

GLOBAL PICKLEBALL  
F E D E R A T I O N

# Activation GPF

Strategic Direction

April 2024



# Activation

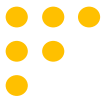
The Global Pickleball Federation promotes, leads and supports pickleball for mass participation, competition and high-performance.

The GPF exists to ensure the sport of pickleball achieves **global unification**. GPF strives to provide exemplary governance for the advancement of world-wide pickleball. Establishing an integrated system that connects national and continental federations, and the GPF is key.

## 45 Members

The GPF counts among its members the national pickleball federations in Australia, Belgium, Brazil, Canada, Ghana, Japan, Mexico, New Zealand, Nigeria, the Philippines, Poland and the United States



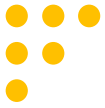


# Board of Directors



Chandler Carney	Santiago, Chile
Cynthia Clark	Calgary, Canada
Javier Regalado President	Mexico City, Mexico
Jen Ramamurthy Secretary General	Brisbane, Australia
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Mike Johnson Treasurer	Manila, Philippines
Ruth Rosenquist	Scottsdale, USA
Steve Sidwell Vice President	Paso Robles, USA
Tony Casey	Vancouver, Canada





# Unity and Trust

Pickleball continues to be the fastest growing sport on the planet. This incomparable interest is evident with players of all ages and abilities participating around-the-globe.

Many voluntary organizations, companies and community associations are actively involved in the sport. Enhanced communication and collaboration become increasingly important to strengthen pickleball governance and to provide more opportunities to play the game.

Pickleball unification can be achieved through a shared vision, a respect for and a trust in each other's contributions, and approaches to leadership that are collegial and unifying.



With the pressing need for an effective and embraced international federation for pickleball, the GPF was launched in November 2023.





The GPF is accelerating its provision of programs, resources and support services to members.

## Moving Forward, Activation

The Global Pickleball Federation is the preeminent international federation for pickleball. Through a phased approach, the GPF is building its organizational structure, implementing working committees and developing its world-wide membership foundation.

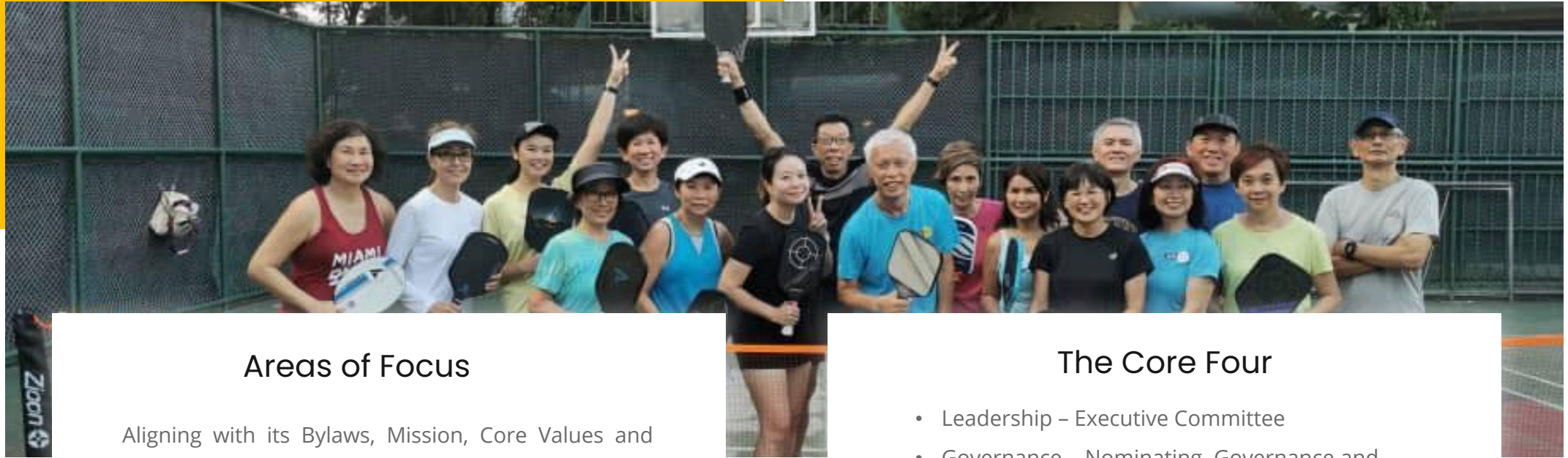
The year 2024 will demonstrate and illuminate the value proposition, relevance and impact of the GPF. Over the next eight months and beyond, the GPF — in addition to organization and membership development — is also delivering its **ACTIVE 8** to members.



