

Padel in One

AUSTRALIA DOSSIER

Developing
Padel
in Australia



The main goal of Padel in One is the growth and expansion of Padel all around Australia, USA and New Zealand and too soon become the second largest racket sport in both club & player numbers.

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Padel, the fastest growing sport in the world

**Padel in
ONE**

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What is Padel?

Padel in **One**



Padel in **One**

Padel is the fastest growing sport in the world with **more than 12 million**  players around the world.

Padel is a racket sport that combines the elements of



The rules are the same as tennis, played with similar balls (lower pressure), although serving is under-hand and the walls are used as part of the game.

Padel is great for **all ages**

 **5 years old**



 **80 years old**

Mix of Tennis & Squash

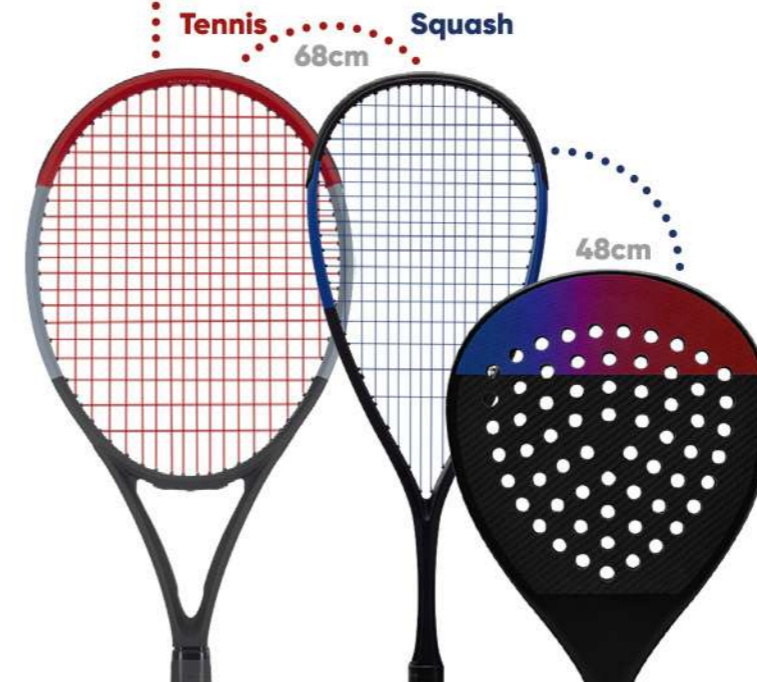


Easy to learn
Social sport



Key Numbers globally

- 1 **WORLD PADEL TOUR** Professional Tour with live TV broadcast same as ATP250 in tennis
- 2 **Top padel players like Bela and Paquito Navarro** have social media followers in the hundreds of thousands
- 3 **Big global** brands that already associated with Padel. Babolat, Head, Wilson as well as more than 250 padel only brands.
- 4 **Padel equipment:** racket & balls



Padel

- **Shorter**
- **Easier to play**

Padel World Map



America

Argentina	Mexico
Brasil	Paraguay
Canada	Dominican Rep.
Chile	Uruguay
Guatemala	USA

Europe

Austria	Germany	Portugal
Belgium	Hungary	Russia
Czech Republic.	Ireland	San Marino
Denmark	Italy	Spain
Estonia	Latvia	Sweden
Finland	Monaco	Switzerland
France	Netherlands	UK
	Norway	
	Poland	

Middle East & Africa

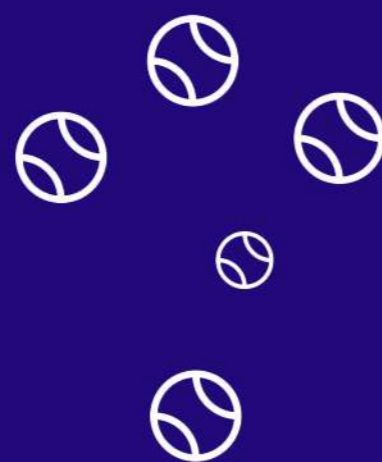
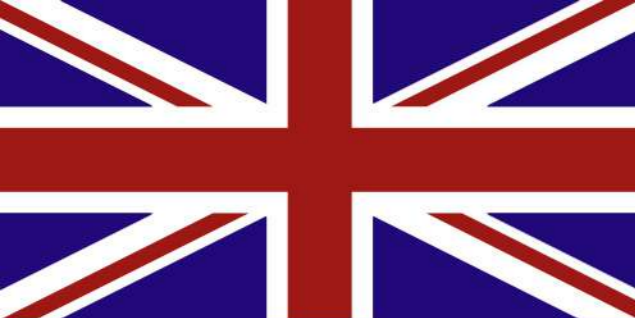
Armenia
Egypt
Iran
Senegal
UAE

