



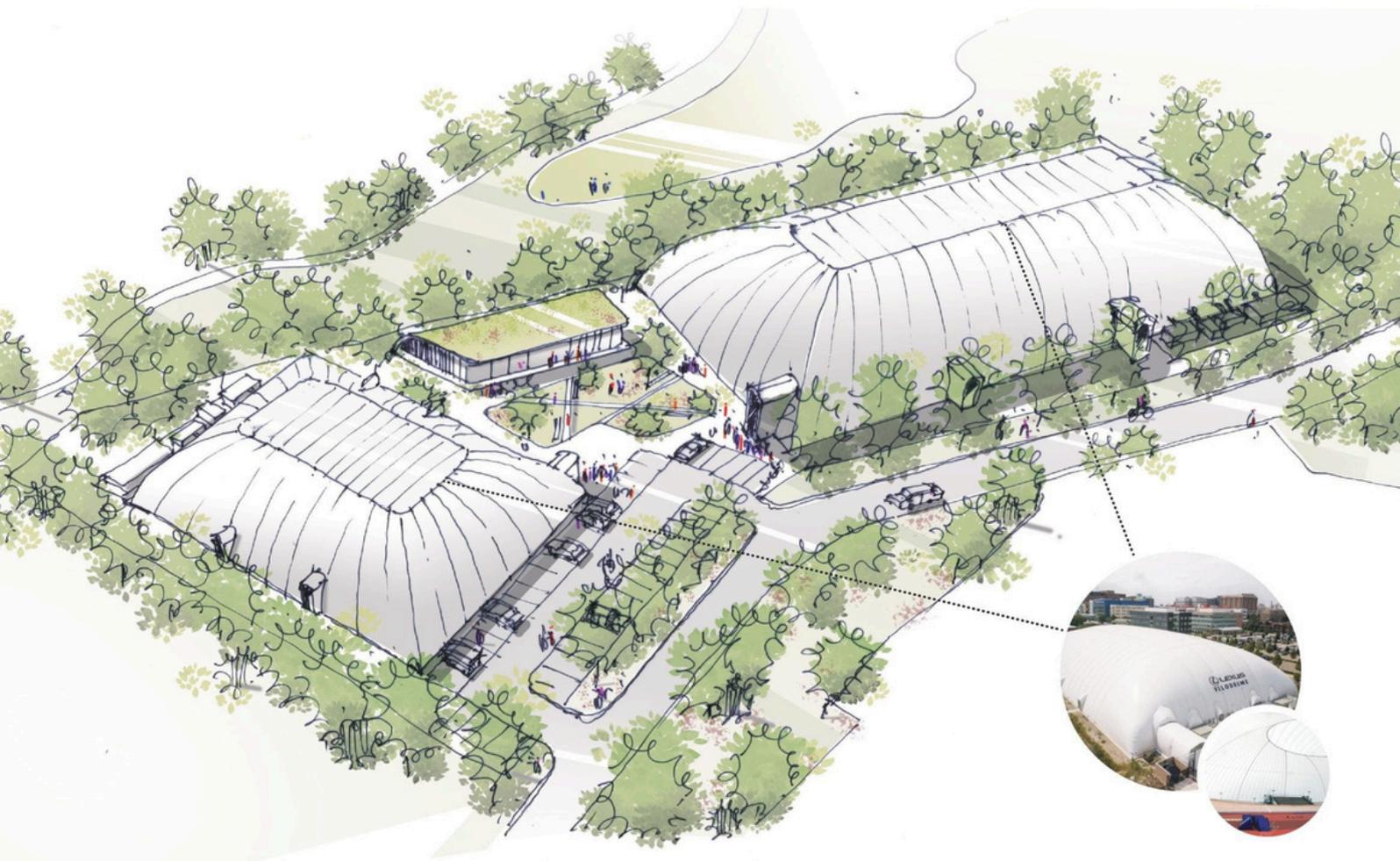
**Transforming communities  
and cultures through sport**



**Todd Bowden Project Management**

Sport has the power to transcend boundaries, unite people from all demographics and transform communities. Our vision is to create multipurpose sporting facilities that serve as vibrant hubs of activity, fostering a culture of health and wellness, camaraderie, engagement and shared experiences. We understand that these spaces extend beyond mere arenas—they are the heartbeats of thriving communities, shaping legacies that endure for generations.

