

# NEWSLETTER



**PICKLEBALL SA NEWSLETTER**

**DATE: JAN 2025**

## **Dear Pickleball Enthusiasts**

PSA hopes this newsletter finds you well and may each one of you have a blessed 2025.

### **Summary of 2024**

2024 was in many ways the start of the foundation stages for Pickleball in SA. Although the sport has been growing steadily over the past few years, 2024 was the first step towards getting the sport structured and registered in South Africa. The National Pickleball group was established in June 2023 and the **(Interim National Executive Committee) INEC** was elected. The committee started operation in July 2023.

### **The INEC Committee members**

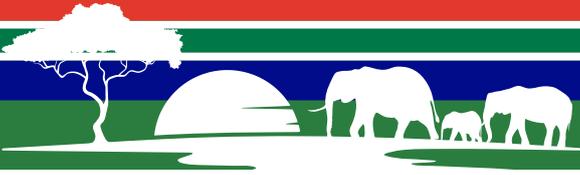
DEVON MILTON  
ALEXANDRA MILTON  
MARTHA MOYO  
ISMAIL SCHUSTER  
RYAN HILL  
ALLON ROCK  
KIM WAGNER  
MICHELLE KRIESE  
LEHAN BOTHA  
RUAN BOTHA  
OLVIN NZIMANDE

The initial aim was to implement structures and procedures for meetings and decision making and begin shaping the constitution to something that makes sense for the governing of Pickleball SA in South Africa.

The committee has also started structuring membership options, including for individual player members, as well as game segregation by age group.

The first provincial application was submitted to the relevant sports confederation.

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### Let's go 2025

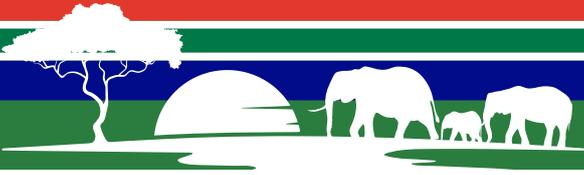
INEC wasted no time to get going in 2025, meeting on the 15 January to assess 2024 and focus our efforts for the year ahead. While structure-building and administration occupied much of 2024, we have learned that formal provincial and national accreditation will take longer to complete than anticipated. This year, whilst continuing our efforts to build associations nationally, PSA will drive stakeholder awareness of pickleball, deliver value to members and activate PSA competitions. The following focus points were highlighted for the year.

### PSA 2025 Action Points

- 1** FORM ACTIVE INEC PORTFOLIOS TO DRIVE COMMITTEE ACTION. IDENTIFY AND INVITE MORE CHAMPIONS TO DRIVE PORTFOLIO EFFORTS
- 2** COMMUNICATE MOMENTUM – NEWSLETTERS, SOCIALS & WEBSITE
- 3** BRAND PLACEMENT - DIFFERENTIATE PICKLEBALL FROM PADEL IN THE EYES OF THE PUBLIC, GOVERNMENT AND SPONSORS
- 4** APPROVE A LEAGUE / COMPETITIONS MODEL INCLUDING BUDGET, AND OBTAIN SPONSORSHIP
- 5** ACTIVATE PSA COMPETITIONS
- 6** CREATE VALUE PROPOSITIONS FOR INDIVIDUAL MEMBERS (DISCOUNTS, MERCHANDISE, EXCLUSIVE OFFERS, ETC.)
- 7** TAKE ON INDIVIDUAL AND PROVINCIAL MEMBERS
- 8** GENERATE REVENUE

The following sub committees have been approved and individual INEC members have been tasked with capacitating these portfolios quickly. Additional members per portfolio will now be invited to join from within the pickleball national community, including specialists that can contribute targeted skillsets to deliver on the highlighted mandates. These portfolios are likely to adapt and evolve over time.

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### PSA INEC committees

January 2025

#### **Communications & Marketing** (Lehan Botha, Martha Moyo)

- Marketing
- Content development
- Website
- Newsletter
- Email
- Press
- Socials
- Stakeholder comms



#### **Competitions and events** (Michelle Kriese, Lehan Botha)

- Competition formats
- Planning, budgeting and execution of PSA competitions & events
- Competition and events Calendar
- Player ratings
- Officiating and Standards
- Sponsorship



#### **Sport development** (Ismail Schuster, Allon Rock, Olvin Nzimande)

- National structure
- Strategic growth of the sport
- Socio-economic impact
- Grassroots, community development
- Stakeholder groupings, demographics
- Schools
- Sponsorship



#### **Membership** (Devon Milton, Martha Moyo)

- Membership administration
- Value proposition
- Member communication
- Online engagement platforms



#### **Finance and Governance**

- Accounts
- Annual returns, statutory obligations
- Budgets and planning
- P&L

It is expected that some of these portfolios may change and new ones could be added in future

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**Take part in this exciting phase!**

If you would like to get involved in pickleball South Africa's development, don't stay quiet! We would love to have you involved – whether for a portfolio committee, helping to form an association or otherwise – we will find something for you.

We welcome any input from anywhere in the country, all pickleball players, supporters, suppliers, clubs. Please reach out with any questions or suggestions.

Please share any updates, including achievements, tournament results, special programs, new venue or inspirational stories with Pickleball SA.

We'd love to give all clubs around the country a platform on the Pickleball SA website.

A PSA newsletter is planned per term to share all this information with our community as well as improve awareness of the sport in SA.

Contact us on [info@pickleballsa.com](mailto:info@pickleballsa.com) or **WhatsApp Ryan on 083 384 7271**.

The website [www.pickleballsa.com](http://www.pickleballsa.com) has also been redesigned and will continue to evolve until all relevant details and information are captured and adheres to all relevant sport legislations

May 2025 be a prosperous year for Pickleball.

Kind regards  
**Your PSA Team**

**CHECK  
IT OUT**  
↓



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