supporting the public life of our cities, and ensuring each project makes a positive contribution to its public realm – that it gives more than it takes.

COX works within a collegiate framework allowing the best ideas to emerge meritocratically – the practice is 'for the many, by the many'. Continuously seeking the brightest minds to innovate around design, process and typology, COX welcomes collaboration from both traditional and disruptive sources, should it enable better design outcomes.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## Deakin University

Deakin University, based in Victoria, Australia, is a world-renowned destination for sport education, research and expertise. Deakin Sport's mission is to power the next generation of sport leaders.

Deakin provides market leading and globally ranked education courses at undergraduate, postgraduate and executive level in areas including sport management, exercise and sport science and sport media and communications. Deakin is also home to research expertise including the newly founded Sport Innovation and Technology Lab (SIT-Lab) in the Deakin Business School.

The university also has expertise in sport governance, sport marketing and media, sport development, sport and exercise science, sport analytics and sport psychology. Across these fields, Deakin research teams' partner with government organisations, sport governing bodies, leagues and teams, events, and service providers across the sport industry to provide high impact outcomes.

Deakin University will be represented by Professor Adam Karg from the Sport Management Program within the Deakin Business School.



## Victorian Sport Economy

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## ECAL

ECAL is the world's leading events and calendar marketing platform. Used by over 400 major brands globally (Formula 1, Premier League, NBA, ICC Cricket etc.), servicing 25M users worldwide. ECAL allows event owners to easily create, manage and market their events.

It's highly advanced 'sync to calendar' technology delivers rich and dynamic events information directly into the users personal calendar, to keep them up-to-date and connected, always.

A powerful tool that works to increase awareness, fan engagement, attendance, sales and tune-in. It's also an incredible data acquisition and insights tool. The perfect solution to help you promote your events to a global audience, build a rich consumer database, and deliver real business outcomes.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## FORTRESS ESPORTS

Fortress (Fortress Esports Pty Ltd) is Australia's dominant brand for games culture, esports and games entertainment experiences. With established flagship venues in Melbourne and Sydney, Fortress has created large scale awe-inspiring destinations that appeal to the games culture market globally.

Fortress's highly rated venues serve as the ultimate destinations for gamers or general entertainment seekers and satisfies the unique and changing needs of the 18-35 year old demographic. Fortress has established multi-million dollar brand partnerships with Dell (Alienware) and RedBull. Fortress has made significant investment in its brand and character IP which it uses to theme the venues, develop unique merchandise as well as to create content and engage its audience online and offline, developing significant brand affinity.

Fortress is now strategically expanding by executing its international licensing strategy and looking for licensees for the Fortress IP and operating models to create similar large scale venues of games culture in new markets.





## Victorian Sport Economy

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## Hospitality Solution Group

At Hospitality Solution Group, we specialise in providing comprehensive hospitality solutions tailored to meet the unique needs of our clients. Our range of services includes consultancy, training programs, and innovative technology solutions aimed at optimising operational efficiency and enhancing guest experiences. With a focus on personalised service and attention to detail, we pride ourselves on delivering exceptional value to hotels, restaurants, and other hospitality businesses.

Our target consumers include hospitality industry professionals seeking to elevate their offerings and stay ahead in a competitive market. Partner with us to unlock the full potential of your business and delight your guests at every touchpoint.

HSG has been operating in the Middle East for over 12 years, offering end-to-end equipment supply and services to the hospitality industry. Our expertise extends to public venues such as the Dubai Expo 2020 site, hospitals, education departments, and government offices. With offices in Dubai, UAE, we also provide comprehensive support to Australian companies in Saudi Arabia.

Our extensive network and local expertise allow us to deliver high-quality solutions tailored to the diverse needs of various sectors across the region.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

### Company Profile



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## incognitus

In 2008, the foundations were set and a unique company formed with the overarching goal to create solutions for the world's decision makers in the global venue, events and management area. With a wealth of experience between the partners, Craig and Paul Lovett, Incognitus was built on the notion that good business is formed around great relationships.

Incognitus continually strives to share and nurture connections made, and proudly deliver a quality business platform. Upon an immediate recognition that businesses were in need of a 'go to' platform to assist in their goals, Incognitus was created to provide assistance to businesses without the extraordinary expense of the full time employment of knowledgeable industry professionals.

With the ideal focus of being in support from behind the scenes, providing professional, confident business advice and facilitating solutions for businesses in need, the founding partners nurtured and harnessed their vision that has culminated into a cutting edge formula of success. Together, the brothers have formed a management team of great expertise and know how, who continue to provide simple solutions to business leaders in over four continents.



## Victorian Sport Economy

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## KAPRIA

KAP Research, Investment and Advisory (KAPRIA) provides research, measurement, advisory and consulting services to high involvement service industries, including, professional teams and leagues, events, governing bodies of sport and sport technology startups.

