

PA MEDIA TALKING POINTS

JULY 2025



WHAT IS PICKLEBALL?

Pickleball is a paddle and ball sport with a perfect balance of court dimensions, rules and equipment to afford all skill levels and age groups, enjoyment and success on the court.

Using a paddle and plastic wiffle ball, played on a hard surface indoors or outdoors, the game is a combination of tactical shots, patience, and easy to learn strokes, which encourages an inclusive play environment with no need for modifications or adaptations to cater for gender, ability or age differences.

Pickleball is both fun and challenging with a combination of long rallies and a blend of soft and rapid fire shots; where the best athlete must earn their points not purely by athleticism, power and speed, but also through the use of positioning, patience, tactics and touch.

Finally, pickleball and the sense of community achieved through pickleball, provides connection, social, mental and physical well being benefits; which are just some of the reasons players are passionately embracing this sport at such a rapid rate both in Australia and globally.

Note: we would like to acknowledge Mike Hess for his insightful article [The Perfect Balance](#) for providing much of the information in this description of pickleball.



ABOUT PICKLEBALL AUSTRALIA

We've held the vision for pickleball in Australia since the inception of play down under.

We've built a movement – long before others noticed things were moving. Fuelled by passion and community, We've built pathways and partnerships, locally and globally. We've transformed unused spaces, dinked in driveways whilst ushering in a new area of facility development, and unstoppable membership growth.

We've provided governance, oversight & integrity whilst protecting and nurturing the true spirit and outrageous fun of pickleball. We've fostered growth in participation, volunteering, grassroots, social and elite play.

It was tough to take a nation from “What on earth is pickleball?” to “I LOVE pickleball,” but we did it.

We are the heartbeat of this sport in Australia, a diverse and active community supported by robust governance, and professionalism that extends from the very grass roots to the growing elite levels of the sport.

We are the home of Australian pickleball.



Pickleball Australia

WHY THE NAME?

In the summer of 1965, pickleball was founded by Joel Pritchard, Bill Bell and Barney McCallum on Bainbridge Island, Washington. Within days, Joan Pritchard had come up with the name “pickle ball”—a reference to the thrown-together leftover non-starters in the “pickle boat” of crew races. Many years later, as the sport grew, a controversy ensued when a few neighbors said they were there when Joan named the game after the family dog, Pickles. Joan and the Pritchard family have held fast for decades that the dog came along a few years later and was named after the game.

It’s an undisputed fact that pickleball began, and was also named, in the summer of 1965 by Joan Pritchard. If Pickles was around then, the dog story could be true. If Pickles wasn’t born until after 1965, the dog story would be confirmed as just a funny newspaper interview hoax—later confessed by Joel Pritchard.

Proof of when Pickles was born could help resolve the two-story name debate. As the official magazine of pickleball, we decided to dig up the past and report the truth, regardless of the venerable feathers being ruffled. We looked for dog records, uncovered photos, and interviewed several people who were there from 1965-1970. Based on evidence, we learned that the dog was born in 1968—three years after pickleball was first played and named. In other words, the Pritchard family story stands true that pickleball was not named after the dog, but rather in reference to the local pickle boat races.

Note: Courtesy of [USA Pickleball](#), 2025.

