

PICKLEBALL ONTARIO



Strategic Plan July 2024
(FY2025-2027)

Mission Statement

Pickleball Ontario is a non-profit association of volunteer pickleball enthusiasts that are committed to supporting the growth of the game along with participation and development of both recreational and tournament players throughout the province of Ontario.



Objective 1: Grow the game: recreational and competitive

1. Engage members and member clubs
 - a. Marketing, Events
 - b. Onboarding and ongoing support
 - c. Coaching and officiating programs
 - d. Common rating system
2. Foster interest in communities
 - Junior programming
3. Leverage government
 - a. Municipal project
 - b. Recognized sport organization
4. Sign and partner with sponsors

Objective 2: Build a dynamic & sustainable organization

1. Recruit more board members and volunteers
2. Define strategic and operational processes
3. Use technology efficiently and effectively
4. Stay connected with Pickleball Canada and other provincial counterparts