MAGIC ROUND BRISBANE Flavoured by shapes

// TECH SHOWCASE 2026

DELIVERING FOR QUEENSLAND | Queensland Government

Queensland Government's 2025-2027 NRL Magic Round Innovation Partnership

The National Rugby League (NRL) and the Queensland Government are driving their dynamic three-year Innovation Partnership, showcasing the highly anticipated NRL Magic Round. Together, they uncover cutting-edge technologies and implement innovative approaches to enhance rugby league and elevate the Magic Round experience.

The partnership is leveraging Queensland's strengths in key sectors and technologies to explore innovative applications for the NRL, such as advanced player performance tracking, enhanced fan experiences, injury prevention, and improved event operations and security.

In 2026, the collaboration takes another leap forward with the NRL signing on as a key partner of the LuminaX HealthTech Accelerator – strengthening connections between healthtech, performance and elite sport.

About the 2026 NRL Magic Round Tech Showcase

The 2026 Showcase highlights Queensland businesses leading the way in innovative technologies and solutions set to revolutionise the sports industry and major events.

This year's showcase features a broader range of cutting-edge advancements and creative approaches, including innovations from diverse sectors with the potential to drive significant impact and new opportunities within the world of sports.

This event is organised into two key streams: Sports Innovations, focusing on player performance and welfare, fan engagement, operational efficiency, and grassroots participation growth; and Platform Technologies, highlighting advancements in sustainability, connected infrastructure, smart venues, and digital consumer engagement.

Exhibitors

Meet the enterprises driving Queensland's innovation ecosystem.

Alt Group

Alt Group is a Brisbane-founded creative technology company operating globally across film, media, and emerging platforms. Through our innovation division T&DA, we develop next-generation tools and workflows that enable real-time content creation, scalable pipelines, and immersive audience experiences. Our work focuses on bridging creativity and technology to unlock new opportunities across sport, entertainment, and major events, supporting Queensland's innovation ecosystem and showcasing locally developed capabilities on a global stage.

Takeshi Takada| takeshi@altvfx.com | 0401 786 611
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AUS Esports & Gaming

AUS Esports & Gaming is the national body responsible for growing esports across Australia. Through grassroots programs, national competitions, education pathways and live events, it connects communities, schools and industry under a unified framework. By bridging traditional sport, education and digital entertainment, AUS Esports & Gaming provides organisations with a scalable platform to engage digitally native audiences and build sustainable participation and career pathways.

Cameron Bennet | info@ausesportsgaming.com.au
0407 677 352 | **ausesportsgaming.com.au**

BrandHalo

BrandHalo, is a Brand Management platform that gives leadership, marketing and brand teams a single governance layer for messaging, voice, personas and compliance. We integrate across the tools and workflows your organisation already uses. As AI accelerates content production and distribution, BrandHalo ensures every output reflects a consistent, compliant brand. Less rework. Stronger alignment. Complete brand control, at scale.

Cris Gillespie | Cris@BrandHalo.io | 0422 229 094
brandhalo.io

EventsAir

EventsAir is a leading all-in-one event management platform, helping sporting organisations maximise revenue, elevate sponsor value, and deliver unforgettable fan experiences. Trusted by world-class events and partners – including the Brisbane Broncos and Rugby World Cup – we power everything from gala dinners and season launches to premium hospitality. From seamless integrations with existing CRMs to personalised experiences for sponsors and members, EventsAir gives you the control, insight, and confidence to turn every event into measurable impact.

Daniel McMahon | d.mcmahon@eventsair.com | 0485 901 883
eventsair.com

Gatho

Gatho is an Australian technology platform transforming how fans experience live sport and entertainment. It enables real time shared viewing environments where audiences can watch, interact and participate in events together, from anywhere. By combining live streaming, social interaction and virtual event management, Gatho helps leagues and event organisers extend match day engagement, unlock new digital revenue opportunities and turn passive viewing into connected digital attendance.

Daniel Bogatie | danny@gatho.app | 0404 288 899
gatho.app

GravityFit

GravityFit revolutionises athletic performance with the G-Suit, next-generation training apparel trusted by astronauts and athletes. Engineered resistance harnesses gravity to strengthen core and deep muscle systems, improving performance and reducing injury risk. Backed by NASA research and 30 years of development, the G-Suit empowers all athletes to train smarter and achieve peak performance.