# Goals

- Build a dynamic, organized and integrated Global – Continental – National system.
- Protect and manage the integral rules and equipment standards for the sport of pickleball.
- Position pickleball as a captivating sport for all, for life ... and as a compelling commodity for prospective partners, sponsors and financial backers.
- Promote pickleball as a contributor to economic and tourism development, and healthy communities.
- Advocate for pickleball as the social, mass participation sport that makes efficient use of recreational places & spaces.
- Lead pickleball in its journey to international recognition, and participation in major multi-sport games including the Olympics and Paralympics.
- Illustrate the value of pickleball unity, recognize program successes across the globe and celebrate the accomplishments of pickleball's leaders.





## Areas of Focus

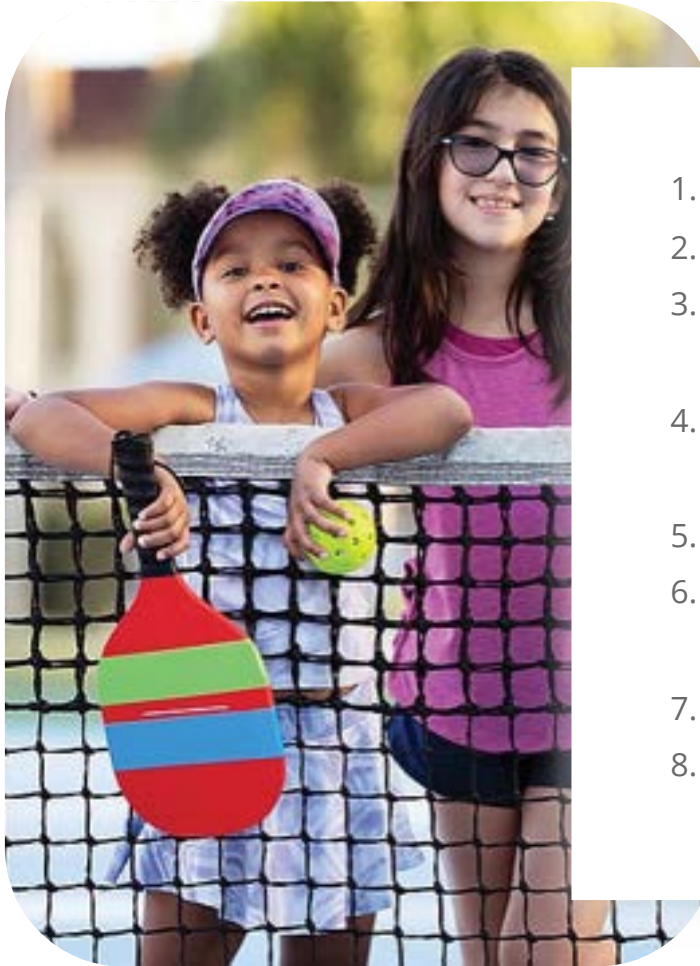
Aligning with its Bylaws, Mission, Core Values and Vision, the GPF is tackling strategic priorities in four core, and eight growth and development areas.

## The Core Four

- Leadership – Executive Committee
- Governance – Nominating, Governance and Strategy Committee
- Financial – Finance and Audit Committee
- Legal – Judicial and Ethics Committee



Committees will act and present their accomplishments to GPF members.



1. Membership – Membership Development and Services Committee
2. Revenue - Sponsorships and Partnerships Committee
3. Community Development - Community, Grants and Foundation Committee
4. Sport Development // High Performance - Tournaments, Ratings and Rankings Committee
5. Sport Development // Competition - Rules and Officiating Committee
6. Sport Development // Player Development – Coaching and Instruction Committee
7. Marketing & Communication - MarCom Committee
8. Multi-Sport Events and National Teams Committee



GLOBAL PICKLEBALL  
FEDERATION

The members of each **ACTIVE 8** committee are responsible for developing “strategic action plans”. The chairs of the committees ensure the action plans are effectively implemented.





# The Progression

The mandate of the current GPF Board of Directors is to:

- A. Build the organization's operation, structure and capacity;
- B. Grow, develop and serve the membership base; and
- C. Continue to develop our international governing body, encouraging the unification of our sport.

The GPF is planning and delivering services to members through its **ACTIVE 8**.

The GPF is taking action to advance and transition as the organization leading the international governance of pickleball.





# GPF Congress



2024 GPF Congress

## First GPF Congress

By 30 November 2024 ... the Board of Directors convenes the first Congress of the Global Pickleball Federation.

- At this general assembly of GPF members and allied continental federation representatives, the Board presents updates on the Core Four and the **ACTIVE 8**.
- Revisions to key performance indicators and other amendments to the Bylaws are reviewed.
- An open forum and networking session are provided.

## Second GPF Congress

By 30 November 2025 ... the second Congress takes place.

- Progress on the **ACTIVE 8** is presented and discussed.
- The Board of Directors' report on the phased progression and next steps for the GPF is presented and discussed.





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Pickleball has unparalleled potential to be a game for all, for life — a true inclusive, intergenerational sport for the ages.

Follow us for more news as the governance of international pickleball becomes aligned and unified at [www.globalpickleballfederation.org](http://www.globalpickleballfederation.org)

Board of Directors  
Global Pickleball Federation