Their scope of existing projects with over 100 partner organisations includes customer satisfaction and experience modelling and measurement, retention and churn modelling and prediction, attendance modelling and behaviour change analysis, audience measurement/segmentation and whole of sport measurement development, and measurement of engagement, social outcomes of consumption, workforce attitudes, brand and sponsorship impact and community programming and impact.

Within these topics KAPRIA blends best in class research design, measurement development and data collection methods, utilising traditional and technology enabled methods (including AI/machine learning powered analysis techniques and reporting tools and platforms) to provide innovative, rigorous and powerful solutions for partners.



## Victorian Sport Economy

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# KINETICA

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## Kinetica

Discover the forefront of data intelligence and strategy in the sports sector with Kinetica, a pioneer committed to democratising powerful localised sport and recreation insights. We understand the challenges faced by planners and decision-makers in sport and recreation.

Despite the local nature of sport and recreation consumption, vital data for decision-making often remains trapped at an aggregate level, there is also a dearth of direct access to crucial insights and cumbersome integration of existing data. The result - Wasted time, resources, and missed opportunities on a massive scale.

Our vision is as straightforward as it is transformative: to empower everyone with accessible, actionable localised data intelligence. Our platform has garnered widespread adoption amongst sports organisations and Government in Australia and the United States. Join us in reshaping the landscape of sports and recreation intelligence – driving participant and fan acquisition and retention, one data-driven decision at a time.



## Victorian Sport Economy

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Company Profile



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## Kronos Enterprises

Kronos prioritises customers' needs by offering solutions. With Kronos solutions, customers gain a comprehensive, adaptable, intuitive platform that optimises operations, empowers data-driven decisions, and enhances engagement.

Our dedication to innovation and our products' capacity to automate tasks and harness advanced technologies like Azure ensures a seamless and efficient event experience.

Choosing Kronos means embracing a solution that meets immediate needs and evolves alongside your business, setting new standards for success in event management while keeping our clients at the forefront of our mission.



## Victorian Sport Economy

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Company Profile



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## MX3 Diagnostics

MX3 Diagnostics is a revolutionary health technology company providing portable, laboratory grade assessment of biomarkers rapidly and conveniently through development of the MX3 LAB, the first handheld electrochemical device. As part of our hydration testing system (HTS) we provide the first ever saliva-based hydration test, that accurately assesses fluid balance rapidly and conveniently to help prevent dehydration.

In addition, we have a laboratory accurate sweat sodium test capable of profiling sweat sodium concentration and tailoring personalised electrolyte replacement to ensure effective rehydration. We provide our technology to over 200 professional sports teams globally for tracking hydration and ensuring optimal performance of athletes as well as to large corporate mining, construction and oil and gas companies as a highly effective tool in ensuring worker health and safety through prevention of heat stress.

We are keen to engage with sports teams and Giga project stakeholders, especially those responsible for health and safety.



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## Netball Victoria

Netball Victoria is a financially stable and effectively governed organisation, which has existed for over 100 years. We are experienced in delivering community and elite netball content, as well as large communications and marketing campaigns.

NV are longstanding team owners of the Melbourne Vixens super netball team. Our organisation has successfully executed large operational and capital grants programs, totalling over \$100million. Our sport currently operates over network of 2500 courts, across 1000 venues. NV maintains an excellent reputation within the sporting sector for compliance, effective financial and risk management, and excellent project management that enables us to deliver a range of quality activities and content.

As a registered not-for-profit organisation, we are governed by an active board of directors. Leveraging the worldwide movement around living healthier and more active lives, NV is in a growth phase with 2024 seeing record community netball participation, all-time high commercial revenue and record Vixens membership.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## PMY Group

Your technology partner for the live environment. Enhancing the way people operate and experience venues, places, and major events.

PMY is a global leader in providing technology solutions that optimise the operations, experiences and intelligence of venues and major events. Originating in stadium technology and innovation in Melbourne, Australia PMY now serves over 1,000 clients in 15 countries.

With technical expertise across the full smart technology ecosystem PMY provides a one-stop shop for clients navigating the ever complex and challenging technology market landscape. Delivering this global prowess locally, and flexibly, has seen PMY become a trusted partner for high-profile projects, including SoFi Stadium, Wimbledon, Olympic organising committees, The Open Championship golf, the New York Mets, the US Tennis Association, LIV Golf, various World Cups, and more.

PMY has established itself as a cornerstone in the world of live environments and continues to invest to maintain its market leading technology expertise.





## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## Rosterfy

Rosterfy is the world's leading volunteer management solution, powering over 100 million volunteer hours across the world's largest workforce programs. With a mission to connect communities to events and causes they're passionate about, Rosterfy supports non profits, cities, sporting federations and major events by streamlining operations and providing a more engaging volunteer experience.

Operating in 35 countries and available in 9 different languages including English, Arabic and Spanish, Rosterfy's clients include the FIFA World Cup 2022, World Expo 2020, World Expo Qatar as well as British Heart Foundation and the past 9 consecutive Super Bowl events.

From recruitment, screening, onboarding and training through to communications, reward and recognition and reporting, Rosterfy allows clients to automate their end to end volunteer program and on average saves clients 50% by replacing administrative tasks with automations.