With more than 30 years of global experience and expertise in project and operational management advisory for the sports industry, Todd Bowden PM is your trusted partner. Our project portfolio is fuelled by our commitment to creating transformative, sustainable sporting spaces that inspire community engagement and active participation for people of all abilities, foster talent development and enhance sports infrastructure across countries and the globe.



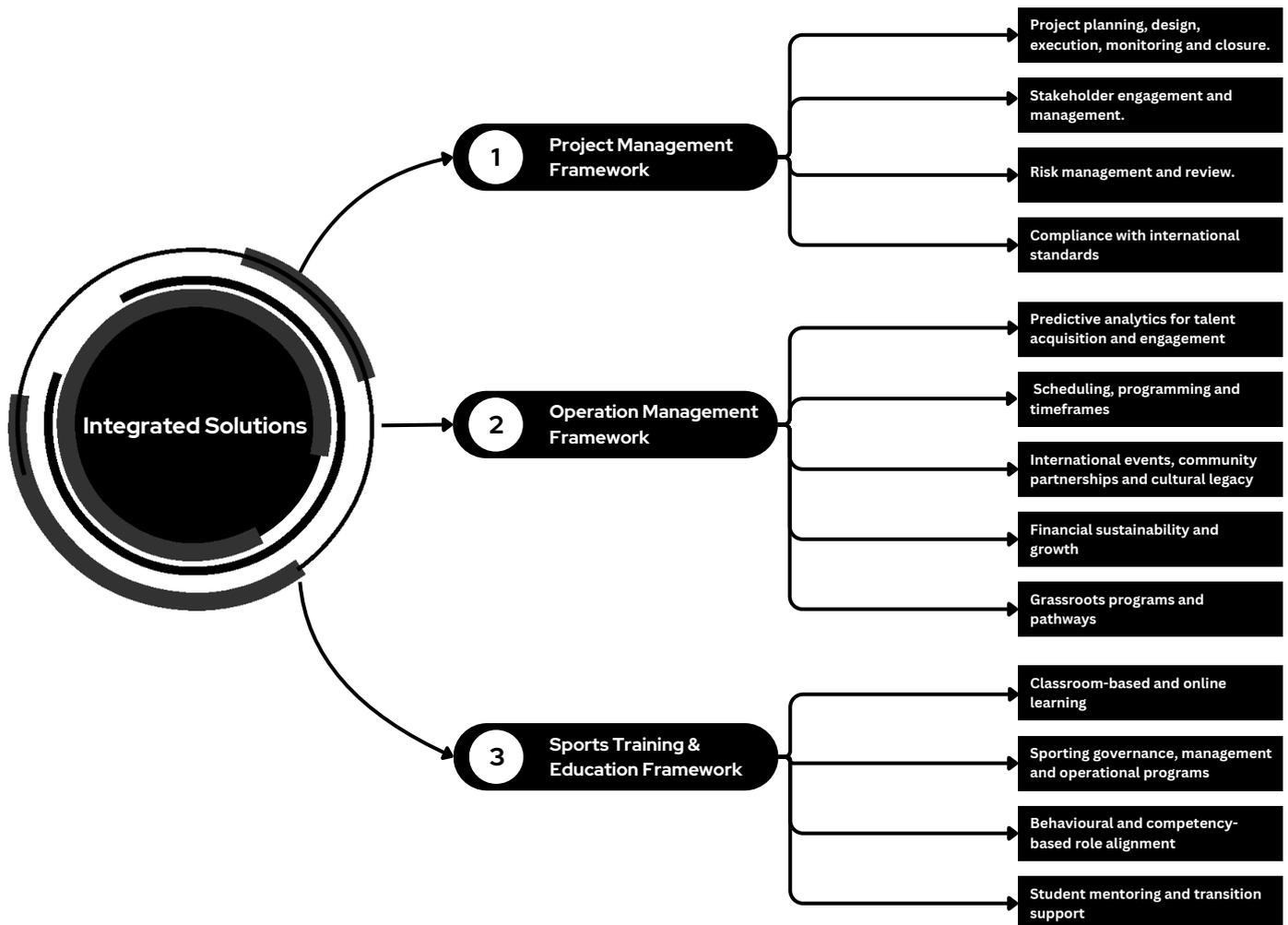
*Palmer Resort, Coolum, Australia*

*Air domes are sustainable, climate-controlled, and significantly more cost-effective than conventional structures, allowing for year-round use, strengthening income and creating flexibility for programming. **Ask us about air domes.***