Kirsty Richardson | kirsty@gravityfit.com | 0421 877 484
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Hormone Tracking System

Hormone Tracking System is a hormone intelligence platform built for elite teams, enabling frequent, on-demand hormone measurement through saliva testing. Using a compact reader and app, NRL clubs capture data at key moments, build player baselines, and identify patterns in readiness, recovery, and response to training. The system also forecasts energy trends, helping align athlete performance to key sessions and game-day demands, while integrating into high-performance programs across squads.

Leonora Clift | support@hormonetrackingsystem.com
0430 073 149 | **hormonetrackingsystem.com**

iSports

iSports is an Australian sports technology company providing video analysis and team management tools for teams at all levels. Its platform combines game day tools, video review, interchange tracking, player monitoring and communication in one easy to use system. Designed for grassroots through to professional sport, iSports streamlines workflows, saves time and helps coaches and staff make clearer, data informed decisions.

Andrew Banasik | andrew@isports.net.au | 0408 025 311
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Just Meat Protein

Just Meat Protein is a Queensland based food technology startup commercialising CSIRO developed protein innovation. Its patent pending ingredient, ProPepta, converts whole chicken into a high performance, highly soluble protein powder containing all essential amino acids. Designed for sports nutrition and functional food applications, Just Meat Protein enables cleaner formulations without compromising performance. The company is entering commercial launch with strong industry demand and global ambition.

Ellie Whelan | ellie.whelan@justmeatprotein.com | 0406 406 879
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MyoIntel

MyoIntel is a sport technology company developing a digital twin platform that creates personalised, athlete-specific models powered by existing team sport data, including GPS-inertial units, training and match data. Our solution transforms external workload data into muscle-level internal load insights, enabling teams to optimise performance, reduce injury risk, and inform return-to-play decisions. With scalable personalisation from basic anthropometric profiles to medical imaging-informed models, we deliver actionable, data-driven insights for high-performance sport environments.

Dr Matthew Worsey | m.worsey@griffith.edu.au | 0479 083 191

Myriad Studios

Myriad Studios is a leader in film and game technology offering unique solutions for NRL:

1. Athletes – using digital twin technology to simulate player performance for training, coaching and rehabilitation.
2. Coaches – using film technology to access player biometrics, health, and behaviour.
3. Fans – use film technology to stimulate strong engagement, loyalty and sales.
4. Venues – use film technology to increase sponsorship returns and attendance.
5. Merchandise – create digital assets, gaming and virtual experiences.

Duncan Jones | duncan@myriadstudios.com.au | 0408 178 305
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PitchUp

PitchUp is a sports technology platform that connects players, clubs and communities with available sports facilities. By digitising the facility hire process for schools and councils, PitchUp unlocks underused venues and makes them easily discoverable and bookable by community sport. The platform reduces administration, generates new revenue for facility owners and improves access to safe, fit for purpose places to play, helping increase participation across Australia.

Tom Clark | tom@pitchup.com.au | 0411 297 519
pitchup.com.au

Playbk

Playbk builds digital products for sport that scale participation, develop athletes and strengthen pathways. Powered by the Playbk Platform, our ecosystem — Playbk Academy, Schools, Participate and IQ — enables clubs and sporting organisations to deliver programs at scale and measure impact. Trusted by professional clubs and National Sporting Organisations, Playbk supports consistent delivery across community, school and performance environments.

Jon Shepherd | jon@playbksports.com | 0400 761 231
playbksports.com

Social Status

Social Status is a Brisbane based social media analytics platform trusted by marketers and sports organisations worldwide. Purpose built for social analytics and reporting, it delivers deep insight across organic, paid, competitor and influencer performance. In sport, Social Status analyses entire athlete, team and league ecosystems, enabling organisations to measure influence, engagement and growth at scale. The platform turns social media into a measurable performance channel for sport and sponsorship.

Tim Hill | tim@socialstatus.io | 0409 615 649
socialstatus.io

Soulbotix

Soulbotix is a Queensland innovator creating lifelike digital humans and interactive AI assistants. Combining AI, voice processing, and high fidelity visual rendering, we build smart avatars powered by reliable local edge computing and cloud services. Our technology enables venues, sporting organisations, and brands to deliver engaging, human like digital experiences—including the secure creation of interactive digital clones of athletes and public figures.