In addition to their desktop offering, Rosterfy also has an impressive volunteer app, which offers volunteers the ability to search, manage and engage with volunteer opportunities like never before.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

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## Savy Soda

SavySoda, recognised as the first smartphone mobile game and app studio in Australia, has established a significant presence in the tech industry with its trailblazing approach to software and mobile application development.

With a mission centered on enriching user experiences, the company has diversified its product lineup to include a vast array of digital offerings, from productivity tools to personalised apps and engaging games. Its extensive portfolio, characterised by user-friendly interfaces, functionality, and captivating content, has garnered over 100 million downloads.

Currently, SavySoda is channelling its innovative energies towards the development of mobile esports and VR sports games, highlighting its commitment to leveraging the latest in technology trends. This focus not only underscores the company's dedication to customer satisfaction but also cements its position as a leading force in the app development landscape, pushing the boundaries of digital entertainment and expanding its global footprint in the digital domain.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

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# smartform

## Smartform Architecture

Smartform Architecture: Incorporating inspiring design and immersive technologies into sporting venues to elevate the fan experience.

Creating an optimal fan experience and leaving a lasting impression is the most important aspect of Smartform's philosophy. The Melbourne based architectural design consultancy specialising in sports, leisure and entertainment projects. Smartform stands out from the crowd because of the team's appetite for harnessing smart technologies to design and deliver iconic and unique major sports and entertainment venues and precincts that push the boundaries and balance aesthetics and functionality perfectly.

Smartform have recently completed the Marvel Stadium \$225m upgrade project set to be 'one of the best sports and entertainment destinations in the world' produced in partnership with the AFL, Marvel and Disney and funded by the Victorian Government and in collaboration with project partners Grimshaw. Gillon McLachlan, AFL, Chief Executive Officer recently gave a glowing endorsement for Smartform by saying, "The designers have captured our desire to amplify the stadium's ability to host multiple events across a calendar year and ensure fan experience has been front of mind when designing the upgrade."

As part of the collaboration with the National Basketball League, Sport and Recreation Victoria and ASTN, the Smartform team have been working on a state of the art, multi-purpose facility which will become a new home for the NBL featuring a first of its kind in Australia ASB Lumi flex programmable glass floor system. Complimented with LED walls and tuned for show court basketball events and 3x3 format, it is also highly configurable for other non-sporting immersive arts and cultural events, live music and performance and sports tech trade shows and conferences.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## SportNXT

SportNXT is one of the world's most prestigious sport leadership summits. Attended by global leaders from all sectors of sport and business, SportNXT is forward-facing, looking at the future trends shaping the industry. It provides an unparalleled platform to create new industry relationships and develop business opportunities.

Featuring an unrivalled group of the most credentialed voices in world sport, SportNXT has previously been headlined by:

- Roger Goodell – NFL Commissioner
- Adam Silver – NBA Commissioner
- Jimmy Pitaro – ESPN Chair
- Robyn Denholm – Tesla Chair
- Casey Wasserman – LA28 Chair
- Lord Sebastian Coe – President World Athletics
- Julie Uhrman – Angel City FC President
- Stefano Domenicali – Formula One President.

A two-day conference and week of B2B networking events alongside the Formula 1 Australian Grand Prix, SportNXT offers a platform to engage the entire sports ecosystem.

Our 2024 event attracted 91 world-class speakers, approximately 1,000 delegates from 21 countries representing over 440+ organisations. SportNXT 2025 will take place in Melbourne from 12-14 March.



## Victorian Sport Economy

Trade Mission to the Gulf 2024

Company Profile



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## Sport and Recreation Victoria

Sport and Recreation Victoria (SRV) sits under the Sport and Experience Economy group in the Department of Jobs, Skills, Industry and Regions (DJSIR). SRV works to create a thriving and inclusive sport and active recreation sector and helps to build a strong visitor economy for Victoria.

We support vibrant and resilient tourism and events sectors that attract both domestic and international visitors to stay longer and spend more. We drive sustainable economic growth in the visitor economy and facilitate innovative investment to make Victoria a leader in exceptional, diverse, and connected experiences.

Through sport and active recreation, we are dedicated to inspiring all Victorians to get active to improve health and wellbeing outcomes and build stronger and more connected communities. SRV also oversees significant investment in the sector and management of Melbourne's key sports and entertainment facilities to help deliver economic growth, jobs and enhance liveability for Victorians.

The Victorian Government's ongoing commitment to its sports sector sets the state apart, placing it at the forefront of global sports talent and innovation and delivering economic growth, jobs and enhanced liveability for Victorians.

إن التزام حكومة فيكتوريا المستمر بقطاع الرياضة  
يميز الولاية عن غيرها، ويضعها في طليعة  
المواهب والابتكارات الرياضية العالمية وتحقيق  
النمو الاقتصادي وفرص العمل وتحسين سبل  
العيش لسكان فيكتوريا.



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