# Services & methodology

At Todd Bowden PM, our strength lies in our ability to partner with you on an end-to-end solution for your multipurpose sports facility, from initial project conception through to specialised operational management and alignment and ongoing sports training and education programs.

By tailoring our offerings to meet the unique needs of each client, we are able to integrate considerations around atmosphere, experiences, and culture alongside typical business and project metrics. Every aspect of the project, from conception to completion, aligns seamlessly with client objectives and stakeholder expectations.



Sustainability is not just a goal—it's a commitment ingrained in every aspect of our work, leaving a legacy of environmental stewardship and social responsibility, and enhancing the quality of life for current and future generations. Through our projects, we empower sports participants and businesses to elevate their position in the global arena and foster meaningful global partnerships.

Todd Bowden PM is focused on six of the United Nation's Sustainable Development Goals:



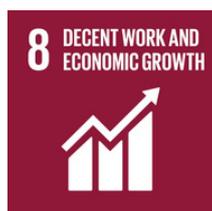
Multipurpose sport facilitates healthy communities and promotes well-being across generations.



TBPM education programs support inclusive and equitable quality education and promote lifelong learning opportunities for all, ensuring sustainability for the multipurpose sports sector.



Sport empowers women and girls and inclusive multipurpose sports facilities promote equality through design and culture.



Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all in the sporting sector.



Cohesive infrastructure, education and operational models in sport build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation.



Sport infrastructure underpins cities and human settlements that are inclusive, safe, resilient and sustainable.



*“Sport is a social outlet and an experience each time you enter a facility. Participation and engagement are not just from the sport itself but from the culture and atmosphere created off the court”*  
- Todd Bowden

## Case studies

Our portfolio includes successful projects across the globe, from transforming participation rates in local communities to achieving significant cost savings for government-owned sporting facilities.

## Dirab Golf and Country Club Riyadh Golf Club

### Objective

Through our consulting, the primary goal was to optimise the utilisation of their significant land resources while boosting memberships and year-round usage for these prestigious clubs.

### Challenge

Despite having existing infrastructure for dining and amenities, both courses had underutilised land that could be leveraged to attract increased members and visitors.

### Solution

Our solution introduced year-round multipurpose sports offerings catering to a wider range of interests. This included installing facilities for indoor soccer, padel tennis, pickleball, and a swim club. By diversifying offerings, the golf courses could maximise land use throughout the year and appeal to a broader demographic of participants.

### Outcome

- Improved financial performance: Increased memberships, usage, and diversified revenue streams would enhance stability and growth.
- Optimised land use: Land with a functional purpose would generate additional revenue streams through events, tournaments and services.
- Job creation: New facilities would create employment opportunities in the sports industry, contributing to economic growth.
- Improved member experience: Membership would be more valuable and enjoyable due to the range of sports and activities.
- Community engagement: Multipurpose sports hubs would foster a sense of community for participants of all abilities and levels, strengthening reputation and community impact.



## Blu Health & Rackets Club, Moorabbin



### Objective

Strategic revitalisation of an ailing sporting facility that faced diminishing customer numbers and was on the brink of closure.

