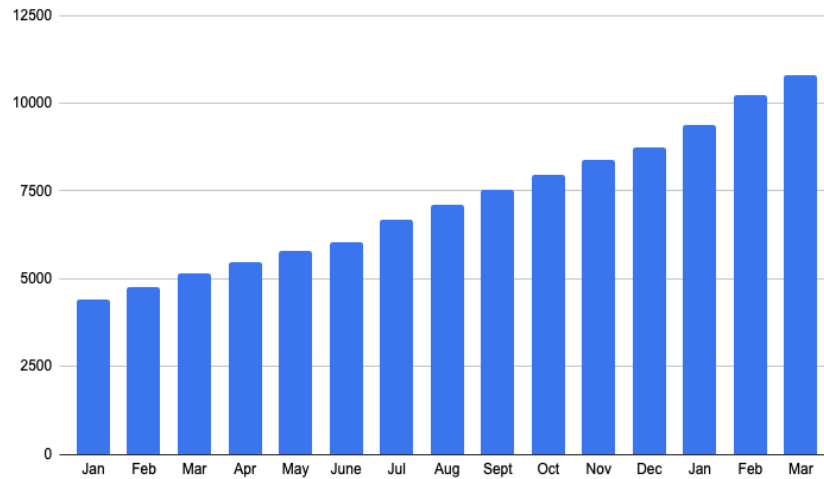


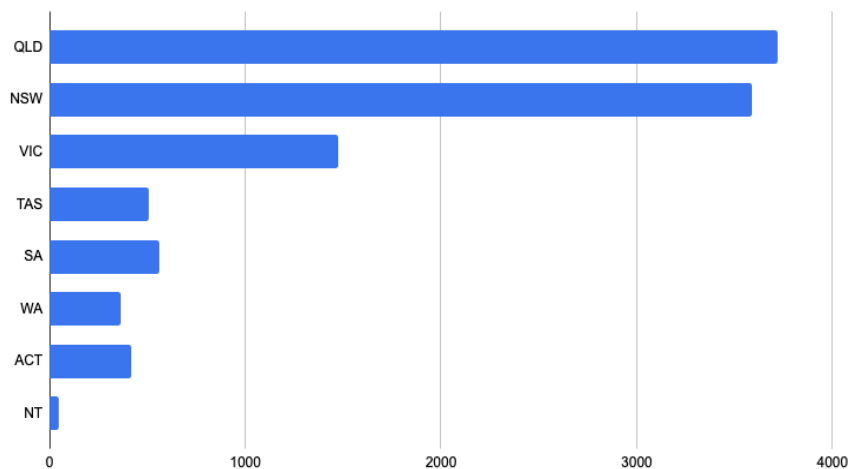


Media Talking Points – Statistics April 2024

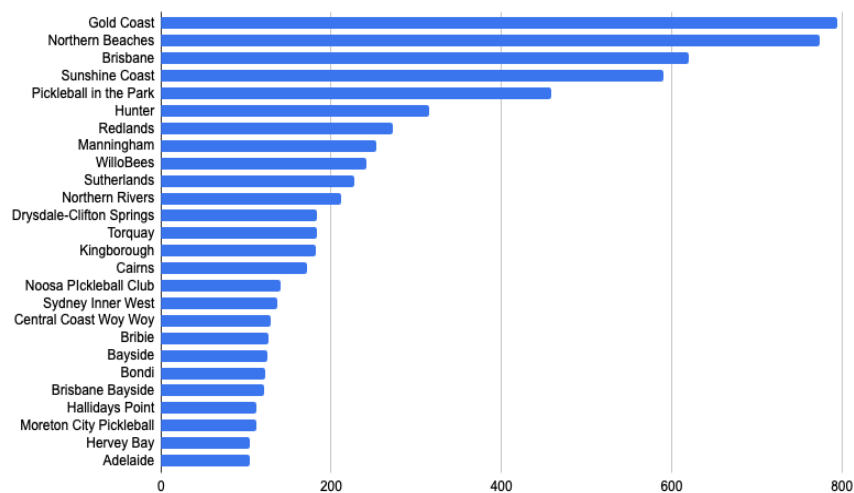
PAA Membership 2023 & 2024



State Members 2024 April



Largest Clubs 100+ members





The following data are estimations based on National and State reported figures as of April 2024.

PAA Membership 10800+ as of April 2024, growth of 109 % annually. Approx 460 new members monthly.
Community participation across Australia – between 40,000 – 50,000 participants
7 State/ Territory bodies established and affiliated (NT to establish in 2024).
150+ affiliated clubs, businesses and community playing groups now established across Australia.
300+ playing venues with an even split between indoor and outdoor venues.
More outdoor courts because they are bigger venues.
1500+ pickleball courts in action every week across Australia.
Come and Try sessions are the best way to develop new players into regular participation.

Demographics

Gender ratios: 55% female and 45% male.
Age brackets: Presently 50% of participants are over 55
Proportion of players <40 years rapidly increasing
Age range of regular participants is 8 years – 90 years.
Fastest rates of growth presently occurring in Queensland, New South Wales, Tasmania, and Victoria.
Biggest clubs are Gold Coast, Northern Beaches, Brisbane, Sunshine Coast, Ryde and Manningham.

Community

Councils are reaching out, wanting to support development of pickleball venues and events for their region.
New playing groups are contacting PAA and State Associations on a weekly basis.
Major restriction to growth is access to suitable facilities.

