



# 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

- Construct 50 high-quality pickleball courts nationwide by 2030
- Priority regions: Lahore (10), Karachi (8), Islamabad (6), Peshawar (4), Quetta (4), Faisalabad (4), Multan (4), with 10 additional courts in educational institutions
- Implement standardized court specifications aligned with Global Pickleball Federation (GPF) requirements



### Talent Pathway Development

Establish a comprehensive three-tier talent identification system by 2030:

- Grassroots (District level):** 100+ centers identifying 10,000+ new players annually
- Development (Provincial level):** 15 high-performance centers nurturing 1,000+ competitive players
- Elite (National level):** 3 national training facilities preparing 200+ elite athletes for international competition



### Technical Excellence

- Train and certify 300+ coaches and 400+ officials by 2030 through enhanced partnerships with GPF and Asian Pickleball Association
- Develop Pakistan-specific training curricula with Urdu translations and cultural adaptations, regularly updated
- Launch 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

- Integrate pickleball into physical education curricula in 400+ schools and 50 universities by 2030
- Establish robust inter-school and inter-university championship series with regional and national qualifiers
- Provide comprehensive equipment grants and court construction support to educational institutions

#### Youth Development Initiative

- Launch and expand "Future Champions" program targeting ages 6-18 with specialized coaching pathways and mentorship
- Organize bi-monthly youth tournaments in all four provinces, culminating in annual national championships
- Develop a comprehensive junior ranking system with clear pathways to scholarship and professional opportunities

#### Women in Pickleball

- Implement an expanded "Her Serve" initiative to ensure 50% female participation across all programs by 2030
- Create dedicated women-only training environments with accredited female coaches and mentors
- Establish a competitive women's national league with clear professional development pathways and international exposure

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### COMMUNICATION & PUBLIC AWARENESS

#### National Awareness Campaign

- Execute a multi-year, multi-platform "Serve Pakistan" campaign across television, radio, print, and all digital platforms
- Develop compelling and dynamic content highlighting pickleball's health benefits, accessibility, family-friendly nature, and community impact
- Allocate 20% of campaign budget to rural and underserved communities to maximize reach and inclusivity

#### Digital Ecosystem

- Launch and continuously enhance the PPF website with advanced features for tournament registration, detailed player profiles, comprehensive educational resources, and news
- Develop a sophisticated mobile application for seamless match scheduling, real-time scoring, community building, and coaching resources
- Forge strategic content partnerships with major Pakistani sports influencers, media outlets, and international pickleball platforms

#### Community Activation

- Organize 100+ "Try Pickleball" events annually in public parks, community centers, and recreational facilities
- Establish permanent demonstration courts at major shopping centers, public venues, and tourist destinations
- Train 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

- Assemble and rigorously train highly competitive senior and junior national teams for consistent international competition
- Develop specialized, high-performance training camps with renowned international coaches on a quarterly basis
- Target consistent participation in Asian Championships (starting 2026), World Championships (starting 2027), and other prestigious international tournaments

#### Strategic Partnerships

- Formalize partnerships with 10+ international pickleball federations for advanced knowledge exchange, player development, and joint initiatives
- Achieve full voting membership in the Asian Pickleball Association (APA) by Q1 2026, and actively participate in international governance
- Establish comprehensive player and coach exchange programs with neighboring countries and leading pickleball nations

#### Hosting International Events

- Bid to host the Asian Junior Championships in 2027 and explore opportunities for the Asian Senior Championships by 2030
- Organize multiple international exhibition matches annually featuring global pickleball stars to boost local interest and talent
- Develop Lahore and Islamabad as Pakistan's premier pickleball hubs with international-standard facilities capable of hosting major events

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### GOVERNANCE & SUSTAINABILITY

#### Organizational Excellence

- Implement best-practice governance structures fully aligned with Pakistan Sports Board requirements and international standards
- Achieve financial self-sustainability through diversified and robust revenue streams by 2028
- Establish transparent player selection policies, comprehensive conflict resolution mechanisms, and ethical conduct guidelines

#### Revenue Generation Strategy

- Secure 5-8 major corporate sponsorships with long-term 5-year commitments
- Develop an extensive merchandise program featuring national team apparel, equipment, and branded accessories
- Implement a multi-tiered membership structure for clubs, players, and supporters, offering exclusive benefits and engagement opportunities

#### Sustainable Operations

- Adopt and enforce eco-friendly practices for all events and facilities, including the use of sustainable court construction materials and waste management
- Develop and implement comprehensive water conservation protocols for all outdoor facilities
- Achieve zero-waste tournament standards for all national and international events by 2028



# Achievements & Roadmap

## ACHIEVEMENTS TO DATE (2024–2025)

Q1

### Official Recognition & Governance

- Secured registration with Pakistan Sports Board as national governing body
- Obtained official membership with Global Pickleball Federation (GPF)
- Completed federation constitution and bylaws in compliance with national sports regulations
- Established provincial affiliations in Punjab, Sindh, and Khyber Pakhtunkhwa, and Balochistan

