



STRATEGIC PLAN 2023 -2027

Across Canada the sport of pickleball is taking communities by storm. The Yukon is no exception. Why is this happening? It's happening because pickleball is easy to learn, affordable to play and a terrific social or family activity which children to seniors can play. As well, players can participate at non-competitive and/or competitive levels. Most of all.... **it's FUN!**



Pickleball came north in 2015 and has been growing steadily ever since. The Yukon Pickleball Association (YPA) was established in December 2018. As a volunteer managed non-profit organization, YPA is affiliated with Pickleball Canada (PCO), with a goal to become the official Yukon Sport Governing Body for pickleball by mid-2023. YPA is aligned with PCO in terms of adopting the Canadian Sport Policy goals and the Canadian Sport for Life – Long Term Athlete Development Model. **ACTIVE FOR LIFE!**

Our goal is to promote pickleball to all ages throughout the Territory, provide support to players of all skill levels and continue to seek out locations for play.

Pickleball for all ...
for fun, fitness &
social connection!

MISSION: To promote and grow the sport of pickleball in the Yukon.

VALUES:

Welcoming, Inclusive and Accessible

YPA embraces and supports players of all ages, abilities and interests; we foster social connections and a sense of community.

Safe Sport

Our players, instructors, coaches, officials and other volunteers have a right to be free from harassment, abuse, unethical behaviour and discrimination. Our players have a right to play in facilities that are physically appropriate and safe for the sport.

Volunteers Power our Sport

YPA recognizes the significant and important role that volunteers play in growing the sport of pickleball in the Yukon.

Active for Life!

YPA believes in the connection between active living and quality of life, and as such, promotes the sport to all ages and skill levels.



GUIDING PRINCIPLES:



Personal Development

YPA supports the continuum of player development and participation, from beginner to high performance and everything in between. YPA will strive to provide opportunities to meet the needs of players at the various levels on this continuum.

Long Term Player Development

YPA recognizes the importance of the Canadian Sport for Life - Long Term Athlete Development Model (LTAD), and will be aligned with Pickleball Canada's adapted model of Long Term Player Development (LTPD) which identifies stages of development in sport and encourages lifelong physical activity from Active Start to Active for Life.

Sport Development

YPA is aligned with Pickleball Canada & the Canadian Sport Policy goals of introduction to sport, recreational, competitive, high performance and sport for development.

Quality YPA Programs

YPA will strive for high quality programs, with trained instructors, officials and other volunteers and with consideration given to YPA's values and guiding principles.



Community Engagement & Collaboration

YPA recognizes that sport thrives when communities are engaged and when collaboration and linkages with various sectors is achieved.

STRATEGY 1: SPORT GROWTH & DEVELOPMENT

“Building capacity to provide opportunities to play.”

INTENDED OUTCOMES (What does success look like?)

- ✓ YPA is the Sport Governing Body for pickleball in the Yukon.
- ✓ Pickleball is introduced in every Yukon community.
- ✓ The creation of community clubs is encouraged.
- ✓ More volunteers are in place to share the workload.
- ✓ There is an increase in number of trained instructors and officials in the Yukon.

GOALS	ACTIONS TO ACHIEVE GOALS
1. Become a Yukon Sport Governing Body.	Work with the Yukon Government, plan the first Yukon Championships, develop policies and annual operating plans, create an information management system, explore funding opportunities, continue organizational capacity building.
2. Create a sustainable human resource base for good governance.	Sharing the workload: Develop task descriptions for YPA Board of Directors, recruit Board members with diversity and representation in mind, provide on-boarding orientation after AGM, establish Committees, hire a Sport Coordinator, develop task descriptions and recruit volunteers for other tasks.
3. Offer training opportunities.	Through Pickleball Canada, offer NCCP Level 1 and 2 Instructor training and Officials training.
4. Promote the sport.	Includes YPA Website update, benefits of membership information, Facebook page, special events, radio & print media, promotion via collaboration with other groups.



STRATEGY 2: PLAYER-CENTERED APPROACH

“Creating and supporting positive player experiences.”

