



## Achievements Since Founding

Founded in 2020, the **Austrian Padel Union (APU)** has rapidly become the leading organization for padel in Austria. Its mission is to develop padel as a recognized and widely accessible sport across the country.

### Growth & Reach

- Over **100,000 active players** nationwide
- More than **11,800 ranked players**
- Expansion to **325 courts** and **110 member locations**
- Establishment of **9 regional associations**

### Competitive Structure

- Over **1,600 official tournaments** held in 2024 alone
- Launch of the **Austrian Padel Number (APN)** for fair and transparent rankings
- National Championships in multiple categories: Men, Women, Mixed, Youth, and Seniors
- Introduction of the **Bundesliga** with 82 teams and 600+ players
- Participation in international events like the **Euro Games 2024** and **European Championships**

### Community & Visibility

- Massive growth in social media: Instagram reach increased from 5,500 to over 44,000
- Collaboration with media outlets like **Laola1** and PR agencies
- Web platform with **215,000 unique visitors** and **9 million page views**

### Education & Development

- Training of **55 Bronze Coaches** and **42 instructors** in 2024



- Youth development programs with targeted funding (~€10,000)
- Launch of the “**Padel & Fun**” youth initiative in regions like Tyrol

#### Institutional Progress

- Officially recognized as a **fundable sports federation** by the Austrian Sports Ministry
- Application for membership in **Sport Austria (BSO)** submitted in early 2025

#### Innovations & Future Plans

- Introduction of a new **player license system**
- New tournament category: “**Professional**”
- Launch of the new domain: [www.padel-austria.at](http://www.padel-austria.at)
- Hiring of a **General Secretary** and administrative support staff
- Hiring of a **Sports-Director**

## **Austrian Padel Federation Strategic Plan (2025–2029)**

### **Executive Summary**

The Austrian Padel Union (APU) is committed to the sustainable growth and professionalization of padel across Austria. This strategic plan outlines our vision, mission, and key objectives for the next four years, focusing on sport development, youth and senior engagement, communication, infrastructure, and national and international competition.

### **Vision**

To establish Austria as a leading European nation in padel by fostering inclusive participation, developing elite talent, and promoting the sport at all levels of society.

### **Mission**

To grow padel in Austria through strategic partnerships, grassroots development, high-performance programs, and effective communication, ensuring accessibility, excellence, and long-term sustainability.

### **Strategic Pillars & Objectives**

#### 1. Sport Development

Goal: Expand and professionalize the sport across Austria.

- Increase the number of licensed players from 4,120 (2025) to 10,000 (2029).
- Support the creation of 70 new padel courts by 2029, with a focus on underserved regions.
- Launch a national coaching certification program in collaboration with the International Padel Federation.
- Establish regional training centers in Vienna, Graz, Linz, and Innsbruck.

#### 2. Youth Development

Goal: Build a strong foundation for the future of Austrian padel.

- Introduce padel in 100 schools through the “Padel4Schools” initiative.
- Create U12, U14, U16, and U18 national circuits.
- Offer scholarships and training grants for talented youth players.
- Partner with universities to integrate padel into student sports programs.



### 3. Senior & Recreational Engagement

Goal: Promote lifelong participation in padel.

- Launch a “Padel for Life” program targeting players aged 50+.
- Organize annual senior championships in multiple age categories.
- Develop recreational leagues for amateur players in all federal states.
- Promote mixed-gender and family-friendly formats.

### 4. National Championships & Competitions

Goal: Build a competitive and inclusive national tournament structure.

- Expand the Elite Austrian Padel Tour to include 12+ stops annually.
- Host the Austrian National Championships for Men, Women, Mixed, Juniors and Seniors.
- Introduce a National Club League with promotion/relegation.
- Bid to host an FIP Rise or FIP Star event by 2027.

### 5. High-Performance & National Teams

Goal: Elevate Austria’s international competitiveness.

- Establish a National High-Performance Program for elite athletes.
- Hire a full-time national coach and support staff.
- Provide international competition exposure through FIP events.
- Aim for Top-10 finishes in European Championships by 2029.
- Aim for participation in World Championships.

### 6. Communication & Promotion

Goal: Raise awareness and visibility of padel in Austria.

- Launch a national media campaign: “#PadelAustria – Join the Movement”.
- Grow social media presence to 50,000+ followers across platforms.



- Collaborate with influencers and athletes to promote the sport.
- Develop multilingual promotional materials to reach diverse communities.

## 7. Infrastructure & Partnerships

Goal: Build the foundation for sustainable growth.

- Partner with municipalities and private investors to co-fund court construction.
- Create a “Padel Facility Accreditation” program to ensure quality standards.
- Secure long-term sponsorships with national and international brands.
- Collaborate with the Austrian Olympic Committee and Sport Austria for recognition and funding.

## 8. Governance & Sustainability

Goal: Ensure transparent, inclusive, and effective governance.

- Enhanced development of digital membership and ranking system.
- Establish athlete and coach commissions for inclusive decision-making.
- Publish annual reports and strategic updates.
- Promote environmental sustainability in all events and facilities.

## Timeline Overview (2025–2029)

Year	Key Milestones
2025	Collaborate with Sport Austria for recognition  Launch of youth and senior programs, coaching certification, and national tour expansion
2026	School integration, regional centers operational, first FIP event bid
2027	National Club League launch, elite program expansion, international podium targets
2028	10,000+ players, 70+ courts, Top-10 international ranking goal



2029 Strategic review and planning for 2030–2034

#### Key Performance Indicators (KPIs)

- Number of registered players and clubs
- Number of certified coaches and referees
- Social media and media reach
- Tournament participation and results
- Infrastructure growth (courts and facilities)
- Youth and senior program engagement

#### Call to Action

We invite all stakeholders - players, clubs, coaches, sponsors, and institutions—to join us in shaping the future of padel in Austria. Together, we will build a vibrant, inclusive, and successful padel community.