



PAKISTAN PICKLEBALL FEDERATION

STRATEGIC PLAN (2025–2030)

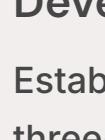
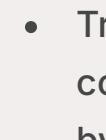
Building Excellence Through Unity, Innovation, and Inclusivity

The Pakistan Pickleball Federation (PPF) is poised at a pivotal moment in Pakistan's sporting history. As the officially recognized national governing body, we are committed to establishing pickleball as a transformative sport that unites communities, promotes physical wellness, and represents Pakistan with distinction on the international stage. This strategic plan outlines our comprehensive vision, measurable goals, and actionable roadmap for the next five years, designed to build a sustainable, inclusive, and world-class pickleball ecosystem across Pakistan.

Vision & Core Goals

To establish Pakistan as a global pickleball powerhouse by 2030, fostering a culture where excellence, accessibility, and national pride converge to make pickleball one of Pakistan's most beloved and widely played sports for all ages and backgrounds.

CORE GOALS (2025-2030)

	SPORTS DEVELOPMENT & INFRASTRUCTURE Pickleball Court Expansion Program <ul style="list-style-type: none">Construct 50 high-quality pickleball courts nationwide by 2030Priority regions: Lahore (10), Karachi (8), Islamabad (6), Peshawar (4), Quetta (4), Faisalabad (4), Multan (4), with 10 additional courts in educational institutionsImplement standardized court specifications aligned with Global Pickleball Federation (GPF) requirements		Talent Pathway Development <p>Establish a comprehensive three-tier talent identification system by 2030:</p> <ul style="list-style-type: none">Grassroots (District level): 100+ centers identifying 10,000+ new players annuallyDevelopment (Provincial level): 15 high-performance centers nurturing 1,000+ competitive playersElite (National level): 3 national training facilities preparing 200+ elite athletes for international competition		Technical Excellence <ul style="list-style-type: none">Train and certify 300+ coaches and 400+ officials by 2030 through enhanced partnerships with GPF and Asian Pickleball AssociationDevelop Pakistan-specific training curricula with Urdu translations and cultural adaptations, regularly updatedLaunch and continually expand a digital learning platform for remote coaching, certification, and ongoing professional development
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YOUTH ENGAGEMENT & GRASSROOTS GROWTH Educational Institution Program <ul style="list-style-type: none">Integrate pickleball into physical education curricula in 400+ schools and 50 universities by 2030Establish robust inter-school and inter-university championship series with regional and national qualifiersProvide comprehensive equipment grants and court construction support to educational institutions Youth Development Initiative <ul style="list-style-type: none">Launch and expand "Future Champions" program targeting ages 6-18 with specialized coaching pathways and mentorshipOrganize bi-monthly youth tournaments in all four provinces, culminating in annual national championshipsDevelop a comprehensive junior ranking system with clear pathways to scholarship and professional opportunities Women in Pickleball <ul style="list-style-type: none">Implement an expanded "Her Serve" initiative to ensure 50% female participation across all programs by 2030Create dedicated women-only training environments with accredited female coaches and mentorsEstablish a competitive women's national league with clear professional development pathways and international exposure	COMMUNICATION & PUBLIC AWARENESS National Awareness Campaign <ul style="list-style-type: none">Execute a multi-year, multi-platform "Serve Pakistan" campaign across television, radio, print, and all digital platformsDevelop compelling and dynamic content highlighting pickleball's health benefits, accessibility, family-friendly nature, and community impactAllocate 20% of campaign budget to rural and underserved communities to maximize reach and inclusivity Digital Ecosystem <ul style="list-style-type: none">Launch and continuously enhance the PPF website with advanced features for tournament registration, detailed player profiles, comprehensive educational resources, and newsDevelop a sophisticated mobile application for seamless match scheduling, real-time scoring, community building, and coaching resourcesForge strategic content partnerships with major Pakistani sports influencers, media outlets, and international pickleball platforms Community Activation <ul style="list-style-type: none">Organize 100+ "Try Pickleball" events annually in public parks, community centers, and recreational facilitiesEstablish permanent demonstration courts at major shopping centers, public venues, and tourist destinationsTrain 500+ community ambassadors to actively promote and facilitate pickleball in their neighborhoods and local communities
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INTERNATIONAL REPRESENTATION & EXCELLENCE National Team Development <ul style="list-style-type: none">Assemble and rigorously train highly competitive senior and junior national teams for consistent international competitionDevelop specialized, high-performance training camps with renowned international coaches on a quarterly basisTarget consistent participation in Asian Championships (starting 2026), World Championships (starting 2027), and other prestigious international tournaments Strategic Partnerships <ul style="list-style-type: none">Formalize partnerships with 10+ international pickleball federations for advanced knowledge exchange, player development, and joint initiativesAchieve full voting membership in the Asian Pickleball Association (APA) by Q1 2026, and actively participate in international governanceEstablish comprehensive player and coach exchange programs with neighboring countries and leading pickleball nations Hosting International Events <ul style="list-style-type: none">Bid to host the Asian Junior Championships in 2027 and explore opportunities for the Asian Senior Championships by 2030Organize multiple international exhibition matches annually featuring global pickleball stars to boost local interest and talentDevelop Lahore and Islamabad as Pakistan's premier pickleball hubs with international-standard facilities capable of hosting major events	GOVERNANCE & SUSTAINABILITY Organizational Excellence <ul style="list-style-type: none">Implement best-practice governance structures fully aligned with Pakistan Sports Board requirements and international standardsAchieve financial self-sustainability through diversified and robust revenue streams by 2028Establish transparent player selection policies, comprehensive conflict resolution mechanisms, and ethical conduct guidelines Revenue Generation Strategy <ul style="list-style-type: none">Secure 5-8 major corporate sponsorships with long-term 5-year commitmentsDevelop an extensive merchandise program featuring national team apparel, equipment, and branded accessoriesImplement a multi-tiered membership structure for clubs, players, and supporters, offering exclusive benefits and engagement opportunities Sustainable Operations <ul style="list-style-type: none">Adopt and enforce eco-friendly practices for all events and facilities, including the use of sustainable court construction materials and waste managementDevelop and implement comprehensive water conservation protocols for all outdoor facilitiesAchieve zero-waste tournament standards for all national and international events by 2028
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Achievements & Roadmap

