

BE THE SPORT OF CHOICE



The Home of
Australian Pickleball

Activate the nation

2025-2027
Strategic Plan

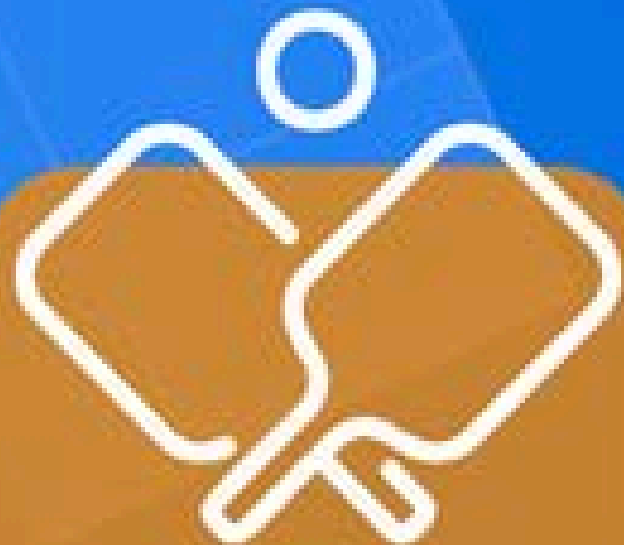
[Lets Play >](#)



BY THE NUMBERS

18,259

Members and rapidly growing



283

Clubs

8

National Advisory Groups informing and supporting: Brand & Sponsorship, Coaching, DEI, Industry & Facilities, Officiating, Safeguarding, Seniors Development, Tournaments & Events



200+

Affiliates

National Officiating Program with

200+

Accredited Officials

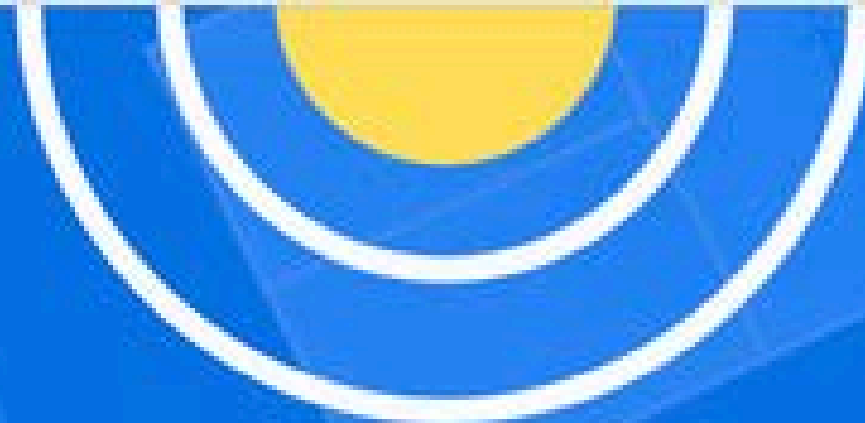
A united, aligned membership with

7

State / Territory Members

100+

Sanctioned tournaments nationwide with competitive opportunities for all ages and abilities



FOREWORD

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.

We dink different

Progress



National Pickleball Facility Development Guidelines launched

Director recruitment strategy: building a diverse, capable, high-performing board

International rating system adopted & national ranking system established

Enhanced centralised national administrative support for State Members incl. integrated member platform adopted by players, affiliates, State Associations & PA

Championships in every State and Territory, culminating in the Australian Pickleball Championships, the pinnacle national event

Recognition from the Global Pickleball Federation (GPF) & PA leadership role in the Oceania Pickleball Federation

National coaching accreditation program delivery

Player pathways from club through to international competition, incl. development of Australian representative program

Nationwide Masters Cup League for clubs, with regional, state & national competitive pathways

Strong collaboration through the PA - National State Member Strategy Forum & bi-monthly State Association forums

Widespread international recognition of PA incl. international and regional leadership to establish a unified international approach to governance

Broad-based affiliation program supporting pickleball development in a wide range of communities and settings, incl. playing opportunities provided in major population centres across the nation

COMMUNITY & INDUSTRY ECOSYSTEM

NATIONAL ECOSYSTEM

GLOBAL ECOSYSTEM



Pickleball Australia

Governance | Integrity | Facility Development | Education
Coaching | Accreditation Programs | Elite Pathways
Tournaments & Events | National Selection | Officiating



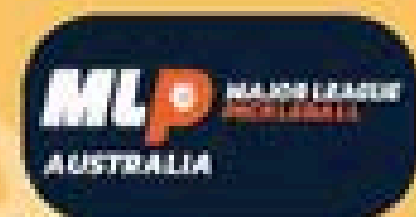
GLOBAL PICKLEBALL FEDERATION

- PA Affiliates
- State & Local Government
- Community Groups
- Venue Owners / Operators
- Lifestyle Resorts, Clubs & Retirement Villages
- Sporting Codes with PB & Multi-use Court Interface including:
 - Netball Australia
 - Tennis Australia
 - Badminton

State Associations



Partners



Pathways



65 Member Nations
+ 15 Under Consideration



SOCIAL & POP-UP PLAY

CLUB & RECREATIONAL PLAY

LEAGUE & COMPETITION PLAY

NATIONAL SELECTION & ELITE PLAY

VENUE & FACILITY DEVELOPMENT



Our Vision

**BE THE SPORT OF CHOICE,
ACTIVATE THE NATION**

'STRATEGIC PLAN 2025-2027 - BE THE SPORT OF CHOICE, ACTIVATE THE NATION'

delivers for pickleball, for Government and for Australians

Our strategy is aligned to the following 'megatrends' expected to shape sport in the coming 10 years.

