



STRATEGIC PLAN FOR THE PAKISTAN PADEL FEDERATION (2025–2027)

Introduction

The Pakistan Padel Federation (PPF) is committed to establishing and promoting Padel as a leading sport in Pakistan. The Federation is uniquely positioned to ensure its sustainable growth and inclusivity. This document outlines our strategic vision, goals, and action plan for the next four years.

Vision

To make Padel one of the fastest-growing sports in Pakistan, fostering a culture of inclusivity, excellence, and community engagement while providing opportunities for all age groups to participate and excel on a global level.

Core Goals (2025-2027)

1. Sports Development

- **Infrastructure Expansion:**
Build or facilitate the construction of 15–20 Padel courts across major cities by 2028, with a focus on urban centers and educational institutions.
- **Coaching Programs:**
Launch certified coaching courses to train 100+ coaches by 2026, in collaboration with international Padel federations.
- **Player Development:**
Identify and support talented athletes through grassroots programs, scholarships, and access to state-of-the-art facilities.
- **National Competitions:**
Establish an annual National Padel Championship, encouraging regional participation and talent identification.

2. Youth Engagement

- **School Programs:**
Introduce Padel in schools through partnerships with educational institutions, targeting 50 schools in the first phase.

- **Youth Camps:**
Organize youth training camps during summer and winter holidays, aiming to involve 1,000 young players annually.
- **Talent Hunt Initiatives:**
Conduct talent search events across all provinces to identify future stars of the sport.

3. Communication & Public Awareness

- **Awareness Campaigns:**
Run multimedia campaigns on TV, social media, and print to educate the public about Padel, highlighting its accessibility and health benefits.
- **Engagement with Media:**
Collaborate with sports journalists and influencers to create regular coverage of Padel tournaments and events.
- **Digital Presence:**
Enhance the Federation's website and social media channels with regular updates, live event streams, and player profiles.

4. International Representation

- **Global Participation:**
Prepare the national team for participation in international tournaments, aiming to qualify for the World Padel Championship by 2028.
- **Partnerships:**
Collaborate with leading international Padel federations for training, technical assistance, and exchange programs.

5. Inclusivity & Community Development

- **Women's Participation:**
Encourage women's involvement by launching women-only leagues and offering scholarships for female players.
- **Accessible Programs:**
Develop programs to include underprivileged communities and individuals with disabilities, ensuring Padel is accessible to all.

6. Governance & Sustainability

- **Policy Development:**
Strengthen governance with transparent policies for clubs, players, and officials.
 - **Sponsorships & Partnerships:**
Secure sponsorships with private sector companies to fund events, infrastructure, and talent development.
 - **Green Practices:**
Incorporate environmentally sustainable practices in all events and facilities.
-

Achievements to Date (2024)

- Recognition:**
Acknowledged as the official governing body for Padel by the International Padel Federation, Padel-Asia, Joint Stock Companies under Societies Registration Act 1860, Federal Board of Revenue (FBR) Govt of Pakistan.
- Brand Identity:**
Launched the Federation's logo and letterhead to establish a cohesive brand presence.
- Communication Infrastructure:**
Operationalized a professional email system to enhance connectivity with stakeholders.
- Event Success:**
Initiated local Padel tournaments in Karachi, Lahore, and Islamabad to create awareness.

Roadmap (2025–2027)

Year	Focus	Key Milestones
2025	Awareness & Foundation	Awareness campaigns, school partnerships, and pilot events.
2025	Infrastructure Expansion	Build 5 Padel courts, launch certified coaching programs.
2025	Youth & Women Engagement	1,000 youth participants annually; women's leagues established.
2026	Competitive Growth	National league launched; national team training intensifies.
2027	International Breakthrough & Sustainability	Global participation; sustainable funding secured.

Conclusion

The Pakistan Padel Federation is steadfast in its mission to position Padel as an inclusive and thriving sport in Pakistan. By focusing on youth engagement, infrastructure development, international representation, and effective communication, we aim to achieve transformative growth for the sport. This strategic plan will guide us in creating a sustainable and vibrant ecosystem for Padel, ensuring its long-term success in the country.

Contact Information

Pakistan Padel Federation

Email: info@pakistanpadelfederation.org