Asia-Pacific

Australia
China
India
Japan
Thailand



43
National Federation
Members of FIP
78 countries playing Padel
12MM padel players around the world



Padel in Australia

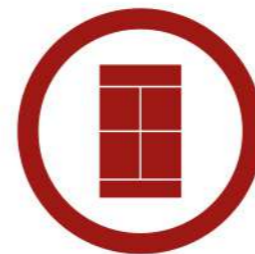


Padel in Australia currently



Australia Padel Federation

founded in 2012



6 clubs



Gold Coast, Sydney, Melburne and Perth & private courts



PARTICIPATION WORLD SENIOR CUP LAS VEGAS 2022



1.800
players



24
courts



Why Padel in Australia?



The keys to achieving success

1 **Australia & the Asia-Pacific zone have similar conditions to Spain.** Weather, social people, love of racket sports, etc.

2 **Population (main cities)**
25 million

3 **Successful Padel clubs in Australia currently:**

- Sydney**
 Open first pop-up club in 2016, in 2019 set up in North Ryde 4 padel courts and 2021 the biggest club in Australia, in Alexandria with 4 indoor plus 2 outdoor courts
- Melburne**
 Opened the first padel club and off 2021 in Docklands with 3 padel courts.
- Gold Coast**
 Set up 3 padel courts in 2016 and now they plan to upgrade 2 more and reach 4 padel courts
- Perth**
 Opened first club in March 2020 and the second one in 2021



Evolution of padel in Spain

tennis / padel statistics and evolution from 2010 until 2019

TENNIS VS PADEL

3 VS **2**
tennis courts VS padel courts

-22% VS **+129%**
Tennis players registered from 2010 VS Padel players registered from 2010

2M VS **5M**
Tennis players VS Padel players

Spain #1

8.885
padel courts

285
2019 new clubs

+9%
2019 growth

5M
Padel players



1 **Tennis clubs become a multi-racket club**

2 **More income to the clubs means keeping tennis clubs doors open**

Racket sports in **Australia**

Australia, with a large tradition in racket sports such as tennis and squash, provides an excellent base of players of all ages who can make the natural leap to another racket sport such as padel, which is also easier, more fun and less physically demanding.



Easy



Fun



Healthy



tennis

13.000
courts
4.000
clubs
2,14M
players



squash

1.450
courts
529
clubs
150.000
players



pádel

24
courts
6
clubs
1.800
players

Goals in Australia

The main goal of **Padel in One** is the growth and expansion of Padel all around Australia and soon become the second largest racket sport in both club & player numbers.