ESCALATE THE EXERCISE



- Low barriers to entry, affordable and accessible
- Fun and easy to commence
- Sees quick success and progression
- Uncomplicated yet tactically engaging

MIND THE GAP



- Intergenerational sport bridging societal divides
- Facilitates play for and between all ages and abilities without modification

THE PERFECT PIVOT



- Promotes community connection and social cohesion
- Dynamic and flexible, can be played using minimal footprint and without major infrastructure

OUR BEST SPORTING SIDE



- Inherently inclusive and welcoming, encouraging fair play & diversity
- Champions sustainability through low impact facility requirements & breathes new life into underutilised spaces

FLEXIBILITY FAVOURLED



- Highly adaptable offerings catering to the increasing demand for casual participation and the growing trend of Australians choosing more flexible and unstructured ways to exercise with family and friends

Trends outlined above reference the 'Future of Sport Megatrends Report' (2022), and the ASC's national 'AusPlay Survey' (2024)

Our Mission

**UNITED & INCLUSIVE,
WE WORK TOGETHER TO
STRENGTHEN THE SPORT,
GROW THE COMMUNITY,
CREATE IMPACT &
NURTURE THE SPIRIT
OF PICKLEBALL**



Our Values

THE SPIRIT OF PICKLEBALL

S
P
I
R
I
T

SPORTING

Competition encouraged and celebrated with respect for players, adherence to rules and the fun and laughter endemic in gameplay

PASSION

For the game and growth of pickleball across Australia

INCLUSIVITY

Access for all ages, genders, and ability levels with attention to those who might be excluded or marginalised

RESPONSIBILITY

Our commitment to effectively guide the development of pickleball and our obligation to Australian communities

INTEGRITY

Our commitment to best practice in governance, and an ethical approach to the development of the game and skill of its players

TRAILBLAZING

Our desire to lead the way in supporting community connections through establishment of pickleball, a game played for life

2025-2027 GAME PLAN

We've built the foundations. Now, we're setting the course for the future of pickleball in Australia – one defined by bold leadership, smart growth, and a deep commitment to community and culture. Our strategy is built on three core pillars, Inspire - Own the Game, Amplify - Spread the Spark, Ignite - Back the Community.

INSPIRE ➤ *Own The Game*

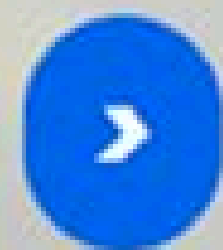
AMPLIFY ➤ *Spread The Spark*

IGNITE ➤ *Back The Community*

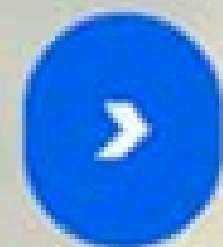
We dink different ... and we're just getting started.

PILLARS	PILLARS		
	INSPIRE <i>Own The Game</i>	AMPLIFY <i>Spread The Spark</i>	IGNITE <i>Back The Community</i>
	Lead with purpose and integrity, shaping the sport's future from grassroots to elite, establish pickleball as a credible national sport.	Elevate the profile, energy & brand of pickleball, fuel its momentum, share the joy that makes it so magnetic and invite the nation to play.	Support the people, places and pathways that power lifelong play and connection, fuelling participation, strengthening members, clubs and facilities.
COMMITMENT	COMMITMENT		
	<p>We will stand tall as the national leader for pickleball, inspiring the future of the sport through strong governance and bold, strategic leadership.</p> <p>We will lead with purpose and clarity – safeguarding the integrity and independence of the sport and by shaping the rules, setting the standard, and uniting the sport through collaboration.</p>	<p>We will promote the joy, benefits, and spirit of pickleball – energising and expanding the community and welcoming new audiences.</p> <p>We will build visibility and credibility for pickleball – elevating our brand, celebrating our unique culture, and raising the profile of the sport across Australia and beyond.</p>	<p>We will build a thriving, sustainable, safe and supportive pickleball eco-system for all.</p> <p>We will support players, clubs, and communities to connect, grow & thrive – with resources, pathways, and systems that support growth in participation, accessibility, and reach – from grassroots to high-performance, ensuring everyone has a place on the court.</p>
GOALS	GOALS		
	<ul style="list-style-type: none"> Establish pickleball as a recognised sport in Australia & Pickleball Australia as the recognised governing body through National Sporting Organisation (NSO) status. Strengthen governance and leadership across all levels of the sport. 	<ul style="list-style-type: none"> Grow national awareness of the sport and brand visibility of Pickleball Australia. Position pickleball as a sport of choice for new and diverse audiences and partners. Strengthen our position as a regional leader and trusted global contributor – shaping the future of the sport through excellence, collaboration, and integrity. 	<ul style="list-style-type: none"> Grow and support participation at all levels of play. Invest in the people, places & systems that make pickleball possible. Strengthen the financial sustainability of Pickleball Australia and its community network.
STRATEGIC ENABLERS			
<ul style="list-style-type: none"> Our passionate community Our unified membership Our regional and international role & recognition Our collaborative approach with all stakeholders & partners 			

INSPIRE > Own The Game



Safeguard the integrity and future of pickleball in Australia through robust, contemporary governance.



