



QUT Sport Innovation Workshop

Cluster Analysis
May 16th 2024



QUT Sport Innovation Workshop

Strategic Summary of the Sports Innovation Workshop

On Thursday 16th May 2024 QUT Sport and QSport, in collaboration with Innovation Central Brisbane, hosted the first QUT Sport Innovation Workshop at Queensland University of Technology. The workshop saw 75 representatives from industry (32%), SSO (19%), academia (35%), government (11%), and big tech (3%) come together for the full-day open innovation workshop exploring how technology might help Queensland sport to deliver new value, accelerate innovation and generate revenue opportunities.

This workshop provided a collaborative platform where stakeholders converged to share their expertise. The fusion of these diverse perspectives illuminated several key focus areas poised to enhance Brisbane's sports technology landscape significantly. The following analysis from the innovation workshop, reveals strategic insights and potential pathways leading up to the Brisbane Olympic and Paralympic Games in 2032.

Business Innovation Concepts

- Activity Digital Passport: An all-in-one membership model to increase participation in sporting organisations.
- Open Source API: Improving community access and accessibility to facilities and venues.
- All-in-One Digital Engagement Platform: For domestic and international sporting clubs.
- World Expo Initiative: Using the Olympic and Paralympic Games to create a sports ecosystem and infrastructure inventory for physical and digital touchpoints.
- Pop-Up Event Precinct: Decentralised, mobile, modular event spaces for communities and regional sports centres.

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Key Clusters of Ideas

Cluster 1: Infrastructure and Systems

- Innovations in Infrastructure: Emphasising the need for state-of-the-art sports facilities and sustainable infrastructure.
- Transport Systems: Improving transport connectivity to and from sports venues, including innovative ideas like flying taxis from Brisbane to the Gold Coast.
- Resource Management: Efficient use of resources to support sporting events.
- New Sporting Facilities: Development of new sports facilities in Brisbane (QLD SEQ) to meet international standards.

Cluster 2: Athlete Development and Support

- Athlete Training: Advanced training programs and facilities for athletes.
- Athlete Welfare: Programs focused on the physical and mental well-being of athletes.
- More Investment into Athletes: Increased funding and support for athlete development.
- Athlete Performance Data Dashboard: Leveraging data analytics to enhance athlete performance.

Cluster 3: Technology Integration

- Immersive Fan Experiences: Use interactive platforms to improve fan engagement and provide a digital walk-through experience for visitors and sports tourists.
- Intelligent Systems: Implementation of intelligent technologies in sports management and operations.
- Leveraging AI: Using AI to enhance the overall experience for athletes, fans, and organisers.
- Collective Technology Platform: Utilising a unified platform for all sporting organisations to streamline operations and engagement.

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Cluster 4: Community Engagement

- **Community Programs:** Initiatives to increase community participation in sports and celebrate athletes from all over the world.
- **Legacy Projects:** Ensuring the long-term benefits of the Olympic and Paralympic Games infrastructure for the local community.
- **Volunteer Recruitment and Management:** Critical strategies for engaging and managing volunteers for significant events.
- **Digital Engagement:** Increasing digital engagement in sports to reach a broader audience.

Cluster 5: Collaboration and Partnerships

- **Partnerships with Academic Institutions:** Collaboration with universities for research and development.
- **Support for Startups:** Funding and incubation support for emerging sports tech ventures.
- **Policy Support:** Engagement with policymakers to create a conducive environment for sports innovation.
- **Collaborative Sporting Culture:** Promoting collaboration at all levels of sports to scale opportunities and create a unified direction for all sporting communities.
- **International Business Hub:** Building an international business hub to support the sports ecosystem.

Cluster 6: Event Management and Sustainability

- **Event Planning:** Strategies for organising world-class sporting events.
- **Sustainability Practices:** Focus on eco-friendly practices in event management.
- **Thriving City CBD:** Ensuring a vibrant and active city centre during events.

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Next Steps

The QUT Sport Innovation Workshop is stage one of the [QUT Sport Innovation ProtoComp](#). The workshop participants have been invited to join, with a team, the QUT Sport Innovation Hackathon on Friday 31st May. During the Hackathon, they will pitch to win a project budget, and a place in the Sport Innovation ProtoBuild. During the ProtoBuild, the industry teams work alongside QUT students, receiving mentorship from design thinking experts and technical engineers to bring their digital prototype to life in just ten short weeks!

The program concludes on Thursday 8th August where the industry and student teams present their working prototypes at a showcase held at QUT during the Paris 2024 Olympic and Paralympic Games. This event marks a significant milestone in advancing innovation within the sports sector, offering insights into the industry's operations at state and national levels.



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