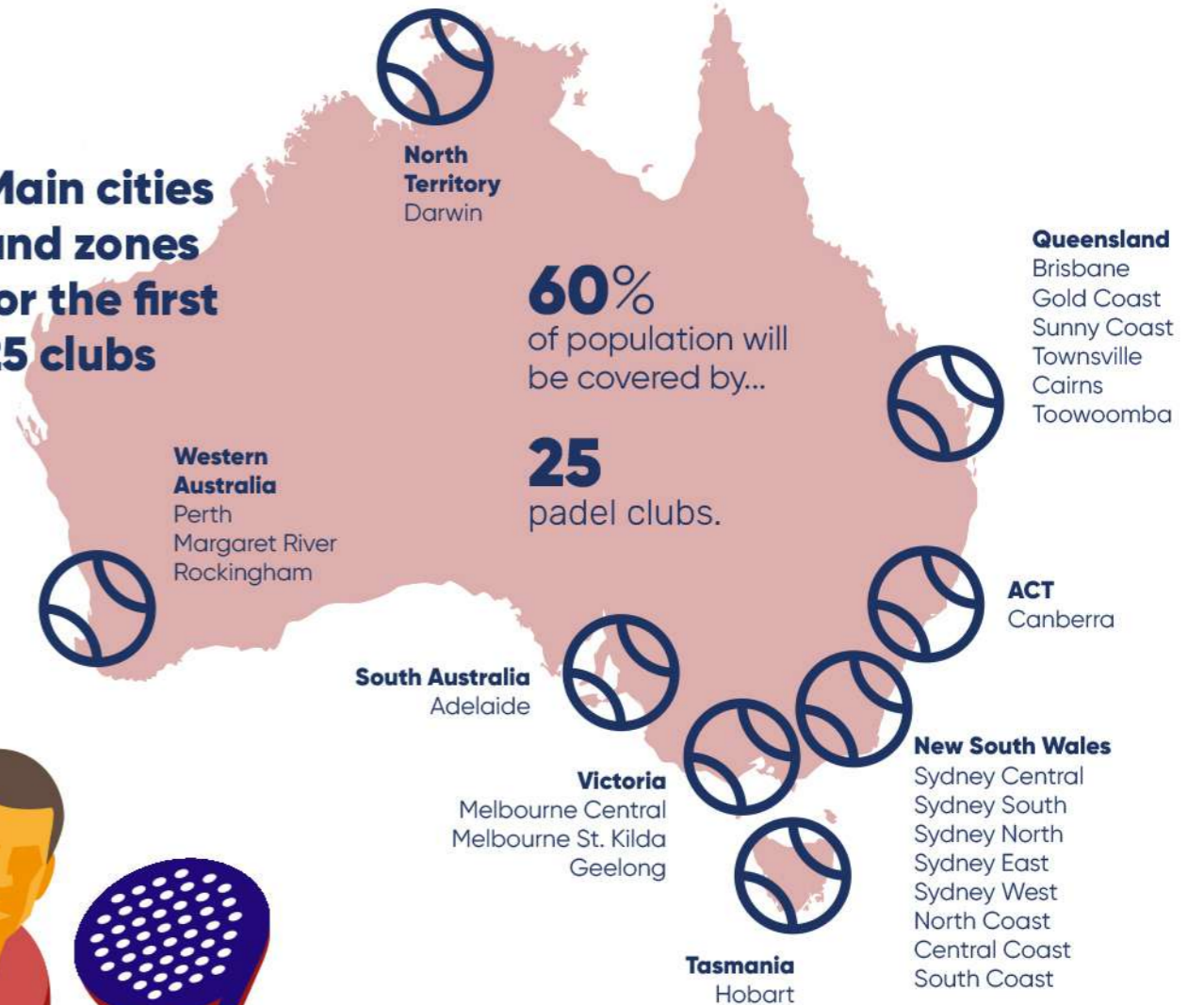
25 clubs to cover...
60% of the population over the next...
2 years.

Strategic Plan

2022	⇒	2026
6 clubs	⇒	100 clubs
1.8K players	⇒	150K players



Main cities and zones for the first 25 clubs



Padel in One

AUSTRALIA
PADEL TEAM



Padel in One

Developing Padel in Australia

Padel in One is your **ideal partner** in order to make sure your padel project **will be successful**. Through our **methodology All in One** which makes simpler and organizes each phase of the project more **efficiently**. This is based on our experience from the previous projects.

Our projects in Australia:



Sydney · 2016
2 padel courts
+ Clubhouse



Gold Coast · 2016
3 padel courts



Adelaide · 2018
1 private padel court



Sydney · 2019
4 padel courts



Sydney · 2021
(4 indoor plus 2 outdoor padel courts)



Official partner:



Mission

- + Our mission is to promote, lead and develop the growth of padel



Vision

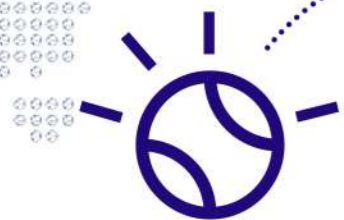
- + Padel is for everyone.
- + All ages, all backgrounds, all fitness levels
- + More active players
- + Healthier communities

Method **All in One**

The All in One method displays turnkey project management skills from conceptualization of the project in totality, to services co-ordination/execution within the contractual time frame. This gives client's a state-of-the-art end product at a competitive cost.