Provide thought leadership & innovation to the sport nationally, regionally & globally.



Strengthen our united, collaborative, member centric approach to the leadership and governance of our sport.



Nurture the growth of pickleball, within both existing multi-sport venues and independent of existing sports.



Support our National committees, advisory and working groups to lead the development of contemporary strategies, systems & resources.



Contribute to policy development to enhance the integrity, professionalism and consistency of global governance.



Enact a national shared services model to support our members in the delivery of critical business functions.



Provide comprehensive programs that foster development pathways for participants from grassroots to the elite level.



Implement consistent judiciary and tribunal practices to ensure fairness, integrity, and transparency in all decision-making processes.



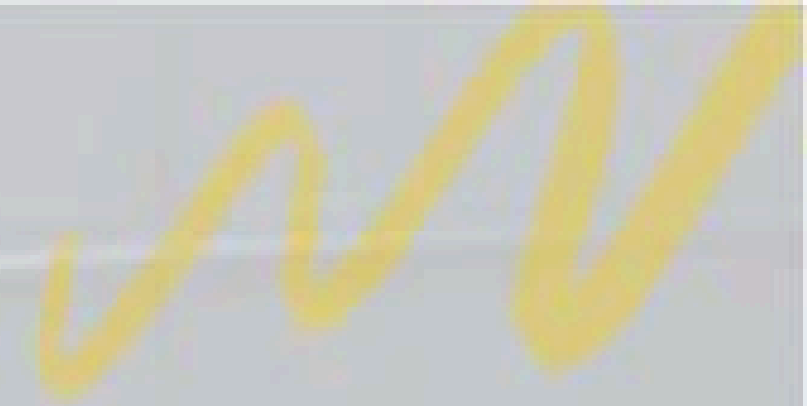
Provide professional, best practice training and education services for the growth and development of pickleball coaches and officials.

AMPLIFY > Spread The Spark



- Refresh and grow our strong and united brand – locally, nationally, globally.
- Bolster our fan engagement & content strategy to support growing fan and consumer interest in pickleball.
- Enhance the pickleball experience for all involved in our sport through our pickleball experience strategy.
- Attract and retain talent, building the pipeline of current and future players, coaches, administrators and officials.
- Protect the inclusive and accessible traits of the sport, whilst facilitating the growth, popularity, professionalism and commercialisation of the sport.
- Deploy our digital strategy to provide an integrated and enhanced digital customer experience for our stakeholders.
- Grow Pickleball Australia's digital presence and storytelling, profiling the unique human stories behind the sport.
- Launch a national multi-platform campaign to promote the sport's identity and unique culture.
- Elevate the brand presence through influencer and ambassador partnerships.
- Develop a high-visibility national event series to promote participation.
- Develop targeted programs for underrepresented groups through community collaboration and co-design.
- Secure high-profile partnerships across sport and non-sport sectors.

IGNITE > Back The Community



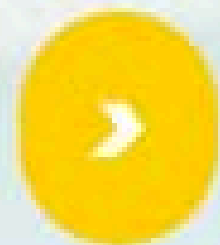
Implement a capability framework to support our next phase of building deep capacity and capability across the pickleball eco-system.



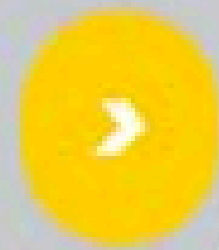
Secure diversified revenue streams through sponsorship, broadcast, merchandising and corporate & venue memberships.



Implement our national facility development strategy and support stakeholders in the deployment of the facility development guidelines.



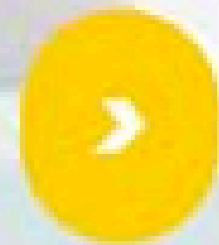
Continuously enhance our risk management, insurance, health and safety, safeguarding, sustainability & diversity, equity and inclusion systems.



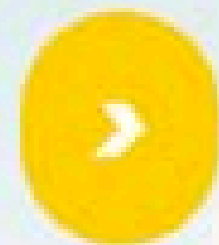
Led by our technology working group and roadmap, enhance our technology and data management practices.



Foster a supportive volunteer community through establishment of comprehensive programs and resources.



Grow the Pickleball Australia team to enhance capacity, capability and member support.



Implement robust processes for the selection of national and international representatives.

LET'S PLAY



The Home of
Australian Pickleball

