



REGIONAL   
ENTERPRISE  
PROGRAM

# REQUEST FOR PROPOSAL

## Tennis Townsville

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**ENTERPRISE**  
**PROGRAM**

## **GOAL**

**OUR GOAL IS TO DEVELOP MORE THRIVING TENNIS VENUES WITHIN REGIONAL QUEENSLAND.**

# Regional Enterprise Streams

01



## Establish

This initiative aims to meet the immediate needs in regional Queensland by identifying key venues requiring a new coach operator and providing targeted support.

- No current coach operator at affiliated venue

02



## Growth

This variation of the initiative emphasizes long-term regional venue development and sustainability by supporting the existing coach operator. Providing them with support opportunities aligned with their business growth.

- Business coach operator established at the affiliated venue less than 18 months

03



## Expansion

This initiative offers selected professional business operators the chance to grow their tennis footprint in a strategically chosen regional location, with access to seed funding, school partnerships, and community engagement opportunities.

The Expansion stream is the one best suited and therefore chosen for UniSQ. The venue is a key regional centre, with the potential to host a range of community programs and events.

- Venue operators expanding their successful business into selected key regional location

# EXPANSION STREAM

## Program Benefits

### 01



#### Long-Term Support

Long-term venue stability with support in business development, infrastructure planning and staged facility improvements, community outreach, and programming

### 02



#### Funding

Seed funding to support setup, operational and delivery costs at selected regional venue and their local schools.  
  
Provision of equipment for club and school delivery.

### 03



#### Resources

Access to Tennis Queensland resources, marketing and promotional campaign support, partnerships, coach development.

**OUR OPPORTUNITY**

## INTRODUCTION

# Tennis Townsville

Tennis Queensland (TQ) invites proposals from experienced venue operators to manage and further develop Tennis Townsville in North Queensland.

This opportunity forms part of the Expansion Stream of the Regional Enterprise Program, which supports professional operators to expand into strategically important regional centres.

The successful operator will gain exclusive operating rights at the Tennis Townsville club, featuring 16 floodlit hard courts, a central clubhouse, and a long-established competition and coaching base. With strong community engagement and scope for program growth and diversification, the club is well positioned to strengthen its role as a regional sporting hub.

Tennis Queensland will provide seed funding, promotional support, and a long-term partnership framework to support sustainable growth.



## LOCATION

# Townsville

## REGION

- **Region Overview:** Approximately 200,000 residents, making Townsville the largest city in North Queensland and a major regional centre within Queensland.
- **Growth:** The region is experiencing steady population growth of approximately 1–1.5% per year, supported by diverse industries and ongoing infrastructure investment.
- **Accessibility:** Well connected via Townsville Airport (with domestic and some international services) and a regional transport hub that includes rail, road links, and port facilities.
- **Community:** Known for its tropical lifestyle, strong education sector, defence presence, and active community, Townsville offers quality education and a vibrant sporting and outdoor culture.

## TENNIS FACILITY

- **Courts:** 16 hard courts, 3 multi lined with green pickleball lines with fully operational lighting setup for multiple courts. Book a Court Installed
- **Clubhouse:** Clubhouse with kiosk/bar, BBQ facilities, Office space and social spaces.
- **Future Development:** Installation of 10 pickleball courts on courts 14-16 to commence in July 2026.
- **Accessibility:** Ample parking, spectator areas, and facilities for the community



## LOCATION

# Market Opportunity

Tennis Townsville is ideally positioned as a regional tennis centre in the north region, with opportunities across:



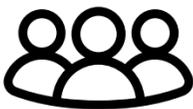
### COACHING & PROGRAMS

Hot Shots, Cardio Tennis, competitive squads, adult coaching and school partnerships



### COMPETITIONS & LEAGUES

Delivering Junior and Open Series tournaments, internal and external fixtures



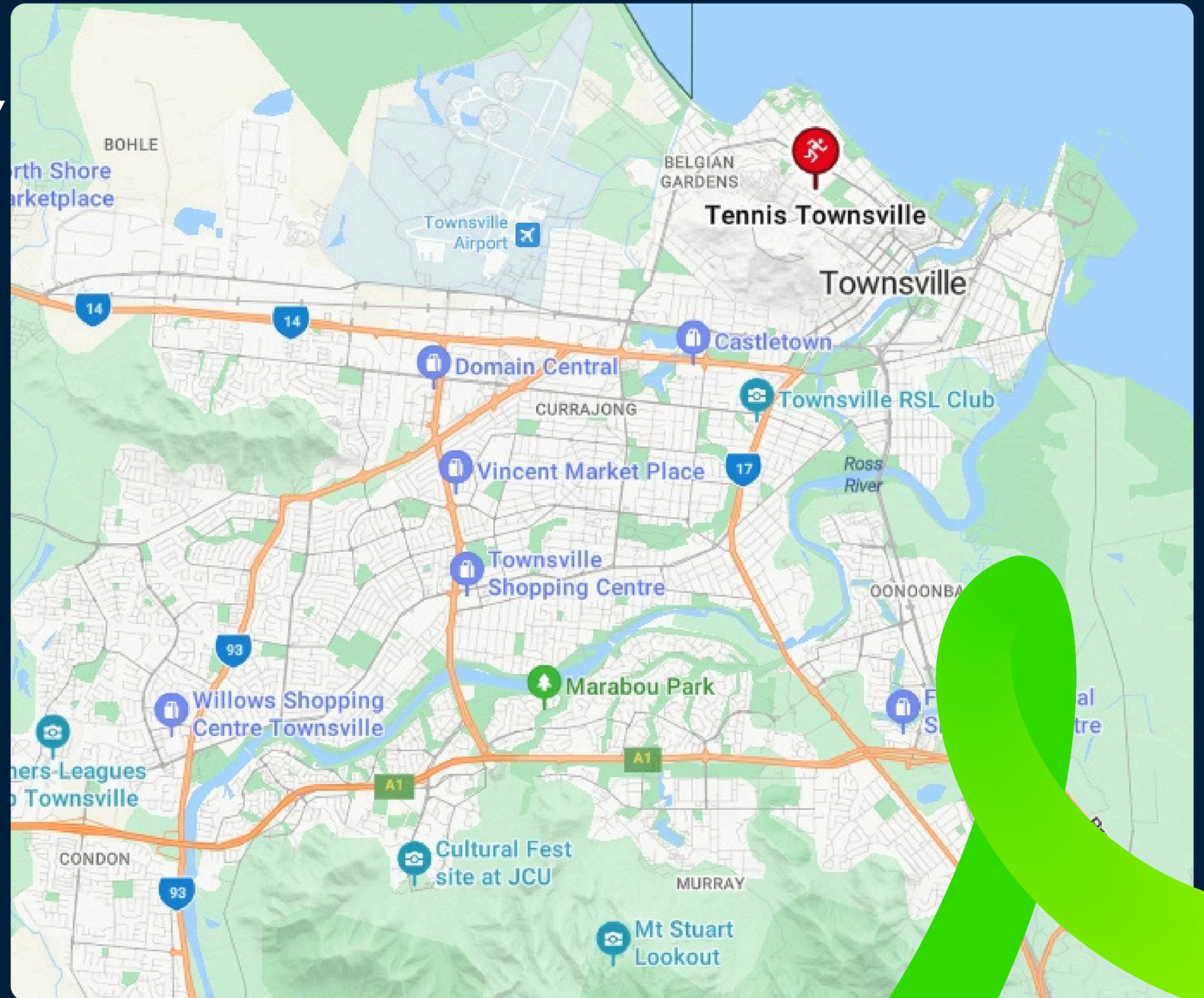
### COMMUNITY ENGAGEMENT

Social play, membership packages, events, school partnerships



### COMMERCIAL

Cafe, venue hire for functions and community events. Pickleball inclusion.



## OPERATOR

# Selection Criteria

We are seeking existing venue operators who are ready to expand their business, who meet the following minimum selection criteria:



### PROFITABLE

A profitable coach business operator established for 5+ years



### EXPERIENCE

Experience in managing thriving tennis venues



### TEAM

A proven team with capacity to scale (volume, availability, professionalism)



### COACH MEMBER

Tennis Australia Coach Member



## SELECTION

# Selection Process

### Stage 1

- **Applications:** Submission of proposals by interested venue operators

### Stage 2

- **Assessment:** A review of submissions by a joint panel of TQ and TT

### Stage 3

- **Shortlist:** Selected applicants invited to present business plans and vision

### Stage 4

- **Final Decision:** Preferred operator nominated, and contract negotiations finalised

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## SELECTION

# Timeline

- **RFP Release:** 11 March
- **Operator Site Visit:** TBC
- **Submission Deadline:** 8 April
- **Assessment Period:** 9 - 23 April
- **Operator Confirmed:** 4 May
- **Operator Commencement:** TBC



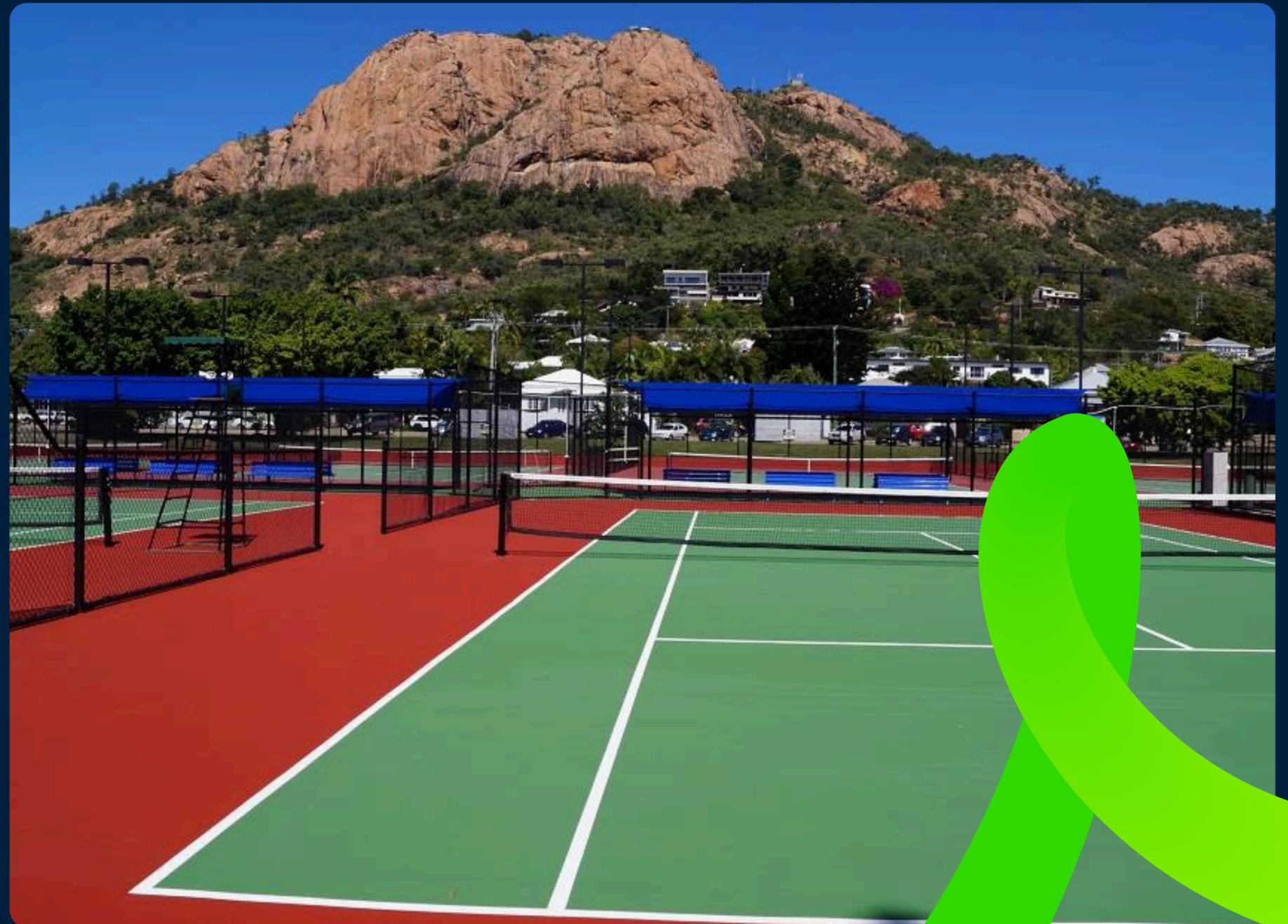
## SUBMISSION

# Request For Proposal Requirements

### Applicants should provide:

- A cover letter outlining interest and alignment with the opportunity
- A detailed business plan including:
  - a. Proposed program and competition offerings
  - b. School and community engagement strategy
  - c. Revenue diversification plan
  - d. Staffing and workforce structure
  - e. Facility investment contribution
  - f. Financial plan
- Evidence of relevant experience, including case studies of successful venue management
- Confirmation of Tennis Australia Coach Member status
- References from current venue partnerships

All submissions should be sent to [james.peach@tennis.com.au](mailto:james.peach@tennis.com.au) by 8 April 2026.



Tennis Queensland looks forward to partnering with an experienced operator to bring Tennis Townsville to life as a thriving regional hub for tennis and community engagement.



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**CONTACT INFORMATION**

For more information please contact:

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