Timeline



1. Initial site/ project Study

from the idea
to the potential project



2. Customized Proposal

Your padel project is ready
for construction



3. Project Management

We co-ordinate and
supervise the entire project



4. Operational Plan

We're going to make your
club successful



Initial site/ project Study

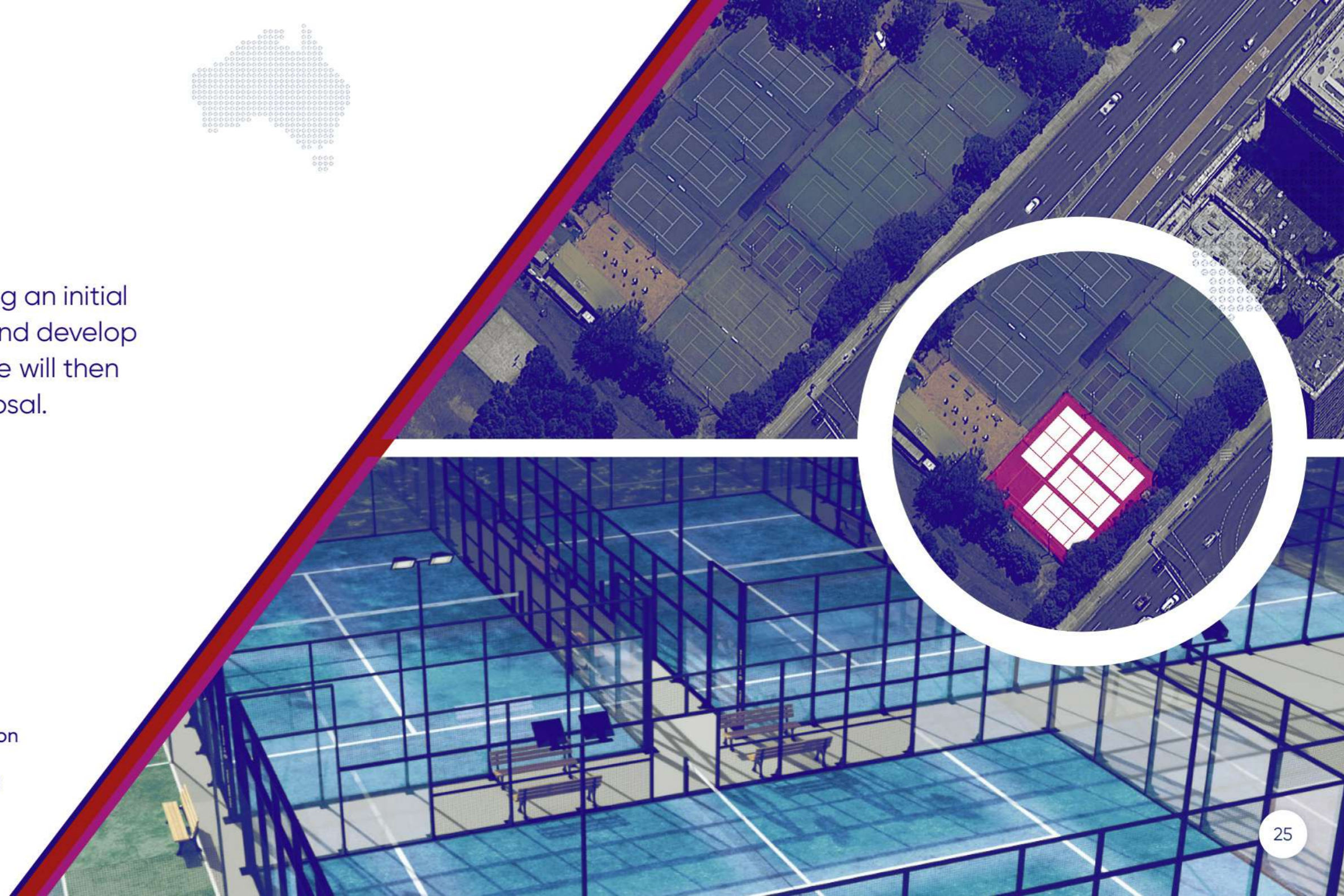
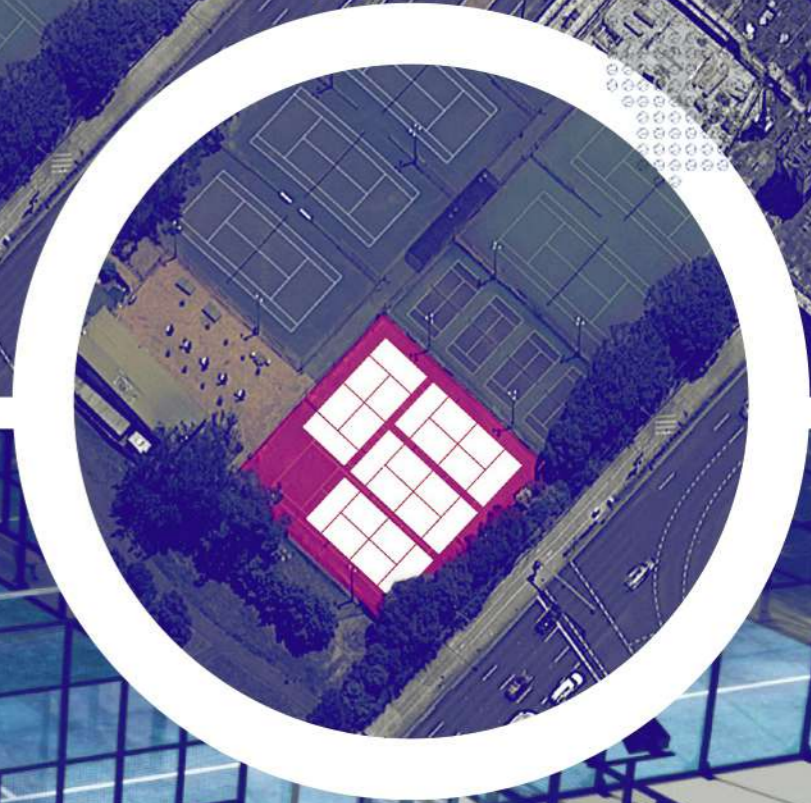
Our first step will be drafting an initial study in order to analyse and develop your padel club project. We will then we give you the best proposal.