### Challenge

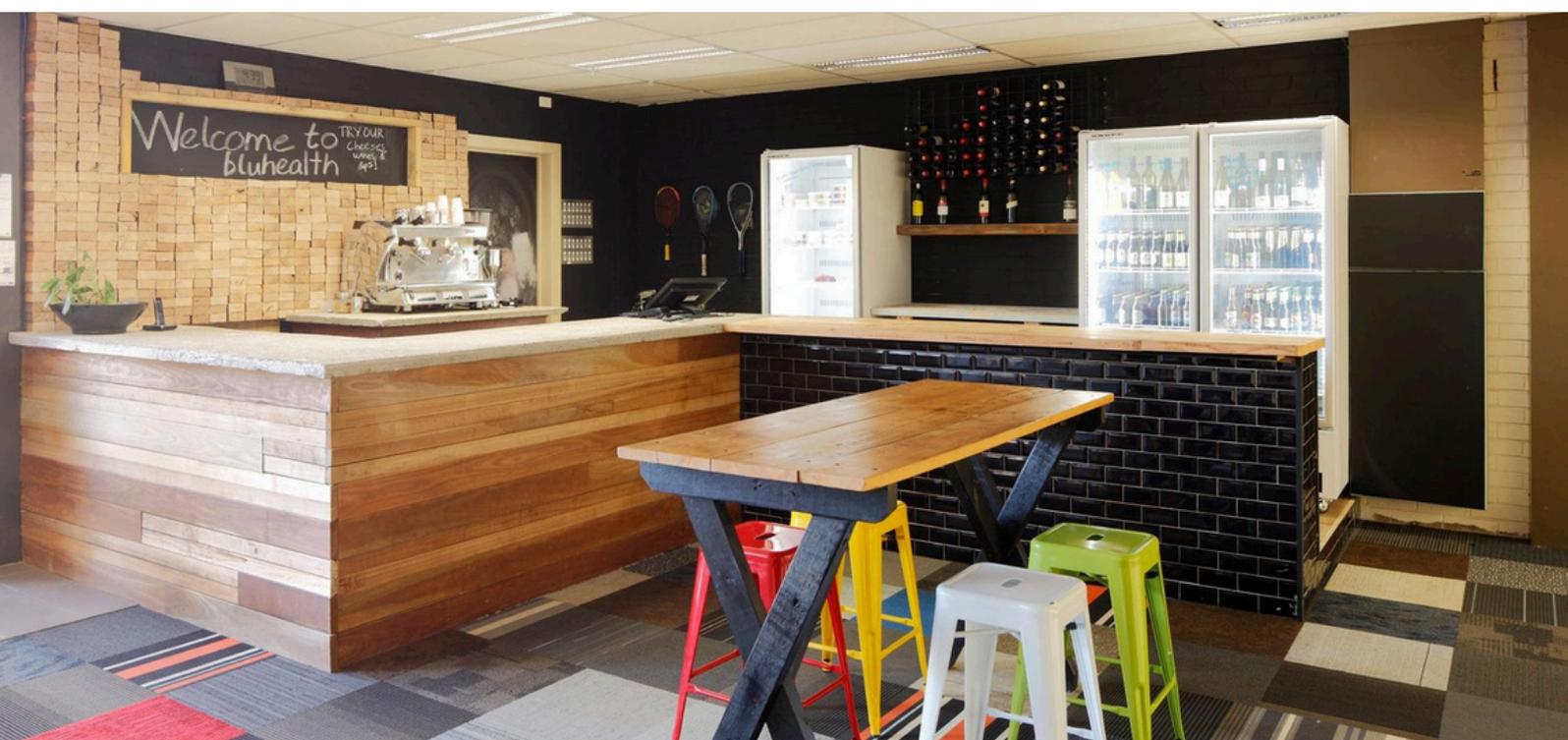
- Aging demographic: There was a need to attract a younger demographic to ensure the sustainability of the customer base.
- Infrastructure costs: Upgrading infrastructure involved high costs.
- Lack of atmosphere and culture: The facility lacked atmosphere and positive culture, reducing customer engagement and satisfaction.
- Limited offerings: Offering a single sport limited the facility's appeal and accessibility to a wider range of customers.

## Solution

- A comprehensive overhaul of programming, introducing a diverse range of activities to cater to various interests and ages.
- Upgraded facilities and amenities through careful planning and budget allocation, enhancing the customer experience.
- A bar and café were installed to create a social hub.
- Introduction of additional offerings such as a golf simulator, high-performance sports gym, allied health services, and padbol.

