



Australian Government

# Sport: join a winning team

Sport in Australia isn't just a way of life – it's big business.

Our sports industry generates more than A\$32 billion in annual sales, including A\$1.8 billion in exports. It also employs more than 220,000 people, from the grass roots level right up to major international sporting events.

And that's set to grow significantly over the next decade, as we host some of the biggest sporting events in the world, including the 2032 Olympic Games in Brisbane.



**With big opportunities for sports-related businesses, including in infrastructure and technology, why not join us and be part of a winning team?**

## More than a game

The sports industry in Australia generates significant revenue and investment:

- A\$14.4 billion to GDP
- A\$50 billion in total economic value
- A\$12 billion spent on sport and sports infrastructure each year
- A\$6 billion for broadcast rights.

GLOBAL  
AUSTRALIA





## Globally recognised expertise

**Over the past two decades, Australian companies have shaped the delivery of every Olympic and Paralympic Games, as well as World Cups and major regional events.**

Our expertise spans the entire sporting event lifecycle – from assessment and bidding through to venue construction and event management.

We're also at the cutting edge of sports technology and looking to push the boundaries even further.

Our peak sporting bodies embrace new technology. Tennis Australia, for example, co-hosted the 2022 Australian Open in the metaverse, allowing tennis fans to attend this major world sporting event virtually.

Tennis Australia partnered with decentralised platform Decentraland to enable the first tennis Grand Slam and one of the first major global sporting spectacles to simultaneously run in the metaverse.

Our sports tech market is projected to grow to A\$3 billion by 2029, offering huge growth potential for innovative start-ups.

Sports tech businesses looking to set up in Australia will benefit from our pro-innovation regulatory system, strong IP protection and access to our many accelerator and incubator programs to help them scale and commercialise their technologies.

### Start-up stars in sports tech

**Our start-up success stories include:**

- Catapult Sports, which has gone from humble beginnings as a wearable technologies start-up to a global sports tech leader delivering comprehensive and insightful performance metrics for athletes worldwide.
- The Athlete Management System, a web-based platform to support education and decision making, with the aim of improving athlete and health and performance outcomes.



# A decade of investment that will bring golden opportunities for business

**There will be big opportunities for businesses in sport, tourism and infrastructure over the next 10 years in Australia.**

Around A\$5 billion will be spent preparing for and hosting the 2032 Olympics, with billions more to be injected into the economy and more than 100,000 jobs to be created in the process.

Investment of A\$690 million will go towards building or upgrading 37 world-class venues to the highest environmental standards, while improvements to road and rail links will attract additional funding.



## Other upcoming major events

As well as the 2032 Olympics and Paralympics, Australia is locked in to host some of the other biggest sporting events in the world, including:

- 2023 FIFA Women's World Cup
- 2023 World Transplant Games
- 2026 Commonwealth Games
- 2026 UCI BMX World Championships
- 2027 Men's Rugby World Cup
- 2027 Netball World Cup
- 2028 Men's T20 Cricket World Cup
- 2029 Women's Rugby World Cup.





Australian Government



## Australia is offering

- Fast track visas
- Facilitated relocation of company executives, key staff and their families
- The certainty of permanent residency
- Tailored advice to help kick start your Australian success
- Connections to industry and professional networks

## Who's eligible?

Highly skilled individuals with exceptional talent in their field, as well as Australian resident companies or foreign resident companies with a permanent base in Australia.



## Check out what Australia has waiting for you at:



[www.sglobalaustralia.gov.au/industries/sport](http://www.sglobalaustralia.gov.au/industries/sport)



[www.linkedin.com/company/globalaustralia](https://www.linkedin.com/company/globalaustralia)

**GLOBAL  
AUSTRALIA**