The initial study includes:

- Location
Google maps
- Construction drawings
with estimator project measures
- Initial Budget
with different proposals

Optional:

- 3D Render &/or Video presentation
best option for showing the
padel project to investors or as a
promotion for the club opening

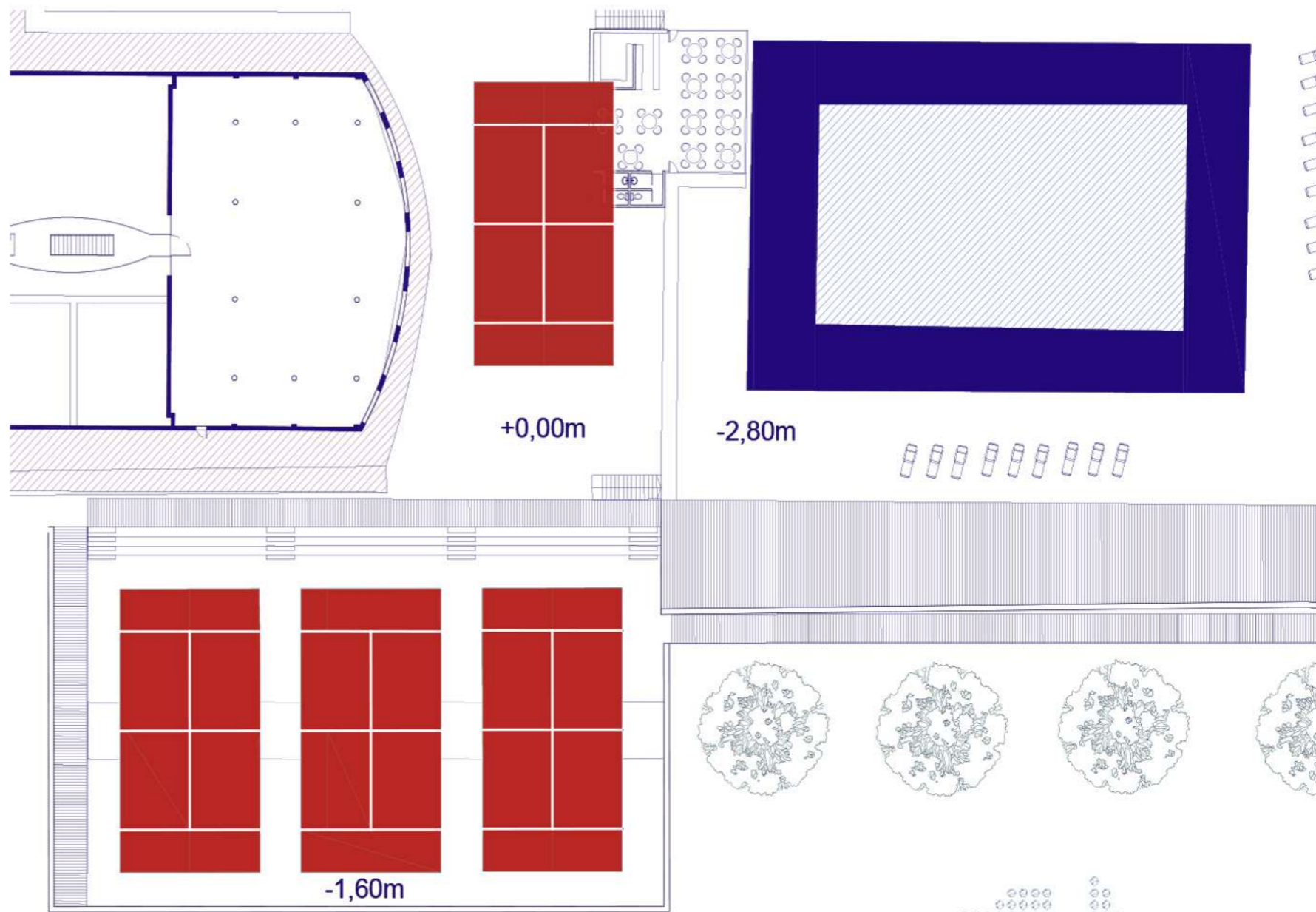


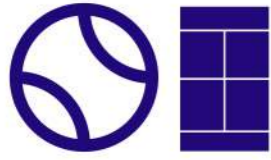


Customized proposal

In this stage, our team will manage to gather all the information and deliver a report of your options.

- **On-site inspection** for:
 - Verification of measures and location
 - Geotechnical soil study
 - Access analysis for machinery and materials
 - On-site meeting with the club manager
- **Detailed budget** of the project
- All suppliers costs
 - All certificates, licences & insurances costs
 - Project management
- **AutoCAD 2D drawings**
 - With all measurements and dimensions verified





Project Management