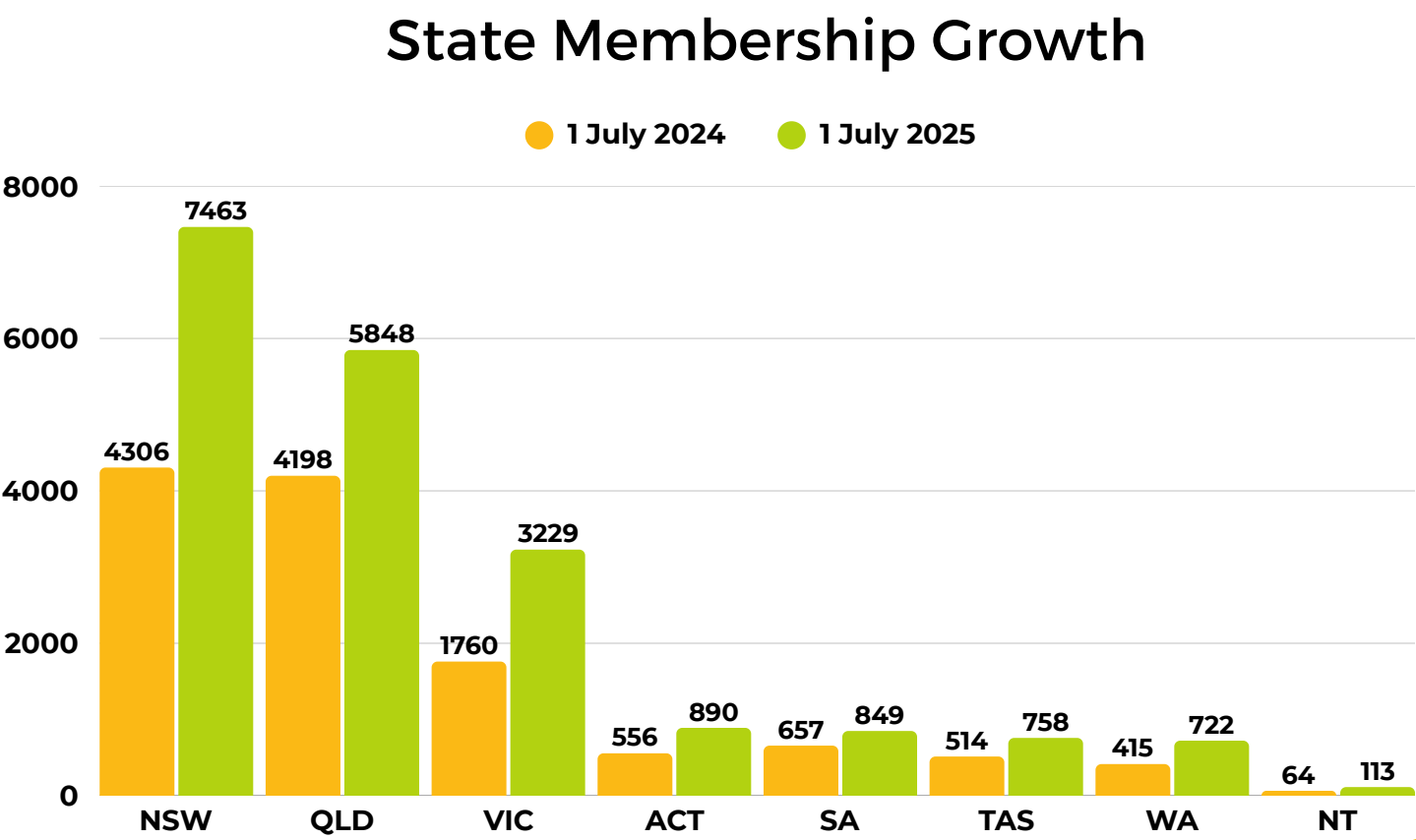
