



Brisbane Pickleball Club (‘BPC’)

STRATEGIC PLAN

2021-2025



Fun for ALL ... Members for life



WE LOVE PICKLEBALL



Pickleball is FUN

Pickleball is the ultimate, low impact racquet and ball sport. It is both quick to learn and easy to play.

Pickleball is being embraced around the world by individuals of all ages and skill levels. It is genuinely an inter-generational sport capable of bringing people of all ages together.

BPC is the home for Brisbane City Council residents who want the most organised, professional Pickleball experience. We aim to be the ...

Best

Pickleball

Community



Brisbane Pickleball Club



BPC Strategic Plan

This strategic plan has been prepared by the Brisbane Pickleball Club (BPC) in alignment with the broader strategic goals of Pickleball Association of Queensland (PAQ), and has been developed with a vision to establish a strong and vibrant Pickleball Community in the Brisbane City Council area.

Brisbane has over 1.2 million residents, and predicted growth of over 25% in the next two decades. In the BCC area, a definitive strategic plan supported by a strong Committee of Management is required to grow the Best Pickleball Community ... BPC.

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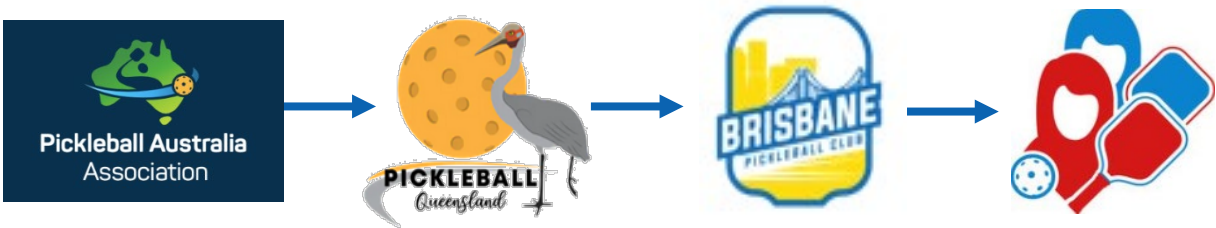


BPC PROFILE

BPC was incorporated to facilitate Pickleball play opportunities in the greater Brisbane area. We are now focused on representing the Brisbane City Council (BCC) area and being a model for Pickleball Clubs in Australia. As an affiliate of Pickleball Association of Queensland, we are also focussed on supporting their vision of establishing well run and effective pickleball clubs in Queensland. ***Co-operative strategic alignment is critical to success.***

BPC is a not-for-profit, volunteer organisation, committed to:

- Promoting FUN and the wellbeing benefits of Pickleball;
- Organising, equipping and hosting regular social play sessions;
- Developing growth opportunities and Player Pathways for both social & competitive players;
- Hosting regular tournaments, events & exhibitions;
- Promoting & developing the sport in Brisbane;
- Generating new membership & establishing new venues;
- Providing the connection for members with the State governing body



Entity Name:	Brisbane Pickleball Club Inc
ABN:	84 909 561 266
Registration Date:	29 August 2018
ANZSIC Code:	9112 – Sports & Physical Recreation Clubs
www:	brisbanepickleballclub.com
Facebook:	Brisbane-Pickleball-Club-388993448337522

Our Vision

To be the ... Best Pickleball Community

Our Mission

- ✓ Create great venues
- ✓ Develop great players
- ✓ Organise great events

Our Focus

QUALITY
GROWTH
WELLBEING
OPPORTUNITY





How We Play

The BPC Playing Style

What is a 'playing style' and why do we need one?

Like most sports, there is no single way of playing Pickleball. Different Clubs/Teams play the same sport different ways. **What stands out is when a sporting Club/Team unite and play a sport together well ... with a common purpose & method.** The BPC Playing Style document highlights the fundamentals of good Pickleball and what we want to teach, demonstrate, and encourage in **OUR** club. *It will make it easier and more enjoyable, no matter who your partner or opponent is.*

The Playing Style is based on **Placement, Movement & Skill.**

Within the Club we will:

- ✓ Encourage the playing style at all levels to build strong fundamentals;
- ✓ Provide development opportunities for social players focused on the skills in the Playing Style document;
- ✓ Teach the Playing Style to new members joining the club;
- ✓ Reward members who adopt the Playing Style & who encourage others;
- ✓ Encourage talented members to volunteer time to teach the Playing Style

Mastering the playing style will be a prerequisite for entry into Advanced Play programs

Pickleball is a game where opportunities for skill & guile & creativity abound. The unique Pickleball non-volley zone was created to promote a balance between power AND skill.

The BPC Playing Style has been crafted to honour what the game's creators intended





Brisbane Pickleball Club (BPC) – Social Play Style

BPC play attacking Pickleball but *NOT* overly aggressive

★ ***Placement, Movement*** and ***Skill*** characterise our style ★

Our playing style both enhances social enjoyment and prepares players for advanced play & tournaments

➤ ***Placement***

- ☐ Aim to serve to the middle of the service square – missing the serve is an opportunity lost
- ☐ Aim the return down the middle of the court and deep – (the middle is a riddle – it can create confusion & provides a margin for error)
- ☐ When in a position to attack ... we aim for the feet

➤ ***Movement***

- ☐ Serve and stop (wait for the return of serve before moving forward)
- ☐ Return and run (move forward to the kitchen & take up the attacking court position)
- ☐ Work your way in, to win ... use skill to move towards the non-volley zone as the server ... most scoring points are won from the non-volley line
- ☐ Move laterally (side-to-side) with your partner to close down your opponent's options