ACHIEVEMENTS TO DATE (2024-2025)

Q1	Q2	Q3	Q4
Official Recognition & Governance <ul style="list-style-type: none">Secured registration with Pakistan Sports Board as national governing bodyObtained official membership with Global Pickleball Federation (GPF)Completed federation constitution and bylaws in compliance with national sports regulationsEstablished provincial affiliations in Punjab, Sindh, and Khyber Pakhtunkhwa, and Balochistan	Brand & Communications Foundation <ul style="list-style-type: none">Launched professional brand identity including logo, color scheme, and visual guidelinesEstablished operational headquarters in Lahore with dedicated staffCreated comprehensive digital presence across social media platforms (Facebook, Instagram, X, YouTube)Secured media partnerships with 3 major sports publications and 2 digital sports channels for ongoing coverage		
Sport Development Initiatives <ul style="list-style-type: none">Conducted first national coach certification program with 25 certified coaches (GPF Level 1 equivalent)Organized inaugural Pakistan National Pickleball Championship in Lahore with 120 participants across senior and junior categoriesBuilt 5 demonstration courts in major cities (Lahore, Karachi, Islamabad, Peshawar, Multan) to introduce the sport to the publicLaunched youth development program in 10 schools across three provinces, engaging over 500 students	International Engagement <ul style="list-style-type: none">Sent delegation to Asian Pickleball Conference in Bangkok, initiating key regional relationshipsSecured exhibition match featuring international players during Islamabad Sports Festival, attracting significant public interestEstablished preliminary talks with neighboring countries (India, Iran, Afghanistan) for potential regional competition and exchange programsInitiated membership application process for the Asian Pickleball Association (APA)		

ROADMAP (2025-2030)