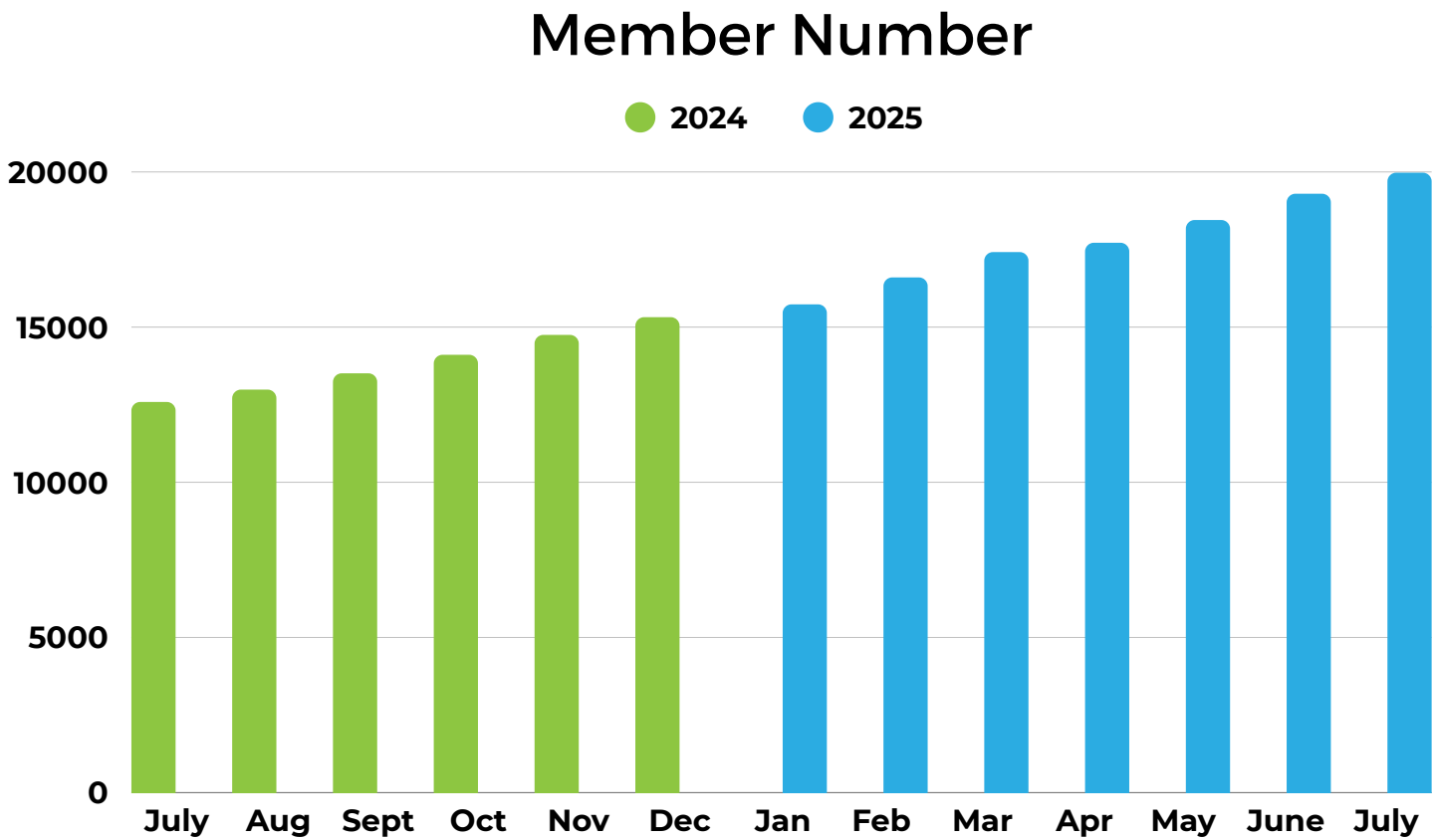