Jari Kemppinen | jari@soulbotix.com | 0438 731 398
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Sponsor Pilot HQ

Sponsor Pilot HQ is a technology platform designed to simplify and strengthen sponsorship management for community sporting clubs. Using specialised AI, the platform helps clubs identify potential sponsors, create tailored proposals, manage deliverables and demonstrate value — all in one system. Built from years of firsthand experience inside sporting clubs, Sponsor Pilot HQ reduces volunteer workload while helping clubs secure sustainable funding and stronger local partnerships.

Darren Smith | darren@sponsorpilothq.com | 0418 939 606
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SportsBox

SportsBox offers every Aussie the chance to experience rugby league. Our network of smart lockers provides free user access to balls in every size that anyone can borrow. We help more people discover the joy of sport by providing gear for impromptu play, anywhere and anytime - whether in parks, for game day activations, for community outreach or fan engagement - just tap the app and play! SportsBox builds engaged, active and more inclusive communities.

Jodie Dunstan | jodie@sportsbox.au | 0421 068 277
sportsbox.au

Swift Performance

Swift Performance is a Queensland based sports technology company recognised globally for elite athletic measurement. Emerging from university research, Swift develops lab grade performance tools designed for use in real training environments. Their flagship innovation, the DynaSled, is the world's first fully instrumented performance sled, delivering real time force and asymmetry data to support performance optimisation, injury risk management and return to play decision making.

Mark Fisher | mark@swiftperformance.com | 0427 127 128
swiftperformance.com

The Athlete Brand Builder (Known)

Known is an AI-powered athlete brand development platform that helps athletes define who they are, build a strong personal brand, and show up consistently across social media, sponsorships, and everyday settings. It provides personalised guidance to help athletes of all levels build their brand and show up in line with club and league expectations. Organisations can embed their values and initiatives, ensuring consistency while gaining insight into athlete engagement and commercial readiness.

Vickie Saunders | vickie@theathletebrandbuilder.com
0468 601 717 | **theathletebrandbuilder.com**

Uplift Logistics

Uplift Logistics is a Brisbane-based, global technology company specialising in chartered travel and coordinated accommodation logistics. Our SaaS platform manages end-to-end people movement for flights, ground transport, group accommodation and real-time coordination. Designed for high-performance sport and major events, Uplift removes the need for phone calls and spreadsheets. This is all designed to support efficient, reliable operations for teams, staff, fans and stakeholders.

Cameron Brown | cameronb@upliftlogistics.com | 0400 460 460
upliftlogistics.com

VALD

VALD is a global sports performance technology company providing objective measurement tools trusted by elite teams worldwide. Its systems help practitioners assess strength, power, balance, movement and asymmetry, turning data into actionable insights. Used across high performance sport, health and rehabilitation, VALD supports more accurate decision making, improved performance outcomes and better management of injury risk.

Nathaniel Johnson | n.johnson@vald.com | 0447 656 254
valdperformance.com

Valor Esports

Valor Esports is an award winning education technology company transforming digital engagement into human capability. Working across schools and youth pathways, Valor uses interactive esports and gamification technologies to develop cognitive skills, leadership and decision making. Its innovative analysis tools also adapt elite sports footage into interactive training and fan experiences, helping sports codes engage younger audiences and build future participation through digital first learning.

Sam Ward | sam.ward@valoresports.com | 0466 635 828
valoresports.com

Zest Element

Zest Element is an Australian food innovation company transforming surplus produce into high value, shelf stable ingredients. Working directly with growers, the company rescues fruit that would otherwise be wasted and converts it into consistent, scalable ingredients for retail, food service and manufacturing. Zest Element makes sustainability commercially viable, helping partners reduce environmental impact while improving efficiency and delivering high quality food experiences.

Sam Musson | sam.m@zestelement.com.au | 0448 331 094
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Queensland Government's Corporate Innovation Network (CoIN)

The Queensland Government's Corporate Innovation Network (CoIN) has been established to bridge the gap between established corporates and Queensland's vibrant innovative landscape. CoIN acts as a catalyst, facilitating connections and collaborations that drive mutually beneficial outcomes.

Visit the **CoIN website.**

Co-funding innovation solutions

Through the Private Sector Pathways Program, corporates can access a streamlined co-funded open innovation process. The program tackles corporate challenges by harnessing the expertise of proven innovative Queensland businesses.

For more information,
please email the CoIN team
partnerships2@detsi.qld.gov.au

Visit the NRL Magic Round Innovation **Partnership website.**

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