INTENDED OUTCOMES (What does success look like?)

- ✓ YPA members are regularly informed of programs, events & other information.
- ✓ All players feel welcome and understand opportunities for progression.
- ✓ Members at various levels have a variety of programs and opportunities to choose from.
- ✓ There is an increase in pickleball participation in Yukon and an increase in YPA memberships.
- ✓ There is retention of the current YPA membership.
- ✓ There is an increase in number of players participating in Provincial/National Championships.

GOALS	ACTIONS TO ACHIEVE GOALS
1. Provide on-going communication to members.	Update the YPA Website, own the Facebook page, send direct emails and regular newsletters to members.
2. Facilitate player growth & development opportunities.	Beginner players – provide handout about YPA programs, membership benefits; Mentoring Program. Develop player skill assessment process (rating), provide pro-instructor clinics, provide more competitive play and host more tournaments. Add Intermediate and Advanced levels in skill instruction, support players who wish to attend Provincial/National/Canada 55+ Games competitions.
3. Deliver quality programs.	Continue and expand current programs such as “On the Road” community pickleball clinics, rural community and school support programs, Round Robins, Ladder Leagues, player development clinics.
4. Organize special events.	Annual Yukon Championships, family events, See-it Try-it events, Annual Yukon Pickleball Day event. Include a social component to events.



STRATEGY 3: PLACES TO PLAY

“Facilitating places to play Yukon-wide.”

INTENDED OUTCOMES (What does success look like?)

- ✓ There are safe places to play in every Yukon community.
- ✓ A feasibility study for a dedicated pickleball facility is completed.

GOALS	ACTIONS TO SUPPORT GOALS
1. Assist rural communities for places to play.	Provide support for schools and recreation centres in rural Yukon by community visits, laying out the court lines, bringing equipment and providing advice on where equipment can be purchased.
2. Facilitate places to play in Whitehorse.	Work with Canada Games Centre to play at CGC and in schools. Work with Tennis Yukon and other sport organizations to secure places to play in Whitehorse.
3. Pursue the potential of a dedicated pickleball facility in Whitehorse.	Complete a Facility Feasibility Study. Create a plan or strategy for getting the dedicated facility. Use evidence-based “build it and they will come” information from across Canada. Continue dialogue with Vernon Pickleball Club, City of Whitehorse, etc.



STRATEGY 4: COMMUNITY ENGAGEMENT & COLLABORATION

“Building and fostering relationships to grow the sport.”

INTENDED OUTCOMES (What does success look like?)

- ✓ Every community has at least one contact for pickleball.
- ✓ YPA has good, collaborative relationships with schools and recreation centres.
- ✓ YPA has good relationships with others in the sport, recreation and active living sector.
- ✓ YPA has access to good information and funding regarding non-profit organization capacity building.

GOALS	ACTIONS TO SUPPORT GOALS
1. Build relationships in all communities.	Schools – work with Teachers and/or Principals to bring pickleball into the schools across the entire Territory. Community Centres – work with Recreation Directors and Community Associations to help bring pickleball to community and integrate the sport into their programming.
2. Build relationships within the sport, recreation and active living sector.	Pickleball Canada: Website, Affiliate Status as a TSO, Interprovincial/Territorial Advisory Committee (ITAC), Canadian Sport Policy, Long Term Player Development, NCCP coaching/instructors training, officials training. Government of Yukon, City of Whitehorse – Canada Games Center, Sport Yukon, Tennis Yukon, ElderActive Recreation Association, Recreation and Parks Association of the Yukon.



This Strategic Plan was created by the YPA Board of Directors and was influenced by the responses in the YPA Pickleball Survey, conducted in the fall of 2022. The Board would like to thank those who participated in the survey and provided valuable, candid feedback and suggestions on how to promote and grow the sport of pickleball in the Yukon.

Approved by the YPA Board of Directors: January 9, 2023

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Come Join Us!

Website: pickleballcanada.org

Facebook: Yukon Pickleball, Canada



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