Q3

### Sport Development Initiatives

- 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 categories
- Built 5 demonstration courts in major cities (Lahore, Karachi, Islamabad, Peshawar, Multan) to introduce the sport to the public
- Launched youth development program in 10 schools across three provinces, engaging over 500 students

Q2

### Brand & Communications Foundation

- Launched professional brand identity including logo, color scheme, and visual guidelines
- Established operational headquarters in Lahore with dedicated staff
- Created 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

Q4

### International Engagement

- Sent delegation to Asian Pickleball Conference in Bangkok, initiating key regional relationships
- Secured exhibition match featuring international players during Islamabad Sports Festival, attracting significant public interest
- Established preliminary talks with neighboring countries (India, Iran, Afghanistan) for potential regional competition and exchange programs
- Initiated membership application process for the Asian Pickleball Association (APA)

## ROADMAP (2025–2030)

### 2025: FOUNDATION & AWARENESS YEAR

Q1

#### Organizational Setup

- Complete PSB formal recognition & provincial affiliations (all 4 provinces)
- Finalize constitution and bylaws
- Establish provincial offices in all 4 provinces
- Secure initial seed funding (\$100k)

Q2

#### Awareness Campaign

- Launch "Serve Pakistan" campaign (Phase 1)
- Host 10 demonstration events nationwide with 1000+ new players engaged
- Sign first major corporate partnership (valued at \$50k+)
- Develop PPF official website & mobile app (beta)

Q3

#### Infrastructure Development

- 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 Lahore
- Distribute 50 equipment grants to schools

Q4

#### Competitive Structure

- 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

#### Talent Development

- Open National Training Center in Lahore
- Implement comprehensive national ranking system
- Host first international exhibition match with 2 top-ranked international players
- Train additional 50 coaches & 50 officials

Q2

#### Youth Engagement

- Expand school program to 125 institutions (2500+ students)
- Launch "Future Champions" scholarship program (10 scholarships)
- Host first Provincial Youth Championships in all 4 provinces
- Launch "Her Serve" initiative, aiming for 20% female participation

Q3

#### International Integration

- 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

Q4

#### Sustainability

- 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

#### High Performance

- Prepare national teams for World Championships qualifiers
- Implement advanced performance analytics platform
- Secure multi-year sponsorship agreements (additional 3 partners, \$150k value)
- Train additional 75 coaches & 75 officials

Q2

#### National Integration

- Complete 7 additional courts in underserved regions (total 30 courts)
- Launch Pakistan Pickleball League (PPL) - professional/amateur format
- Expand school program to 250 institutions (5000+ students)
- "Her Serve" initiative reaches 35% female participation

Q3

#### International Hosting

- Host Asian Junior Championships in Lahore
- Bid for 2029 World Championships qualification event
- Establish Pakistan as regional training hub, hosting 2 international camps
- Formalize 5 additional international federation partnerships

Q4

#### Legacy Building

- Achieve 75% financial sustainability (\$500k)
- Document impact: 5,000+ regular players, 200+ competitive athletes
- Present 2028-2030 strategic plan to stakeholders
- Implement first phase of eco-friendly practices in court construction

### 2028: REGIONAL DOMINANCE & COMMUNITY DEEPENING

Q1

#### Talent & Technical Development

- Send 5 elite athletes for international training camps
- Train and certify 100 coaches (total 290) and 100 officials (total 225)
- Launch digital learning platform for coaches & officials
- Initiate curriculum localization for training materials

Q2

#### Infrastructure Expansion

- 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 courts
- Expand "Her Serve" dedicated training environments to 3 cities

Q3

#### Community Engagement

- Expand "Future Champions" program to 50 locations nationwide
- Organize 100+ "Try Pickleball" events targeting new demographics
- Launch community ambassador program (100 ambassadors)
- "Serve Pakistan" campaign (Phase 2) targets rural communities (25% budget)

Q4

#### International Participation

- National teams participate in 3+ international tournaments
- Host 2 international exhibition matches with top 10 players
- Begin comprehensive player & coach exchange programs with 2 countries
- Achieve 85% revenue self-sufficiency (\$800k)

### 2029: GLOBAL RECOGNITION & WIDE-SCALE ADOPTION

Q1

#### Elite Performance

- Secure top 3 finish in Asian Championships (Senior & Junior)
- Qualify 2+ players for World Championships main draw
- Implement sport science support for national teams
- Train and certify 100 additional coaches (total 390) and 100 officials (total 325)

Q2

#### Infrastructure & Access

- Construct 10 new courts, ensuring accessibility (total 50 courts)
- Expand educational institution program to 400 schools & 50 universities
- Launch competitive women's national league
- Introduce adaptive pickleball programs for differently-abled individuals