Events

35 tournaments are currently listed for 2024 throughout Australia.
Tournaments cater for all skill and age brackets with larger venues required to cater for these events.
The PAA Inclusion sub committee is creating programs to make it easier to include all players in tournaments.
PAA Seniors sub committee is expanding on the hugely successful seniors only tournaments.
Largest tournament in Australia was the 2023 Gemlife Australian Pickleball Championships with 689 players.
Pacific Pickleball League is our official Pro partner. An expanded program for 2024.

Organisational

PAA has joined the Global Pickleball Federation as the world body of pickleball.
PAA is in the process of applying for Sports Australia status.
PAA has a well established Officiating program that will be expanded in 2024.
PAA is developing a national Coaching registrar to help members find a local coach.



Media Talking Points - General Info and Fundamentals April 2024

Reasons for Growth

It's easy to learn.

Highly inclusive.

We call it 'fun, social and competitive'.

Longevity for players.

Encourages intergenerational activities - so great for families.

It's easier on the joints (low impact).

Wide range of identified mental, physical and social wellbeing benefits.

Culture and etiquette at all levels of play engenders ideals of sportsmanship.

Inclusivity of tournaments and competitions for all skill levels and age groups.

What is Pickleball?

It's a paddle and ball sport for all ages.

The game is played on a badminton-size court with a net slightly lower than tennis height and a wiffle ball.

A combination of the skills, rules, and strategies borrowed from tennis, table tennis, and badminton.

When did Pickleball begin?

1965 in the Northwest of the USA.

Three families on holiday created it as a family-oriented sport.

Where did the name come from?

There are competing stories—one which involves the family dog, the other story is about the combination of other sports equipment and it was like a rowing "Pickle Crew". But whatever the name's origin, the fun and social nature of the sport is what brings people together.

What about here in Australia, when did it start here?

Many visitors to and from the US and Canada brought it here in the second half of the 2010's.

The first evidence found of play in Australia has been email communications and equipment sent over from the USA in 2010 to Kawana Stadium on the Sunshine Coast.

In most states, play officially began about 2017.

An incorporated association, the Pickleball Association of Australia (PAA), was formed in Queensland in 2017 and became the Pickleball Association of Queensland (March 2020)

As of 2022, all states and ACT have a state association, with NT expected in 2024.

Pickleball Australia Association Limited, the governing national body, was formed as a Company limited by Guarantee in January 2020.

Why is pickleball so popular?

It's a sport for life - all ages play from 8 - 90 years.

Encourages intergenerational activities - so great for families.

You cover less distance than tennis, but even so, it's a great workout.

Pickleball is much easier on the shoulder especially with the easy underarm serve.

Since games last about 10 to 15 minutes, we are on and off the court fairly quickly and in social environments interaction amongst players often occurs throughout the session of play.

The physical and mental health benefits are well documented and quickly become evident when you play.



Media Talking Points - Terms and Equipment Used April 2024

The kitchen – what's the purpose of that?

The players have to be standing behind this line to hit a volley.

Its official name is the Non-Volley Zone (NVZ), you can step into the area and strike a ball back to the opponents if the ball has bounced, but any ball hit on the full requires the player to be standing outside the NVZ. The presence of this zone makes pickleball more of a strategic game reliant on patience and ball placement rather than the power and speed elements seen in tennis. This is also as a result of the smaller size of the court.

It's 7 feet back from the net on each side, that is 2.13m

What is the dink?

A short, unattackable return shot, that lands just beyond the net usually in the NVZ, on the opponent's side. In tennis, they call it a drop shot.

The value of the dink is that an effective dink can only be reliably answered with a return dink as the ball does not bounce very high making other shots less effective.

What is the ball like?

A tennis-sized ball made of hard plastic, it's hollow, with holes.

Similar in appearance to a practice golf ball

What about the paddle?

It must be made of regulation materials, remembering that originally it was simply a wooden paddle.

The rules are set out of the USA

The regulations include a 24 square inches (including the handle) displacement no matter if it's longer and thinner or a wide body.

It looks like an oversized ping-pong paddle but made of harder materials.

What about scoring?

Similar to most sports, you call your score and then the opponent's score

You only score a point when you are serving.

There is a third number in the score called that identifies the player on the team who is serving.

Don't be stressed about the odd numbering; after a few games players generally catch on.



Media Talking Points - Playing Pickleball April 2024

How to start playing pickleball?

Search for pickleball in your local area/state.

Start with a “Come and Try” session and learn the rules, and how to play and score.

Play in Social Play sessions.

Join your local Club and become part of the national community.

Membership is processed through an online portal.

Where is pickleball played in Australia?

There are players in every capital city and most regional cities in Australia.

Most regions have regular organised games of pickleball.

Most clubs have multiple venues across a wide area

If you find a place where people are keen to play and nothing has been started, make sure to contact PAA Ltd or the relevant state association for support and assistance.

Are there leagues or competitions?

2024 Australian Pickleball Championships in October on the Gold Coast.

Pacific Pickleball League hosts our Professional tournaments and Team events.

State Championships.

National Pickleball League delivers a league across Sydney, Melbourne and Brisbane.

Australian Pickleball Tour of regional tournaments.

Seniors tournaments are very popular.

Fun social events of pickleball are played everywhere.

Tournaments offer opportunities for beginners through to advanced skill levels. Most significantly, tournaments are a celebration of pickleball and a means to bring together players of all standards but with a similar passion for the sport.

Tournaments are all inclusive.

Links to more information and socials

<https://www.pickleballaus.org/>

<https://www.revolutionise.com.au/pickleballaus/events/>

<https://www.facebook.com/Pickleballaus.org>

<https://www.facebook.com/groups/pickleballaustralia>

<https://www.instagram.com/pickleball.australia/>

<https://www.youtube.com/@pickleballaustraliaassocia4575>