

prime site

Studio fit for purpose

Young mothers find perfect place to start their children's gym project

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TWO Townsville mums have embarked on a business journey after the birth of their children drew their attention to a gap in the market.

Sporty Kids Australia will open before the school term next year and aims to provide specialised physical education programs for children under five.

Business owners Hayley Allen, a schoolteacher, and Tenille Cooper, a personal trainer, both have young children themselves and were inspired to follow their passion into business.

"The programs will help to improve kids' growth motor skills through activities that develop balance, co-ordination, strength, flexibility and endurance," Ms Allen said.

"We feel like there's a gap in the market and want to be able

to help people who need that kind of support.

"Having little people ourselves, and given our experience in working with children and in the health and fitness industry, it made sense to combine our passion with our experience to start a business."

Ms Allen said parents will also benefit from the fitness programs and are encouraged to get involved.

The business will open at 14B Aitken St, Aitkenvale, which is undergoing a fitout before opening next year.

Sporty Kids Australia signed a two-year lease on the property, in a collaboration between Knight Frank leasing executive Renee Nicol and Colliers International commercial and industrial executive Shaun McLaren.

Ms Allen said the property was well suited to their needs and ended a long search.

"We did quite a bit of investigating and looked at quite a few sites before this opportunity presented itself," she

said. "We needed internet, access to amenities, relatively high ceilings and floor space big enough to comfortably hold big groups of parents and kids.

"We also wanted a central location but not on a busy road because of families with kids coming in and out of cars."

The former Zumba studio is a blank canvas for the duo to transform into the perfect gym for children and their parents, but most of the work is already done.

"It's a great site and being in Aitkenvale is easily accessible regardless of where you live, especially for families," Ms Allen said.

"By the time we fill it with equipment, which is the next exciting part, there's not too much fitout required.

"The building is bright and colourful and will appeal to kids and that's exactly what we wanted.

"Our motto is start active – stay active, and we really support kids with active futures."



Tenille Cooper with Stella Fitzgerald, 11 months, and Archie Cooper, 16 months. Picture: EVAN MORGAN