Q3

#### Awareness & Engagement

- "Serve Pakistan" campaign (Phase 3) achieves national household recognition
- PPF website & mobile app achieve 50k active users
- Establish permanent demonstration courts at 10 major public venues
- Develop comprehensive junior ranking system with scholarship pathways

Q4

#### Governance & Sustainability

- Achieve 95% financial self-sufficiency (\$1.2M)
- Secure 5+ long-term corporate sponsorships (5-year commitments)
- Implement robust conflict resolution mechanisms and ethical conduct guidelines
- Achieve zero-waste tournament standards for all national events

### 2030: GLOBAL POWERHOUSE & LEGACY

Q1

#### Peak Performance

- 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 facilities
- Train and certify remaining 10 coaches (total 400) and 75 officials (total 400)

Q2

#### Widespread Participation

- Integrate pickleball into PE curricula in 400+ schools & 50 universities
- "Her Serve" initiative achieves 50% female participation across all programs
- 10,000+ new players identified annually through grassroots centers
- 15 high-performance centers nurturing 1,000+ competitive players

Q3

#### National Impact

- Achieve 100% financial self-sufficiency and diversified revenue streams
- Pickleball recognized as one of Pakistan's top 5 most played sports
- PPF recognized as a leading sports federation globally
- Comprehensive junior ranking system yields 5+ professional opportunities

Q4

#### Sustainable Future

- Publish comprehensive 2025-2030 impact report
- Outline 2031-2035 strategic vision for continued growth
- Ensure all facilities and events adhere to eco-friendly practices and water conservation protocols
- Reinforce 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             |
| Youth Program Participants             | 1,500 | 3,500 | 7,000  | 10,000 | 15,000 | 20,000 | Program Records          |
| Female Participation Rate              | 25%   | 35%   | 40%    | 45%    | 48%    | 50%    | Registration Data        |
| Schools/Universities with Programs     | 50    | 125   | 250    | 300    | 450    | 500+   | Educational Partnerships |
| 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   |
|--|------------|--------|-------------|---|
| <b>Financial Sustainability</b><br>Funding Shortfalls  | High       | Medium | Ongoing     | <ul style="list-style-type: none"><li>• Diversify revenue streams (sponsorships, memberships, grants)</li><li>• Establish robust emergency reserve fund</li><li>• Implement rigorous financial forecasting and control</li><li>• Seek long-term endowments and international funding</li></ul>  |
| <b>Political &amp; Social Environment</b><br>Political Instability & Social Acceptance                   | Medium     | Medium | Ongoing     | <ul style="list-style-type: none"><li>• Maintain strict political and social neutrality</li><li>• Build relationships across diverse community stakeholders</li><li>• Focus on sport's unifying power and community benefits</li><li>• Develop contingency plans for operational disruptions</li></ul>  |
| <b>Human Capital Development</b><br>Talent Retention & Development                                       | Medium     | High   | Long-Term   | <ul style="list-style-type: none"><li>• Create clear development pathways for players and coaches</li><li>• Offer competitive compensation and benefits</li><li>• Implement continuous professional development programs</li><li>• Establish mentorship and succession planning initiatives</li></ul>   |
| <b>Infrastructure &amp; Operational Capacity</b><br>Infrastructure & Facility Limitations                | High       | Medium | Medium-Term | <ul style="list-style-type: none"><li>• Partner with private facilities and educational institutions</li><li>• Utilize modular court systems for rapid deployment</li><li>• Develop a national infrastructure master plan with public-private partnerships</li><li>• Secure multiple construction and maintenance partners</li></ul>                  |
| <b>Market Dynamics &amp; Competition</b><br>Competition from Other Sports & Public Interest Fluctuations | Low        | Medium | Ongoing     | <ul style="list-style-type: none"><li>• Emphasize pickleball's unique accessibility, social, and health benefits</li><li>• Target underserved demographics and new participant segments</li><li>• Leverage strong marketing and community engagement campaigns</li><li>• Continuously innovate program offerings and event formats</li></ul>          |
| <b>Reputation &amp; Governance</b><br>Governance Issues & Negative Publicity                             | Low        | High   | Ongoing     | <ul style="list-style-type: none"><li>• Implement transparent governance structures and ethical guidelines</li><li>• Establish clear communication protocols and crisis management plan</li><li>• Ensure compliance with national and international sports federations</li><li>• Proactively engage with media to shape positive narratives</li></ul> |

## 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

**Pakistan Pickleball Federation**  
National Sports Complex, Lahore, Pakistan  
  
Email: [info@pakpickleballfed.com](mailto:info@pakpickleballfed.com)  
Website: [www.pakistanpickleball.org](http://www.pakistanpickleball.org)  
Phone: +92 300 4141437 (WhatsApp)  
  
Social Media: @PakistanPickleballFederation  
(Facebook, Instagram, X, YouTube, TikTok, Linkidin)

### APPROVED BY:

**Rana Fakhar Saeed, Founder & President**

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