Our project management proposal includes the co-ordination and completion of the padel project on time, within budget, assigning responsibilities and monitoring/summarizing its progress

Padel in One will oversee the following steps:

- **Site analysis- base test**
(soil & drill test)
- **Ordering components:**
 - Suppliers management
 - Padel Courts order and delivery
 - Installation of the courts and machinery
- **Co-ordination and project management**
- **Engineer site inspection**
to provide installation certificate



Products are
**Certified &
Approved to
Australian Standards**



Operational Plan

During the development process we set up the Operational Plan for your club with a highly detailed plan that provides a clear picture of how to achieve your club goals.

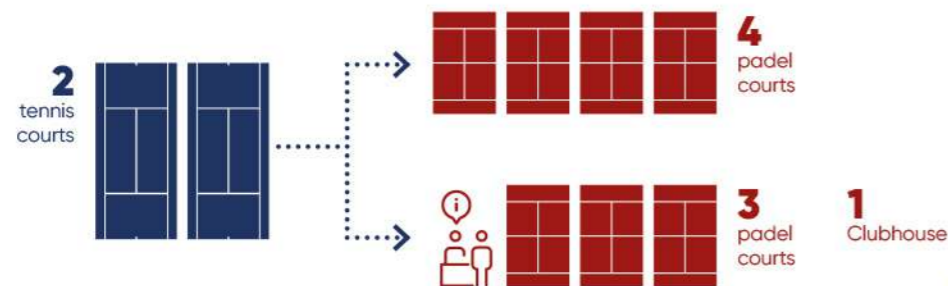
- Business development strategy
- Marketing plan
- Management Software
- Pro-Shop
- Coaching
- Tournaments & Events
- Operational staff training
- Branding project