## Outcome

- **Increased participation from 20 to 350 players per week in the five to 25 age brackets, and from 200 to 600 players per week in the 25 to 55 age brackets.**
- Optimised facility operations through predictive analytics, including human resources and customer service.
- Newly created pathways from grassroots programs to elite.
- Diversified activities attracted and engaged a wider range of customers, including younger demographics.
- The bar, café, and social spaces improved atmosphere and fostered community, leading to higher satisfaction and repeat visits.
- Multipurpose offerings attracted more customers and diversified revenue, community and engagement streams, reducing reliance on a single sport.



## Palmer Resort, Coolum

### Objective

Strategic concepts, design and an effective financial and operational model to transform an existing golf course into a multipurpose sports facility, optimising space utilisation and diversifying usage and revenue streams.

### Challenge

The resort was very golf-centric and focused on leveraging unused land to create a multipurpose sports facility that could drive community engagement, increase revenue, and boost memberships at the golf course.

### Solution

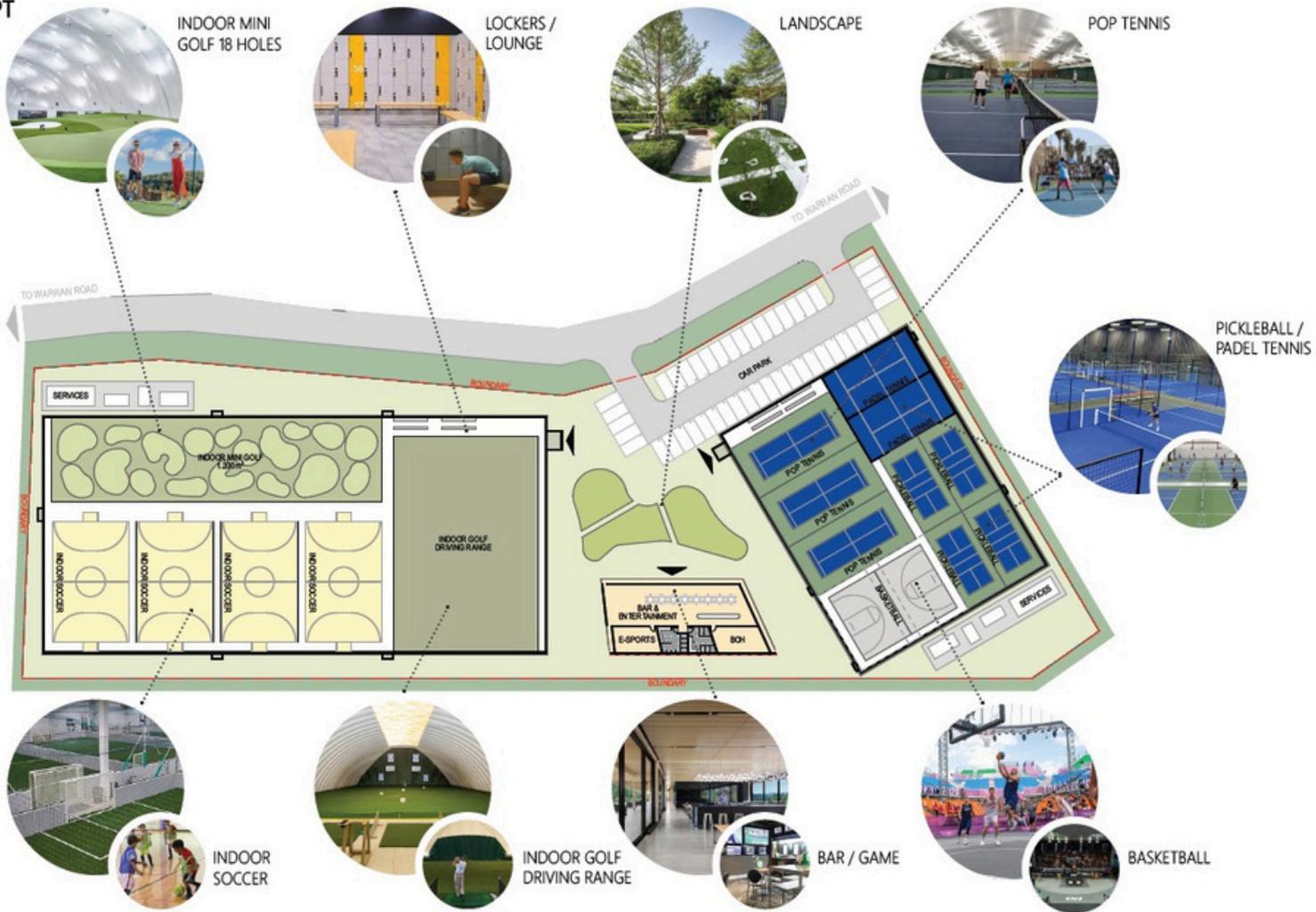
Designing a multi-sport offering that went beyond golf-related activities. This included indoor facilities for activities like an indoor driving range, indoor putt-putt golf, padel tennis, POP tennis, pickleball, indoor soccer, and 3x3 basketball. Additionally, amenities such as a car park, locker rooms, and an entertainment area were incorporated to enhance the overall experience.