➤ ***Skills***

- ☐ Learn to swing the paddle like a pendulum;
- ☐ Learn to drop the ball into the kitchen;
- ☐ Learn good 'starting positions';
- ☐ Be ready to block & defuse hard shots;
- ☐ Think to dink ... know when & how to play this critical shot;
- ☐ Win by forcing your opponent into error;
- ☐ *Backhand* ... not last-resort Whackhand! Learn to play an effective backhand





STRATEGIC PLAN

2021-2025



4 strategy elements - aligned with the Pickleball Association of Queensland strategic plan, these formulate the club's intent for the future, and guide the Strategic Actions to be taken by BPC



BPC STRATEGY ELEMENTS



WELLBEING

Pickleball has many physical, mental, social and community benefits. **BPC** enables members to access these benefits whilst having **FUN**



GROWTH

Employ effective marketing & communication strategies to grow both the game of Pickleball in Brisbane, **AND** grow **BPC** membership



OPPORTUNITY

Creating player ***Pathways*** to expand our members capabilities & increase the collective skill level of our membership



QUALITY

Provide a premium quality Pickleball environment & continually look for ways to deliver better member value in everything we do



ENABLERS

BENEFITS

Continually focusing on Member advantages & recognition

ONBOARDING

Marketing, promotion, and introduction of new players to the game **& our Club**

GAME PLAY

Ever increasing opportunities for even game play against a variety of opponents

DEVELOPMENT

Provide access to coaching & share our expertise with an abundance mentality

----- ***Underpinned by quality venues*** -----

BPC enables members to access the physical, mental, social and community benefits of Pickleball



WELLBEING



STRATEGIC ACTIONS

Priority Areas:

- > **Education & Awareness**
- > **Session design & hosting**
- > **Connecting 'play' & social/community interaction**



GROWTH



Grow both the game of Pickleball in Brisbane, **AND** grow **BPC** membership

STRATEGIC ACTIONS

Priority Areas:

- > **Integrate NBP & BPC**
- > **Convert non-members who play with BPC**
- > **New venues in strategic BCC areas**
- > **New member acquisition & quality 'onboarding'**

BRISBANE DOUBLES OPEN
1-2 JUNE 2019



Creating player *Pathways* to increase the collective skill of our membership



OPPORTUNITY



STRATEGIC ACTIONS

Priority Areas:

- > **Player Pathways – ALL Players ... ALL Aspirations**
- > **Coaching, training, development, tuition, recognition**
- > **Events, tournaments & exhibitions**



QUALITY



A premium Pickleball environment that delivers superior member value

STRATEGIC ACTIONS

Priority Areas:

- > **Club Playing Style**
- > **Improved venues, balanced events, superior equipment**
- > **Structured session administration & hosting**



IN SUMMARY

As we begin 2021, this 5-Year Plan has been formulated to take advantage of a solid and potentially groundbreaking foundation. Brisbane Pickleball Club (BPC), has been **incorporated & established** ... and the **viability** of the club has been proven. *The 'early days' are now behind us.* No longer can we think & behave like a 'fledgling novelty'. The founders and the early management committees have given the club a bedrock for **opportunity, expansion & growth**.



The current and future Committees of Management will be addressing issues of ongoing member satisfaction, meeting rising demand & expectation (which currently exceed supply), administering an increasing number of events & tournaments, developing player capability & skill, and coordinating inter-club (and potentially intra-club) competitions. This is all in addition to the 'day-to-day' administration and statutory responsibilities that the club must meet when facilitating social Pickleball.

These challenges BPC face should be regarded as 'nice-problems-to-have'. We have a unique chance to grow a 'proven' product, from a solid foundation, to a potentially broad & already receptive audience. Our 'passion' (and that is what Pickleball is) has so many benefits & advantages. How we package it, administer it, and progressively make it part of mainstream sport & life in Brisbane ... will be a model for multi-venue Pickleball clubs around Australia and the world.

Make no mistake that in 2021, as we start this 5 year plan, our greatest immediate challenge is providing quality sessions at the right times and in the right places. As a club, we are victims of our own success, having stimulated great interest in our game as passionate pioneers. As we deal with the ever-increasing **Growth**, our thinking and our actions must be guided by **Wellbeing, Opportunity, & Quality**.



BPC ... the Best Pickleball Community



BRISBANE PICKLEBALL CLUB (BPC) STRATEGIC PLAN SUMMARISED

2021-2025

WELLBEING



Research has shown that Pickleball has many physical, mental, social and community benefits. BPC enables members to access all of these benefits whilst having

FUN



QUALITY



BPC aims to provide a premium Pickleball environment and will continually look for ways to deliver better value for members in everything we do.

OUR VISION

BPC is an acronym for:

Brisbane Pickleball Club but our vision is that it will also stand for the ...

Best Pickleball Community

OUR PLAYING STYLE



At BPC we play attacking Pickleball without being overly-aggressive.

Placement, Movement & Skill characterise our style.

OUR MISSION



Brisbane Pickleball Clubs' purpose is to:

- Create great venues;
- Develop great players;
- Organise great events

Member satisfaction & participation are crucial in fulfilling our mission.

We are Brisbane Pickleball



GROWTH



Active engagement in effective marketing and communication strategies to grow both the game of Pickleball in Brisbane, and the membership of BPC

Acquisition > Retention > Attachment

OPPORTUNITY



Creating player **Pathways** for members of all ages & ability levels is a high priority. Growing member capability & increasing BPC's collective skill level makes us all stronger



BPC ... the Best Pickleball Community