REASONS FOR EXPONENTIAL GROWTH

- It's easy to learn
- Highly Inclusive
- It's 'fun, social and competitive'
- Longevity for players
- Encourages intergenerational activity - so it's great for all the family.
- Wide range of identified mental, physical and social wellbeing benefits
- Inclusivity at tournaments and competitions for all skill levels and age groups.



PA MEMBERSHIPS



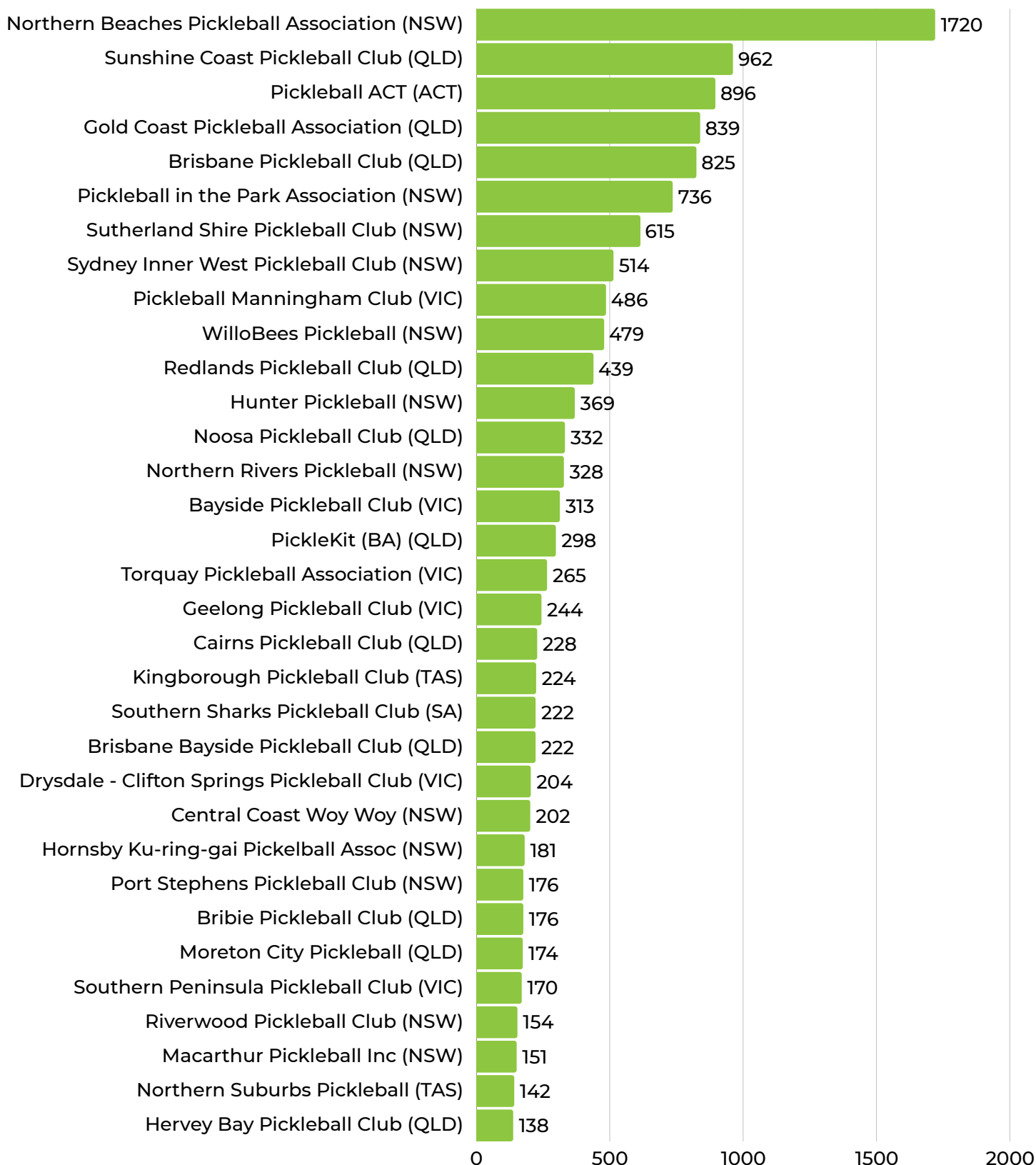
PA MEMBERSHIP BREAKDOWN

Member Breakdown by State

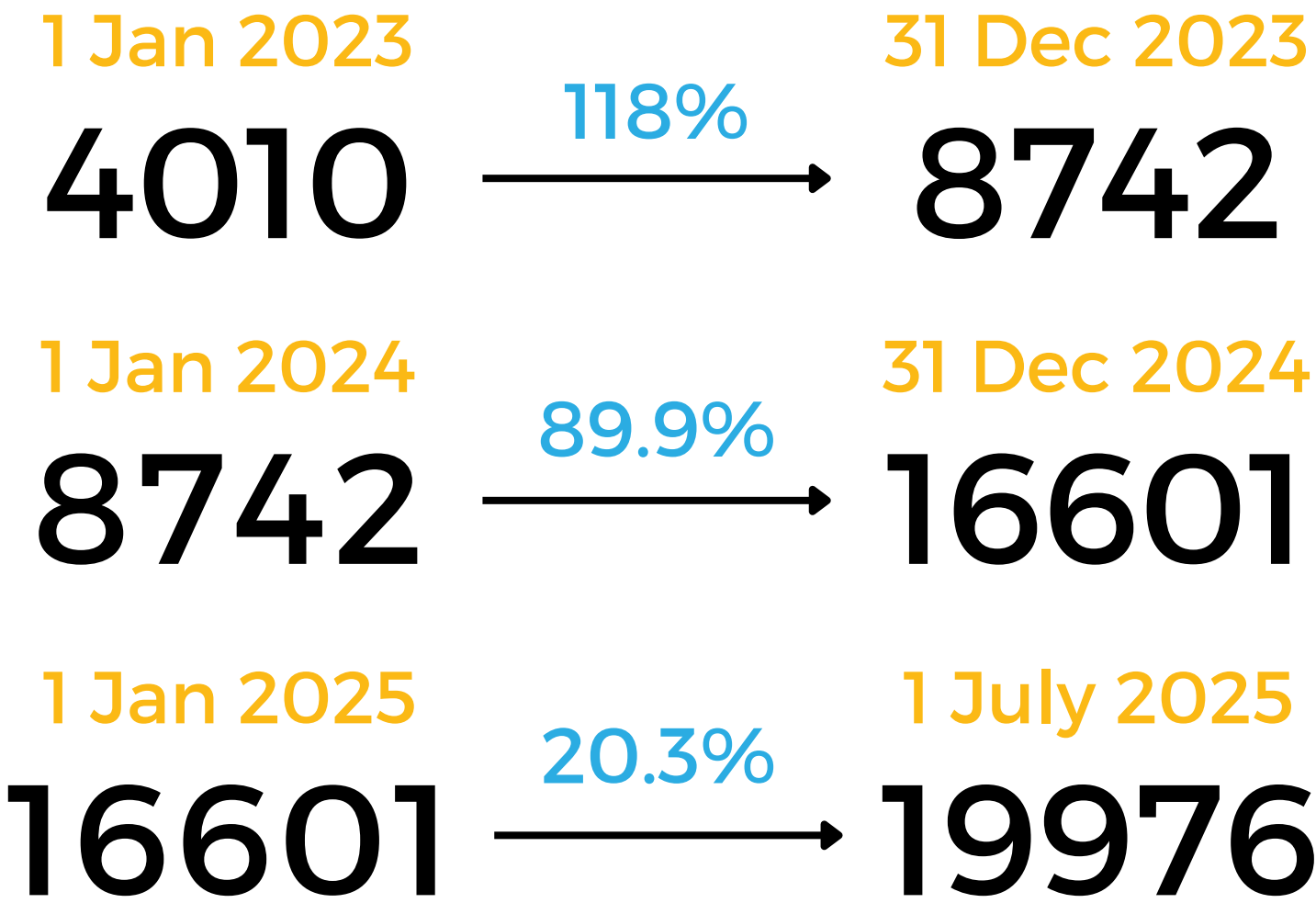


State	Number of Members	6 Month % Increase
ACT	890	20%
NSW	7463	32%
QLD	5848	21%
WA	722	38%
NT	113	19%
SA	849	8%
TAS	758	20%
VIC	3229	38%

LARGEST PICKLEBALL CLUBS & ASSOCIATIONS IN AUSTRALIA

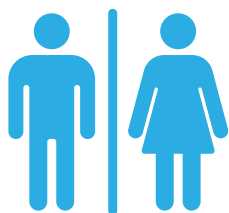


PA MEMBERSHIP ANNUAL GROWTH



OUR MEMBERS

45% male
55% female



Age range of
members

YEARS
8 - 90

50% of participants
are over 55



WHERE IS PICKLEBALL PLAYED?

308 Affiliates

520+ Venues

3200+ Sessions each week

PICKLEBALL TOURNAMENTS, TOURS AND LEAGUES

98 PA Sanctioned tournaments are currently scheduled for 2025 throughout Australia. [Learn More](#)

[PPA Australia](#) and [MLP Australia](#) have 12 events in 2025 with \$1 Million+ in prizemoney.

[NPL Australia](#) hosts the NPL with \$200k in prizemoney for teams across season 3 and 4 (2025) and over \$100K prizemoney in tournaments in 2025.



PA COMPETITIONS



Australian Pickleball Championships

- 2025 Trilogy Funds Australian Pickleball Championships 29 Sept - 6 Oct 2025.
- This inclusive tournament caters for all skill levels, ages and abilities.
- Events include Pro categories with \$30,000+ in prize money in 2025.
- The largest tournament in Australia, Oceania and the Southern Hemisphere was the 2024 edition of the Trilogy Funds Australian Pickleball Championships with 1200+ players
- 700+ players are already entered for this year (as of May 15th 2025)

[Click here to discover more](#)