2025: FOUNDATION & AWARENESS YEAR

Q1	Q2	Q3	Q4
Organizational Setup <ul style="list-style-type: none">Complete PSB formal recognition & provincial affiliations (all 4 provinces)Finalize constitution and bylawsEstablish provincial offices in all 4 provincesSecure initial seed funding (\$100k)	Awareness Campaign <ul style="list-style-type: none">Launch "Serve Pakistan" campaign (Phase 1)Host 10 demonstration events nationwide with 1000+ new players engagedSign first major corporate partnership (valued at \$50k+)Develop PPF official website & mobile app (beta)	Infrastructure Development <ul style="list-style-type: none">Complete 8 new courts in major cities (total 13)Certify 40 coaches and 25 officials (total 65 coaches, 50 officials)Establish first women's training center in LahoreDistribute 50 equipment grants to schools	Competitive Structure <ul style="list-style-type: none">Inaugural National Championships (senior & junior)Form junior national team (U18)Launch school program in 50 institutions (1000+ students)Establish rudimentary national ranking system

2026: GROWTH & DEVELOPMENT YEAR

Q1	Q2	Q3	Q4
Talent Development <ul style="list-style-type: none">Open National Training Center in LahoreImplement comprehensive national ranking systemHost first international exhibition match with 2 top-ranked international playersTrain additional 50 coaches & 50 officials	Youth Engagement <ul style="list-style-type: none">Expand school program to 125 institutions (2500+ students)Launch "Future Champions" scholarship program (10 scholarships)Host first Provincial Youth Championships in all 4 provincesLaunch "Her Serve" initiative, aiming for 20% female participation	International Integration <ul style="list-style-type: none">Achieve full voting membership in Asian Pickleball Association (APA)Send national team to Asian Championships (Senior & Junior)Host regional coaching seminar with GPF experts (25 participants)Formalize 3 international federation partnerships	Sustainability <ul style="list-style-type: none">Complete 10 additional courts nationwide (total 23)Launch merchandise program and digital membership system (500 members)Achieve 50% revenue self-sufficiency (\$250k)Organize 50 "Try Pickleball" events

2027: EXCELLENCE & GLOBAL INTEGRATION YEAR

Q1	Q2	Q3	Q4
High Performance <ul style="list-style-type: none">Prepare national teams for World Championships qualifiersImplement advanced performance analytics platformSecure multi-year sponsorship agreements (additional 3 partners, \$150k value)Train additional 75 coaches & 75 officials	National Integration <ul style="list-style-type: none">Complete 7 additional courts in underserved regions (total 30 courts)Launch Pakistan Pickleball League (PPL) - professional/amateur formatExpand school program to 250 institutions (5000+ students)"Her Serve" initiative reaches 35% female participation	International Hosting <ul style="list-style-type: none">Host Asian Junior Championships in LahoreBid for 2029 World Championships qualification eventEstablish Pakistan as regional training hub, hosting 2 international campsFormalize 5 additional international federation partnerships	Legacy Building <ul style="list-style-type: none">Achieve 75% financial sustainability (\$500k)Document impact: 5,000+ regular players, 200+ competitive athletesPresent 2028-2030 strategic plan to stakeholdersImplement first phase of eco-friendly practices in court construction

2028: REGIONAL DOMINANCE & COMMUNITY DEEPENING

Q1	Q2	Q3	Q4
Talent & Technical Development <ul style="list-style-type: none">Send 5 elite athletes for international training campsTrain and certify 100 coaches (total 290) and 100 officials (total 225)Launch digital learning platform for coaches & officialsInitiate curriculum localization for training materials	Infrastructure Expansion <ul style="list-style-type: none">Construct 10 new courts, focusing on educational institutions (total 40 courts)Establish 5 new high-performance training centers (total 7)Implement standardized court specifications aligned with GPF for all new courtsExpand "Her Serve" dedicated training environments to 3 cities	Community Engagement <ul style="list-style-type: none">Expand "Future Champions" program to 50 locations nationwideOrganize 100+ "Try Pickleball" events targeting new demographicsLaunch community ambassador program (100 ambassadors)"Serve Pakistan" campaign (Phase 2) targets rural communities (25% budget)	International Participation <ul style="list-style-type: none">National teams participate in 3+ international tournamentsHost 2 international exhibition matches with top 10 playersBegin comprehensive player & coach exchange programs with 2 countriesAchieve 85% revenue self-sufficiency (\$800k)