### Outcome

The multipurpose sports facility brought significant benefits, with the resort **achieving a utilisation rate of 70% to 80% throughout the day, translating into increased revenue, substantial return on investment (ROI), community engagement and a more vibrant atmosphere.**

The operational model added revenue streams and created an additional entertainment zone within the resort, appealing to a wider clientele beyond golf enthusiasts. This fostered community engagement by providing schools and local residents access to sports facilities during daytime hours.

CONCEPT



Strategic layout concept at Palmer Resort, Coolum.  
 Ask us about air domes and layout options.

## Western Australia sporting and mining sports facilities

### Objective

Provide the skills and expertise required for Western Australian government to continue investing significantly in sports court surfacing.

### Challenge

The primary challenges revolved around the climatic conditions of Western Australia, particularly in remote areas, as well as the scarcity of professionals who understand sports court surfacing, leading to frequent installation errors and incurring substantial financial costs.

### Solution

Introducing new surface materials tailored to meet the specifications of different sports. By leveraging these materials, we aimed to minimise asset spend and ensure that sports court surfacing requirements were met accurately and consistently across the state and for various sports.

### Outcome

The adoption of the new surface materials helped minimise future spend on installations and maintenance. By using materials that align with the Product Data Sheets (PDS) guidelines, we ensured that each sports court was appropriately surfaced, enhancing player experience, international court specs and safety. **The solution led to a 21% reduction in installation costs and a 33% decrease in asset management spend going forward.**

## About Todd Bowden

Todd Bowden is an accomplished and experienced leader in the sports industry with a strong background in project and operational management spanning over 30 years. With an MBA in Leadership and Entrepreneurship from the University of Canberra and a Diploma in Project Management, Todd continues to lead the way in the sports industry.

Throughout his career, Todd has operated and managed projects and operations across the USA, Europe, and Australia, collaborating with a range of sporting facilities, from prestigious racket clubs in the USA to public sports facilities in Europe and Australia. His global experience provides a broad perspective on best practices and innovative approaches in sports management.

Todd's sporting career began as a professional athlete, giving him unique insight into high-performance sports.

He raced as a professional triathlete in France at age 19 before transitioning to a long and successful career as a professional squash player in New York and Belgium, where he was ranked in the top 125 globally. He also ranked top 20 in hardball doubles and number one in the Belgium League.

Todd has worked with clients such as the Stapleton family (Bush family), Ali Fayed, Cameron and Tyler Winklevoss, celebrities, leading investment bankers and politicians. Off the court, he was sponsored by Goldman Sachs, and has led leadership tours for investment bankers in Montana and Goldman Sachs Directors in the UK, including connecting with Tony Buzan and providing tailored perspectives on business and life.

Todd is well-known for his passion for fostering participation and grassroots programs in sports. **To learn more about Todd's perspective and expertise in leadership, strategy, and project management in sports, you can read his academic papers on our website or request via email or phone.**



*“Without quality grassroots sports programs and pathways, high-performance sport cannot be sustained.”*  
- Todd Bowden

# Contact Us

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