



Advancing Pickleball for All, for Life

Strategic Plan

2024 to 2028

*Approved by the Pickleball Canada Board of Directors – August 13, 2024
Updated by the Pickleball Canada Board of Directors - June 9, 2026*



Foundational Alignments

PURPOSE

To develop and sustain a dynamic, integrated Canadian system that promotes participation, competition and excellence in pickleball.

CORE VALUES

Welcoming, inclusive and accessible - Our sport embraces and supports players of all ages, abilities and interests; we foster social connections and a sense of community.

New ways, better ways - Pickleball Canada is innovative and progressive, and we engage our partners and empower passionate leaders.

Safe in our sport - Our players, coaches, officials and other volunteers have a right to be free from harassment, abuse, unethical behaviour and discrimination.

VISION

The number, diversity and achievements of Canadians playing pickleball will steadily increase as Pickleball Canada thrives as a world class, national sports organization.



Our Ambitions

By 2028, we will achieve the following Strategic Outcomes:

Growth

Annual growth in participation in a safe and inclusive environment

Pathways

Aligned and meaningful development streams for coaches, officials and players

Organization

A thriving NSO with enhanced brand strength



Our Three Strategic Pillars and Commitments

GROWTH

Annual growth in participation in a safe and inclusive environment

3 COMMITMENTS

1.1 Membership Benefits

1.2 Safe and Inclusive Environment

1.3 Facilities

PATHWAYS

Aligned and meaningful development streams for coaches, officials and players

3 COMMITMENTS

2.1 Program Support

2.2 Championships

2.3 Information Management

ORGANIZATION

A thriving NSO with enhanced Brand Strength

3 COMMITMENTS

3.1 Communicate Effectively

3.2 Governance & Risk Management

3.3 Stakeholder Partnerships



Our Commitments and Desired Outcomes by 2028

Growth - Annual growth in participation in a safe and inclusive environment

1.1 Membership Benefits

- Provincial and local tournaments and initiatives supported by Pickleball Canada sponsorship dollars.
- Popularity of pickleball leveraged to increase sponsorship opportunities

1.2 Safe and Inclusive Environment

- Completion of the Safe Sport Policy
- Programs to Increase participation in pickleball across Canada have been developed with PTSOs and implemented by clubs
- Growth of new and existing clubs supported by Pickleball Canada

1.3 Facilities

- In partnership with its PTSOs Pickleball Canada has influenced financial investment in pickleball facilities at the grassroots level

Pathways - Aligned meaningful development streams

2.1 Program Support

- Policies and strategies for Youth, High Performance and Para programs have been developed for delivery by PTSOs, local clubs and partners
- Coordinate an officiating training program in partnership with PTSOs ensuring sufficient levels of officials for tournament play
- Implement a national coaching program

2.2 Championships

- Exceptional National Championship Tournament Operated Annually
- Financial support provided to Provincial Championship Tournaments, with Pathway to National Championship

2.3 Information Management

- Provision of comprehensive tool for affiliated clubs
- Leverage communication and promotion
- PTSOs engaged in the planning process

Organization – A Thriving NSO with enhanced brand strength

3.1 Communicate Effectively

- Provision of leadership in building strong relationships with PTSOs & Affiliated Clubs, moving pickleball in Canada forward, together.

3.2 Governance & Risk Management

- Development and implementation of a governance structure clearly separating policy and operations
- Programming implemented that gains NSO status from the Federal Government
- Provision of governance and general support for PTSOs and their clubs

3.3 Stakeholder Partnerships

- Deploy a multifaceted and inclusive approach to relationships with internal and external partners