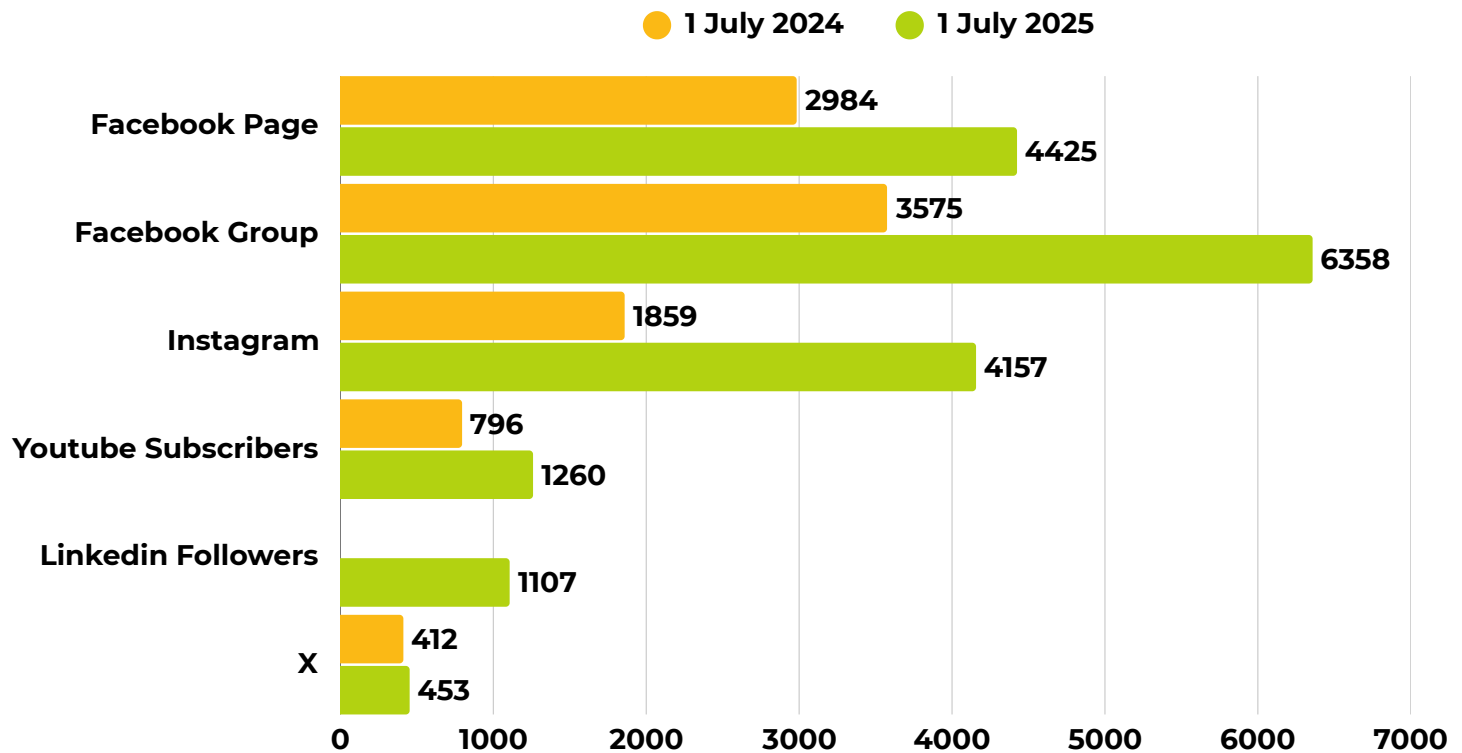
Australian Masters Cup (AMC)

- 1200+ players and 40+ Clubs participating Australia-wide
- Regional > State > National Championships
- National Championships to be played at Pimpama on the eve of the Australian Pickleball Championships

[Details are available here](#)

MORE PA NUMBERS

PA SOCIALS GROWTH



QUICK FACTS



Pickleball is the fastest growing SPORT/ACTIVITY* in Australia during the last 6 months with 67% growth (* with more than 10K participants) (Clearninghouse for Sport, 2025)



Pickleball has been played by over 155,000 people in Australia (Clearninghouse for Sport, 2025)



The PA Youtube Channel has had 186,970 views



Australia has the 3rd largest national membership in the world behind USA and Canada.



USA had over 19.8 million pickleball participants in 2024.

THE BRANDS BACKING PICKLEBALL IN AUSTRALIA



THANK YOU FOR READING

For more information about pickleball in Australia, head to pickleballaus.org.

