



# Queensland Rugby League

## “QRL” (ABN 65 009 878 013)

### Apparel Licensing Program

#### *Non-Exclusive Apparel License – Select Events*

##### **Background**

The Queensland Rugby Football League Limited (QRL) has seven existing licensed partners who have successfully tendered for the rights to produce on-field apparel for clubs playing within QRL affiliated competitions and leagues.

In 2026, to align with Queensland Rugby League’s reconciliation action plan, the QRL will be providing a license to an indigenous owned and operated company (per region) to produce on-field apparel for select indigenous carnivals played across each of our three regions; Northern, Central and South East. This 2026 trial only is an acknowledgement by the Queensland Rugby League that we can provide the opportunity for indigenous owned apparel companies to build further capability and trial their operations to be ready for future tenders which present the right to manufacture club apparel in all QRL affiliated competitions, not just these select indigenous carnivals.

As a result, the QRL is currently seeking proposals from indigenous owned and operated companies interested in acquiring the right to be an Official Licensee for clubs participating in select QRL events alongside the existing on-field apparel licensees.

##### **License and Select Events Summary**

This involves the rights to a non-exclusive on field apparel licence for one, or multiple, of the following carnivals to affix the QRL approved logo(s) to apparel items of teams participating in the following carnivals;

- a. Northern Region
  - i. Carnival Circuit in 2026, including the following four events;
    - 1. Mackay Stallions Carnival (September 2026)
    - 2. Bindal Sharks Carnival (October 2026)
    - 3. Dreamtime Carnival (October 2026)
    - 4. Gordonvale Indigenous Carnival
- b. South-East Region:
  - i. The Queensland Murri Carnival (2026 TBC)
- c. Central Region:
  - i. Frank Fisher Cup (2026 TBC)

The on-field apparel license includes the following items:

- On Field Jerseys
- On Field Shorts
- Socks
- Replica Jerseys

Please Note: It is a requirement of the QRL that the above listed On Field Apparel carries the approved QRL logo.



## Fee's Summary

In line with the intent of this opportunity for indigenous owned apparel companies to build further capability and trial their operations to be ready for future tenders, there will be no base fee or minimum guarantee applicable for this one-off event licenses.

The base royalty for sold products will apply as per the existing licensed providers. For clarity, this base royalty of 12.5% is to be calculated on all cash sales to participating teams within the respective carnivals.

Royalty reports will be required to be presented to the Queensland Rugby League immediately following the conclusion of the respective carnival.

## Assessment Criteria

Proposals will be judged according to their full and concise response to this document. Those submitting a proposal should be aware that no terms that seek to restrict, in any way, the discretion of the QRL in the process will be accepted.

Once submitted no proposal may be withdrawn while it remains open for acceptance by the QRL for a period of 90 days. No offer shall be contractually binding until it is incorporated into a formal contract signed by the QRL.

The QRL makes no representation or warranty that this document provides all the information required by your company and encourages those wishing to submit a proposal to make their own queries and assessments.

Any costs incurred in the preparation and submission of proposals or otherwise in connection with this document will be borne by the proposer.

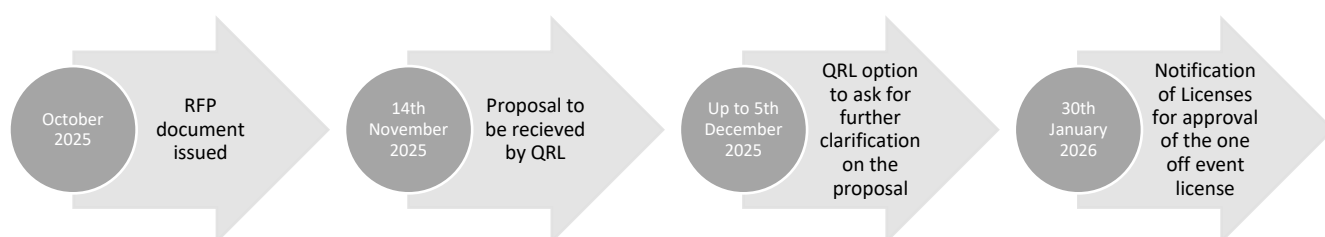
Those submitting a proposal are required to treat this document with due confidentiality and all bids and information outlined in each proposal will remain confidential.

The evaluation criteria will include:

- Indigenous owned (Aboriginal or Torres Strait) and operated. Please include
  - Organisational structure including ownership, staffing and office location/s
- Capacity to fulfil a high volume of orders both small and large, on time and in full. Please include details on:
  - Manufacturing location
  - Any areas of manufacturing which are regularly (or otherwise) subcontracted
  - Internal and external resources across all areas
  - Evidence of ability to manage event orders
  - Timeframe for production and delivery
- Product quality & consistency. Please include:
  - Provision of sample garments of the specific products you are seeking to manufacture under license in an On Field range (*Please note that these samples will NOT be returned but will be retained by the QRL as part of your proposal.*)
  - An indicative pricing structure for on field apparel which displays the wholesale prices offered to clubs and affiliate bodies
- Capacity to abide by all relevant Fair Work Practices & Demonstrated compliance with Modern Slavery Act
- References from customers supporting a strong record of customer service



## "Request for Proposal" - Timeline



## Communications

A representative from the QRL will be available to answer any queries regarding the proposal. Please submit any queries (in writing initially) to [qrlreception@qrl.com.au](mailto:qrlreception@qrl.com.au)

All formal proposals should be lodged via email to [qrlreception@qrl.com.au](mailto:qrlreception@qrl.com.au) by no later than 5pm (AEST) on 14<sup>th</sup> November 2025. Any supporting collateral should be delivered to the following address by 5pm (AEST) on 14<sup>th</sup> November 2025.

Queensland Rugby League  
Attn: Apparel Licensing Program  
83 Castlemaine Street  
Milton QLD 4064  
AUSTRALIA