2029: GLOBAL RECOGNITION & WIDE-SCALE ADOPTION

Q1	Q2	Q3	Q4
Elite Performance <ul style="list-style-type: none">Secure top 3 finish in Asian Championships (Senior & Junior)Qualify 2+ players for World Championships main drawImplement sport science support for national teamsTrain and certify 100 additional coaches (total 390) and 100 officials (total 325)	Infrastructure & Access <ul style="list-style-type: none">Construct 10 new courts, ensuring accessibility (total 50 courts)Expand educational institution program to 400 schools & 50 universitiesLaunch competitive women's national leagueIntroduce adaptive pickleball programs for differently-abled individuals	Awareness & Engagement <ul style="list-style-type: none">"Serve Pakistan" campaign (Phase 3) achieves national household recognitionPPF website & mobile app achieve 50k active usersEstablish permanent demonstration courts at 10 major public venuesDevelop comprehensive junior ranking system with scholarship pathways	Governance & Sustainability <ul style="list-style-type: none">Achieve 95% financial self-sufficiency (\$1.2M)Secure 5+ long-term corporate sponsorships (5-year commitments)Implement robust conflict resolution mechanisms and ethical conduct guidelinesAchieve zero-waste tournament standards for all national events

2030: GLOBAL POWERHOUSE & LEGACY

Q1	Q2	Q3	Q4
Peak Performance <ul style="list-style-type: none">Achieve top 8 finish in World Championships (Senior & Junior)Pakistan hosts major international pickleball event (e.g., Asian Senior Championships)200+ elite athletes in national training facilitiesTrain and certify remaining 10 coaches (total 400) and 75 officials (total 400)	Widespread Participation <ul style="list-style-type: none">Integrate pickleball into PE curricula in 400+ schools & 50 universities"Her Serve" initiative achieves 50% female participation across all programs10,000+ new players identified annually through grassroots centers15 high-performance centers nurturing 1,000+ competitive players	National Impact <ul style="list-style-type: none">Achieve 100% financial self-sufficiency and diversified revenue streamsPickleball recognized as one of Pakistan's top 5 most played sportsPPF recognized as a leading sports federation globallyComprehensive junior ranking system yields 5+ professional opportunities	Sustainable Future <ul style="list-style-type: none">Publish comprehensive 2025-2030 impact reportOutline 2031-2035 strategic vision for continued growthEnsure all facilities and events adhere to eco-friendly practices and water conservation protocolsReinforce Pakistan's position as a global pickleball powerhouse

Financial Plan & Performance Metrics

RESOURCE REQUIREMENTS

Financial Investment Plan (PKR Millions)

Category	2025	2026	2027	2028	2029	2030	Total (2025-2030)
Infrastructure & Courts	8.5	12.0	10.0	15.0	18.0	12.0	75.5
Talent Development	3.2	4.0	4.5	5.5	6.0	6.5	29.7
Marketing & Awareness	2.5	3.0	3.0	4.0	5.0	4.5	22.0
International Programs	2.0	3.5	5.0	6.0	7.0	8.0	31.5
Governance & Operations	1.8	2.0	2.2	2.5	2.8	3.0	14.3
TOTAL EXPENDITURE	18.0	24.5	24.7	33.0	38.8	34.0	173.0

Revenue Projection (PKR Millions)

Revenue Source	2025	2026	2027	2028	2029	2030	Total (2025-2030)
Sponsorships	3.0	8.0	12.0	15.0	18.0	20.0	76.0
Memberships & Fees	1.5	3.0	5.0	6.5	8.0	9.0	33.0
Events & Tournaments	1.0	2.5	4.0	5.0	6.0	7.0	25.5
Merchandise & Licensing	0.5	2.0	4.0	5.5	6.5	7.5	26.0
Government & Grants	4.0	3.0	2.0	1.5	1.0	0.5	12.0
Other Income	0.5	1.0	1.5	2.0	2.5	3.0	10.5
TOTAL REVENUE	10.5	19.5	28.5	35.5	42.0	47.0	183.0
Funding Gap / (Surplus)	7.5	5.0	(3.8)	(2.5)	(3.2)	(13.0)	(10.0)

Note: The Pakistan Pickleball Federation projects to achieve positive operational cash flow by 2027 and maintain a growing surplus through 2030, indicating financial self-sufficiency and sustainability for the 5-year plan.

MEASUREMENT & EVALUATION

Key Performance Indicators (KPIs)

Metric	2025	2026	2027	2028	2029	2030	Data Source
Participation & Outreach							
Registered Players	2,000	5,000	10,000	15,000	25,000	40,000	PPF Database
Infrastructure & Capacity Building							
Courts Built/Converted (Cumulative)	8	18	25	35	45	55+	Facility Inventory
Certified Coaches (Cumulative)	40	90	150	250	350	400+	Certification Records
Certified Officials (Cumulative)	25	60	100	200	300	400+	Certification Records
Competitive Performance							
National Tournaments Hosted	2	4	6	8	10	12+	Event Records
International Events Participated	1	3	5	7	9	10+	Competition Records
World Ranking Points (Cumulative)	0	150	500	1,000	2,000	3,000+	GPF Ranking System
Organizational Health & Sustainability							
Revenue Self-Sufficiency	35%	60%	115%	108%	108%	138%	Financial Statements
Provincial Affiliations (Cumulative)	4	5	7	9	10	10+	Affiliation Records
Active Digital Users (Website/App)	10K	50K	150K	250K	400K	500K+	Platform Analytics

Risk Management & Conclusion

RISK MITIGATION STRATEGY (2025-2030)

Risk Category	Likelihood	Impact	Timeframe	Mitigation Strategy
Financial Sustainability	High	Medium	Ongoing	<ul style="list-style-type: none">• Diversify revenue streams (sponsorships, memberships, grants)• Establish robust emergency reserve fund• Implement rigorous financial forecasting and control• Seek long-term endowments and international funding
Funding Shortfalls				
Political & Social Environment	Medium	Medium	Ongoing	<ul style="list-style-type: none">• Maintain strict political and social neutrality• Build relationships across diverse community stakeholders• Focus on sport's unifying power and community benefits• Develop contingency plans for operational disruptions
Political Instability & Social Acceptance				
Human Capital Development	Medium	High	Long-Term	<ul style="list-style-type: none">• Create clear development pathways for players and coaches• Offer competitive compensation and benefits• Implement continuous professional development programs• Establish mentorship and succession planning initiatives
Talent Retention & Development				
Infrastructure & Operational Capacity	High	Medium	Medium-Term	<ul style="list-style-type: none">• Partner with private facilities and educational institutions• Utilize modular court systems for rapid deployment• Develop a national infrastructure master plan with public-private partnerships• Secure multiple construction and maintenance partners
Infrastructure & Facility Limitations				
Market Dynamics & Competition	Low	Medium	Ongoing	<ul style="list-style-type: none">• Emphasize pickleball's unique accessibility, social, and health benefits• Target underserved demographics and new participant segments• Leverage strong marketing and community engagement campaigns• Continuously innovate program offerings and event formats
Competition from Other Sports & Public Interest Fluctuations				
Reputation & Governance	Low	High	Ongoing	<ul style="list-style-type: none">• Implement transparent governance structures and ethical guidelines• Establish clear communication protocols and crisis management plan• Ensure compliance with national and international sports federations• Proactively engage with media to shape positive narratives
Governance Issues & Negative Publicity				

CONCLUSION: PAVING THE WAY TO GLOBAL LEADERSHIP BY 2030

The Pakistan Pickleball Federation's 5-year strategic plan (2025-2030) represents more than a roadmap for sport development—it embodies our unwavering commitment to nation-building through athletic excellence. Our vision for 2030 is to see Pakistan emerge as a global pickleball powerhouse, where our athletes consistently shine on the international stage, and pickleball serves as a catalyst for community well-being and national pride. We envision a Pakistan where vibrant pickleball courts are bustling community hubs, where young people find purpose and direction through healthy competition, and where our national teams bring home accolades from prestigious world championships.

This plan is an ambitious yet meticulously crafted blueprint for sustained growth and success, grounded in both sporting excellence and practical execution. With the steadfast support of the Pakistan Sports Board, our invaluable corporate partners, dedicated provincial associations, and a passionate army of volunteers, we are poised to transform pickleball from a promising newcomer to an indispensable cornerstone of Pakistan's sporting identity.

As we forge ahead towards 2030, we remain steadfast in our core principles: **inclusivity for all Pakistanis, regardless of background, excellence in everything we do, and integrity in every decision we make**. Together, we will build a lasting legacy that future generations will inherit with pride, positioning Pakistan at the forefront of the global pickleball community.

CONTACT INFORMATION

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