Case Study Sydney North Ryde

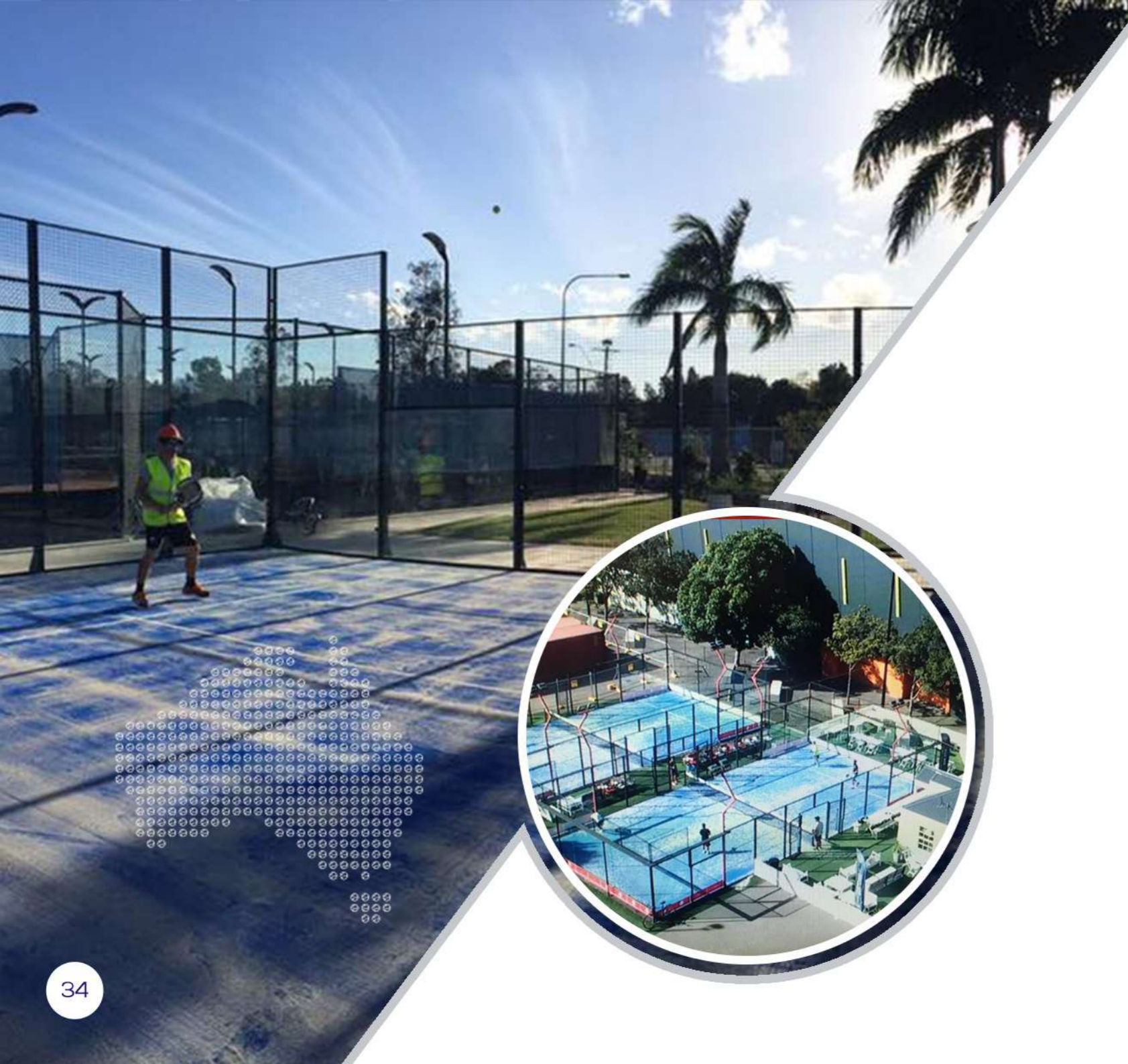
A clear example of our proposal was Padel Sydney North Ryde, the first tennis club in the capital of NSW to switch 2 tennis courts to 4 premium Padel Courts.

- **From 2 tennis courts to 4 padel courts**



- **Benefits for Tennis World**

- More players
- More income
- More Social atmosphere
- Become a multi-racket sports club



CASE STUDY INDOOR PADEL SYDNEY A

For the first time in Australia a indoor padel club set up in a warehouse in the heart of Sydney.

- BENEFITS ON INDOOR CLUB:**
- CAN PLAY 24/7
 - NO WEATHER ISSUES
 - MORE PLAYERS
 - MORE REGULAR INCOME

Contact

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Padel in One

Join
the padel
revolution!



Official partner:

