

# Pickleball Saskatchewan

*The Sport for All*

**Strategic Plan 2021-2024**





## The Sport for All



### INTRODUCTION

Pickleball is a fun and fast-paced sport, accessible to all. It helps build active, healthy communities. Pickleball promotes positive social interaction and enhances participants' physical and mental health.

Pickleball as a sport strives to be welcoming, accessible and safe; to be equitable, diverse and inclusive. This has led it to be the fastest growing sport in the world.

Saskatchewan 'Snowbirds' learned to play pickleball in the southern United States and brought their love of the game home, along with the desire to play for more than a few months in the winter. In typical Saskatchewan style, volunteerism was the key to success in establishing pickleball throughout the province.

The first pickleball program in Regina was started at the Glencairn Recreation Centre in 2006. It was followed in short order by programs in schools, churches and other community centres throughout the city. Pickleball is now played every day of the week in multiple locations in Regina by over 1,000 people.

The early days of pickleball in Saskatoon began with weekly games in 2007 at Father Basil Markle Park, with hand marked lines on existing tennis courts. In 2008 the sport was further organized, grown and supported by community groups. From its modest beginnings, the Saskatoon pickleball community has now grown to include over 1,000 regular players.

Rural and smaller communities organized pickleball clubs on their own or by partnering with other nearby centres. Informal competitions are enjoyed across the province. All sizes of communities have worked hard to create outdoor courts through grants and volunteerism.

Pickleball Saskatchewan Inc. (PSI) was incorporated as a non-profit membership corporation in 2013. Its first affiliated clubs were Pickleball Regina Inc. and Saskatoon Pickleball Inc. in 2017. As of the end of 2020, there are 18 affiliated clubs and 1,571 members of Pickleball Saskatchewan. In addition to the strong growth in enthusiastic members, PSI is very proud to have pickleball recognized as an emerging sport by Sask Sport in 2020. This designation acknowledges Pickleball Saskatchewan's role in developing and growing the sport of pickleball in the province and provides access to funding as an affiliate of Sask Sport. It is PSI's desire to have all pickleball players in the province realize the benefits of becoming a member of Pickleball Saskatchewan, and thereby of Pickleball Canada.

This Strategic Plan sets the direction for pickleball in Saskatchewan. Implementation will guide the organization's efforts and ensure focus is maintained on the initiatives that will lead to achievement of our goals.



## VISION

**Pickleball Saskatchewan will provide the foundation for the continued growth and success of pickleball in Saskatchewan**

## MISSION

**To promote the growth of pickleball for all, for life**

## VALUES

### ▪ **Inclusive and accessible**

We will embrace and support players of all ages, abilities and interests fostering social connections and a sense of community; and celebrating their involvement and achievements.

### ▪ **Respect**

We will value all our members and volunteers who are integral to our success. We will listen to and be considerate of their needs and be open, honest and transparent in our actions as we strive for excellence in all that we do.

### ▪ **Safe in our sport**

We believe our athletes, coaches, officials and other volunteers have a right to be free from harassment, abuse, unethical behaviour and discrimination.

### ▪ **Innovation**

We will inspire a love of our sport by being innovative in our thinking, working in partnerships and collaborations.

**OBJECTIVES AND ACTION PLANS**

**Enhance Capacity to Sustain Development and Enable Growth**

<b>Objective</b>	<b>Fulfill all requirements for recognition as a Provincial Sport Organization by March 2023</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Three-year Strategic Plan completed, Board approved and adopted</li> <li>2. Submit Annual Funding applications and follow-up reports within the required time frames</li> <li>3. Ensure all requirements of the Sask. Lottery Trust Fund are met (Audit/Review, AGM, Non-Profit Corporations Act) and Annual Funding and Member Assistance Program (MAP) Guidelines are followed</li> <li>4. Support and adopt the National Coaching Certification Program (NCCP) coaching program being developed by Pickleball Canada</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Document produced and distributed to Members. Progress toward desired outcomes is reviewed quarterly</li> <li>2. Submitted on time and accepted by Sask Sport</li> <li>3. Submissions are accepted by Sask Sport and Information Services Corp.</li> <li>4. Developments are monitored and implemented in timely manner</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Strategic Planning Committee and Board</li> <li>2. President, Sask Sport and Finance Committees</li> <li>3. President, Sask Sport and Finance Committees</li> <li>4. Player Development Committee</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Approve at March 24, 2021 Board meeting. Review and update annually. Quarterly</li> <li>2. Apply by August 15. Follow-up report by December 31</li> <li>3. Annually</li> <li>4. Ongoing</li> </ol>







<b>Objective</b>	<b>Bylaws and policies are developed to ensure effectiveness in Board governance and organizational operations</b>
<b>Action Plan</b>	<ul style="list-style-type: none"> <li>Review annually and update as required</li> </ul>
<b>Measure</b>	<ul style="list-style-type: none"> <li>Completed</li> </ul>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>President and Governance Committee</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>Prior to the AGM</li> </ul>



<b>Objective</b>	<b>Advocate for our sport and our members at the provincial and national levels</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Participate and contribute to the Pickleball Canada Interprovincial/Territorial Advisory Committee (ITAC)</li> <li>2. Participate in the Sask Sport Provincial Sport Organization (PSO) meetings</li> <li>3. Appoint a Prairies Representative to the Pickleball Canada (PCO) Board, in turn</li> <li>4. Provide leadership and participate on National Committees upon request</li> </ol>
<b>Measure</b>	<ul style="list-style-type: none"> <li>▪ Attend all meetings and Report to the Pickleball Saskatchewan Inc. (PSI) Board</li> </ul>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. President</li> <li>2. President</li> <li>3. President</li> <li>4. Board members</li> </ol>
<b>Timing</b>	<ul style="list-style-type: none"> <li>▪ Ongoing</li> </ul>







## Enhance Interaction Among Stakeholders

Objective	Implement communication strategies to increase engagement
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Develop a quarterly newsletter to be sent electronically to all members</li> <li>2. Recruit a social media manager to coordinate posts to Facebook and other social media platforms.</li> <li>3. Enhance the PSI website</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Newsletters distributed</li> <li>2. Completed</li> <li>3. Completed</li> </ol>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>▪ Communications Committee</li> </ul>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Quarterly, starting April 2021</li> <li>2. Complete by April 30, 2021</li> <li>3. August 31, 2021</li> </ol>



<b>Objective</b>	<b>Provide opportunities for affiliated clubs to connect, collaborate, share information and resources</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Maintain a current directory of club contacts</li> <li>2. Organize an annual networking event for club executive members</li> <li>3. Share learnings, news, from clubs in the newsletter</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Review and update quarterly</li> <li>2. Held in conjunction with provincial tournament</li> <li>3. Included in Newsletter</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Secretary</li> <li>2. Board</li> <li>3. Communications Committee</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Quarterly</li> <li>2. Annually</li> <li>3. Quarterly</li> </ol>

<b>Objective</b>	<b>Network with other provincial pickleball sport organizations</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Participate in the ITAC meetings where information is shared between provinces</li> <li>2. Agree to rotate the Prairies Director Board position between the Prairie Provinces</li> <li>3. Maintain a positive relationship with other provincial/territorial representatives</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Meetings are attended and reported to Board</li> <li>2. Fill when it is Saskatchewan's turn</li> <li>3. Frequency of contacts</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. President</li> <li>2. President</li> <li>3. Board</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Bi-monthly</li> <li>2. Every six years Ongoing</li> <li>3. Ongoing</li> </ol>





## Enhance Participation in Pickleball Programs

### PSI Growth Objectives at December 31

	2020	2021	2022	2023	2024
Number of:	Base Year	Target	Target	Target	Target
<b>Members</b>	1571	1807	2078	2389	2748
<b>Affiliated Clubs</b>	18	21	24	27	30
<b>Accredited Officials*</b>	27	31	36	41	47
<b>Recognized Coaches**</b>	33	38	44	50	58

\* Officials with Pickleball Canada Referee Level 1, 2 or Certified Referee accreditation

\*\* Coaches who have completed an International Pickleball Teaching Professionals Assoc. (IPTPA) or Pickleball Coaching International (PCI) instructor training course and the Respect in Sport course.





Objective	Increase the number of athletes participating in organized pickleball
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Provide athlete training opportunities by offering clinics at the introductory and intermediate levels in multiple locations throughout the province.</li> <li>2. Encourage promotion of the sport of pickleball to increase membership at the club level</li> <li>3. Monitor development of Pickleball Canada’s Youth Program and implement when ready. (Pending PCO direction.)</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Minimum of six training opportunities annually</li> <li>2. 15% increase in membership annually</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Player Development Committee</li> <li>2. Communications Committee</li> <li>3. Player Development Committee</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Throughout the year</li> <li>2. Ongoing</li> <li>3. N/A</li> </ol>





<b>Objective</b>	<b>Increase the number of officials accredited with Pickleball Canada</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Provide annual refresher/rules training for all existing officials. Recruit and train new officials.</li> <li>2. Recommend implementation of PCO standard compensation for tournament officiating</li> </ol>
<b>Measure</b>	<ul style="list-style-type: none"> <li>▪ 15% annual increase in the number of accredited referees</li> </ul>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Officiating Committee</li> <li>2. Officiating Committee &amp; Director of Competition</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Training sessions run from January through August annually</li> <li>2. Ongoing</li> </ol>



Objective	Increase the number of accredited coaches
<b>Action Plan</b>	<ul style="list-style-type: none"> <li>▪ Encourage and support enrollment in the National Coaching Certification Program (NCCP) courses through subsidizing course fees</li> </ul>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. At least six members have achieved Level 1 certification by 2024</li> <li>2. At least 5% of members enrolled in NCCP courses within 3 years of introduction</li> <li>3. Number of courses completed by members</li> </ol>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>▪ Player Development Committee</li> </ul>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. By 2024, assuming the NCCP program is developed in time.</li> <li>2. Report with MAP application</li> <li>3. Report with MAP application</li> </ol>

Objective	Support Competitions
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Encourage and support competition by providing promotion, supplies and technical support</li> <li>2. Participate in the establishment of Canadian Tournament Player Ratings (CTPR)</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. One Provincial tournament and at least one additional Pickleball Canada sanctioned tournament is held annually</li> <li>2. All members who request a CTPR will be provided one in a timely manner</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Director of Competition and Host Clubs</li> <li>2. Director of Competition and Affiliated Clubs</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Ongoing</li> <li>2. Ongoing</li> </ol>





Objective	Increase the number of clubs affiliated with Pickleball Saskatchewan
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. PSI Board members will make an in-person visit to each affiliated club</li> <li>2. Information on forming a new club will be made available through social media, at competitions and upon request</li> <li>3. Existing non-affiliated clubs will be contacted to encourage affiliation</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Every club will be visited at least once annually</li> <li>2. At least three new clubs are affiliated with PSI every year</li> </ol>
<b>Responsible</b>	<ol style="list-style-type: none"> <li>1. Board</li> <li>2. Membership Committee</li> <li>3. Membership Committee</li> </ol>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Ongoing</li> <li>2. Ongoing</li> <li>3. Annually</li> </ol>



Objective	Support the development of pickleball facilities
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Research and provide all affiliated clubs with available grant information</li> <li>2. Provide guidance to clubs seeking information on court construction</li> </ol>
<b>Measure</b>	<ul style="list-style-type: none"> <li>▪ Minimum of three grants</li> </ul>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>▪ Grants &amp; Communications Committees</li> </ul>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Ongoing throughout the year</li> <li>2. Upon request</li> </ol>



## Achieve Excellence Beyond the Provincial Level

<b>Objective</b>	<b>Increase the number of athletes participating in Regional, National and International competitions</b>
<b>Action Plan</b>	<ol style="list-style-type: none"> <li>1. Provide a minimum of two Excellence level athlete training opportunities</li> <li>2. Provide financial support to Saskatchewan Athletes attending major Pickleball Canada and International events</li> </ol>
<b>Measure</b>	<ol style="list-style-type: none"> <li>1. Number of athletes competing regionally and nationally</li> <li>2. Number of podium wins regionally, nationally and internationally</li> </ol>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>▪ Player Development Committee</li> </ul>
<b>Timing</b>	<ol style="list-style-type: none"> <li>1. Annually</li> <li>2. Ongoing</li> </ol>







Objective	Host Regional Competitions
<b>Action Plan</b>	<ul style="list-style-type: none"> <li>▪ Monitor the rolling four-year hosting plan for Western Canadian events and support the planning and delivery when it is Saskatchewan's turn</li> </ul>
<b>Measure</b>	<ul style="list-style-type: none"> <li>▪ A host club is selected, and the event is a success</li> </ul>
<b>Responsible</b>	<ul style="list-style-type: none"> <li>▪ Board, Director of Competition and Host Club</li> </ul>
<b>Timing</b>	<ul style="list-style-type: none"> <li>▪ Saskatchewan 2022</li> </ul>



Objective	Host National Competitions
Action Plan	<ul style="list-style-type: none"> <li>Review the feasibility of bidding to host a National Championship: Pickleball Canada Nationals and/or Canadian Open.</li> </ul>
Measure	<ul style="list-style-type: none"> <li>Discuss and evaluate</li> </ul>
Responsible	<ul style="list-style-type: none"> <li>Board, Director of Competition and Host Club</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Annual review</li> </ul>



Objective	Increase the number of Certified Referees
Action Plan	<ol style="list-style-type: none"> <li>Provide Advanced Training Sessions and mentoring for Certified Referee candidates</li> <li>Reimburse costs of the evaluation upon successful completion of all requirements</li> <li>Recognize achievement in Newsletters, Social Media etc.</li> </ol>
Measure	<ul style="list-style-type: none"> <li>At least five Certified Referees by 2024</li> </ul>
Responsible	<ul style="list-style-type: none"> <li>Officiating Committee</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>

Objective	Increase the number of referees officiating at Regional, National and International competitions
Action Plan	<ul style="list-style-type: none"> <li>Provide financial support to Saskatchewan referees officiating at major Pickleball Canada and International events</li> </ul>
Measure	<ul style="list-style-type: none"> <li>Number of non-playing referees officiating at PCO, Regional and National competitions</li> </ul>
Responsible	<ul style="list-style-type: none"> <li>Officiating Committee</li> </ul>
Timing	<ul style="list-style-type: none"> <li>Ongoing</li> </ul>





Photo: Nina Henry





# Pickleball Saskatchewan Membership Benefits



- Safe and sanctioned competition and training events**
- Nationally regulated officials accreditation program**
- Coaching workshops**
- Comprehensive sport liability and personal injury insurance**
- Progressive developmental and competitive programs for long term athlete development**
- Financial support for athletes and officials attending Regional, National and International competitions**
- Rating system for Tournament and Club League play**
- Tournament and League management system**
- Opportunity to network with other clubs and players**
- Membership in pickleball's national sport organization - Pickleball Canada**