



Philippine Padel Association (PPA) Strategic Plan (2024-2028)

Vision:

To establish padel as a leading sport in the Philippines, accessible to all, fostering community engagement, talent development, and international competitiveness. By 2028, our goal is to expand the reach of padel nationwide, increase youth participation, and elevate the Philippine national teams to competitive international standings.

1. Overview of Achievements (2021-2024)

- **Establishment of the Philippine Padel Association (PPA):** The PPA was officially founded in 2020 as the governing body of padel in the country, affiliated with the International Padel Federation (FIP) in 2023.
- **Introduction of Padel in the Philippines (2021):** The sport was first introduced through the establishment of Manila Padel Club, the first padel club in the country. Since then, the sport has steadily grown in popularity, especially in Metro Manila.
- **National Competitions:** Six national tournaments were successfully held between 2022 and 2024, with increasing participation from both local and international players. In May 2024, a point system was introduced to rank players across tournaments.
- **Youth Programs:** A junior training program was developed and integrated into the British School of Manila's PE curriculum in 2023, with further expansion planned for Domuscola International School and the International School of Manila in 2024.
- **International Representation:** The Philippine national teams participated in the 2024 Asia-Africa Qualifiers for the World Padel Championships, marking the country's first appearance in an official FIP-sanctioned event.
- **FIP Tournaments:** The PPA will host the **first-ever FIP tournament** in the Philippines in **November 2024**, offering players the chance to earn international ranking points. Plans are in place to host more **FIP-sanctioned events** in the future, further establishing the country as a key destination for international padel competitions.
- **Overseas Tournaments for OFWs:** Two successful tournaments were hosted in the UAE in partnership with the Pinoy Padelistas community, engaging over 150 Filipino players across two events (December 2023 and September 2024).
- **Affiliation of Clubs and Courts:** PPA is in the process of affiliating all padel clubs and courts nationwide, ensuring standardized operations and resources across facilities.
- **Scholarship Program Launch:** A new scholarship program for underprivileged children was launched in 2024, offering training sponsorship to develop future professional players and coaches.

2. Strategic Goals and Objectives for the Next 2-4 Years (2024-2028)

A. Sport Promotion and Expansion

- **Objective:** To increase the visibility and accessibility of padel across the Philippines, making it a mainstream sport.

Key Actions:

1. **Expand Court Infrastructure:** Build partnerships with real estate developers, local governments, and private investors to establish padel courts in major cities such as Cebu, Davao, and Iloilo. Target the construction of 10 new courts by 2026.



2. **Host a National Padel League:** Establish a nationwide league by 2025, with regional qualifiers leading to national championships. This league will involve both professional and amateur players, providing opportunities for competitive play across different regions.
3. **Public Relations and Media Campaigns:** Strengthen media outreach by collaborating with local TV networks, social media influencers, and sports news outlets. A targeted digital marketing campaign will aim to increase public awareness of padel, with a 50% increase in social media followers by 2026.
4. **Grassroots Initiatives:** Partner with local governments to host "Padel Days" in communities, allowing free access to courts and beginner-level clinics. These grassroots programs will engage new players, especially from underserved communities.

B. Youth Development

- **Objective:** To build a pipeline of young players who can represent the Philippines at the international level.

Key Actions:

5. **Expand School Programs:** After the successful implementation at the British School of Manila, expand the junior padel training program to 10 more schools by 2026. Collaborate with educational institutions to include padel in their sports curriculum.
6. **Junior Tournaments:** Organize annual national junior padel tournaments for age groups ranging from 10 to 18. Winners will receive scholarships to continue their training with certified coaches.
7. **Scholarships for Underprivileged Youth:** Launch a national campaign to identify young talent from low-income communities. By 2026, offer full training scholarships to 50 underprivileged children with the potential to become professional players or coaches.
8. **Youth Padel Camps:** Establish seasonal training camps in partnership with international coaches and players to give youth the opportunity to learn from the best. These camps will be held twice a year starting in 2025.

C. International Competitiveness

- **Objective:** To elevate the level of the Philippine national padel teams and improve the country's international standing.

Key Actions:

9. **Enhanced Training for National Teams:** Provide elite training for the men's and women's national teams through regular camps with international coaches. These camps will include high-intensity training and match practice against internationally ranked players.
10. **Participation in International Tournaments:** Ensure the national teams participate in at least 5 FIP-sanctioned international tournaments annually by 2025. The goal is to have at least 3 players ranked within the top 100 in the world by 2028.
11. **National Player Scouting Program:** Implement a structured scouting program during national tournaments to identify and support emerging talent. Those scouted will be offered scholarships and opportunities to train with the national team coaches.



12. **Sponsorship Growth:** Secure sponsorships from international brands (e.g., K-Swiss, FILA, Rudy Project) to provide financial support for player development, travel, and participation in international competitions.

D. Communication and Engagement

- **Objective:** To strengthen the communication channels of the PPA and foster a sense of community around the sport of padel.

Key Actions:

13. **Digital Engagement:** Develop a dedicated PPA mobile app by 2025 to provide real-time updates, match schedules, player profiles, and tutorials for new players. This will also serve as a hub for community engagement and feedback.
14. **Ambassadors Program:** Launch a player ambassador initiative where top-ranked players promote padel through social media, public appearances, and free clinics. These ambassadors will be tasked with engaging new audiences, especially among the youth.
15. **Community Events:** Organize regular social padel events, such as open houses, friendly matches, and charity tournaments, to foster a greater sense of community among current and potential players.
16. **Publications:** Release quarterly newsletters highlighting the latest developments in Philippine padel, tournament results, player achievements, and international participation.

3. Metrics for Success (2024-2028)

- **Infrastructure Expansion:** increased number of padel courts and clubs established by 2026.
- **Youth Participation:** Increase the number of youth players enrolled in the junior training program by 50% by 2026.
- **National League:** Launch a fully operational National Padel League with at least 6 regional participants by 2025.
- **International Rankings:** Provide an opportunity to professional players to play FIP tournaments quarterly by 2025.
- **Social Media Growth:** Achieve a 100% increase in social media followers by 2026.

Conclusion:

The Philippine Padel Association's strategic plan is designed to foster the growth of padel as a popular and competitive sport across the country. By focusing on infrastructure expansion, youth development, international competitiveness, and community engagement, the PPA aims to position the Philippines as a key player in the global padel scene by 2028. Through strategic partnerships, inclusive programs, and a commitment to excellence, we are confident that padel will thrive and reach new heights in the years to come.