



## Media release

EMBARGOED UNTIL 12.00am, 4 March 2024

### Keyton & Pickleball Australia unite to boost our fastest growing sport.

Keyton and Pickleball Australia today announce their partnership to expand the reach of Australia's fastest growing sport, pickleball, and bring the fun, social connection and physical and mental health benefits of this fantastic, accessible sport to even more people across Australia.

"Keyton is proud to partner with Pickleball Australia as a major sponsor, to support the growth of pickleball, one of the world's fastest growing, fun, and accessible sports in Australia," Keyton CEO Nathan Cockerill said.

"Pickleball Australia is excited to partner with Keyton, a name synonymous with high quality independent living for seniors. This partnership brings us together on the values we share: fun, wellbeing, social connection and accessibility," Pickleball Australia EO, Brendan Lee said.

"Pickleball Australia is looking forward to working with Keyton to create opportunities for residents and potential residents, their families and friends to try the fast-growing sport of pickleball, make new friends, and feel better together," Lee said.

"Pickleball is a perfect sport for independent seniors and a perfect match for Keyton. It is easy to play, whatever your age or ability, it is good for our health and above all it's fun. It's multi-generational appeal also means we can introduce the sport to residents, their friends and family."

Mr Cockerill said the partnership aligns perfectly with Keyton's 'focus on resident wellbeing, social connection and confidence'.

"Keyton's focus is to support Pickleball Australia's coaches, umpires and officials to help the game grow and ensure its benefits flow to more and more players" Cockerill said.

"When it comes to residents, this is also Keyton's role, to provide facilities and programs that improve their wellbeing, through greater social interaction and activities that improve physical and mental health."

Mr Lee said the "partnership between Pickleball Australia and Keyton represents a great opportunity to raise awareness of pickleball all over the country and most importantly boost participation in the sport, getting more people together for fun, exercise and good health."

**The partnership will kick-off with an event commencing from 10.45am on Monday 4 March 2024 at Keyton's Lexington Gardens retirement village, 114 Westall Road, Springvale, Victoria.**

Both Mr Cockerill and Mr Lee will attend. There will be a live demonstration by pickleball players, a short match involving staff and residents, as well as the opportunity for residents to participate in a pickleball coaching session.

Media contacts:

**Keyton: Tim Mahony – 0402 059 987**

**Pickleball Australia: Brendan Lee – 0412 275 443**

### *About Keyton*

Keyton is a leading owner and operator of over-55's independent living communities in Australia with more than 75 villages with 17,000 residents across the country. We have over 30 years' experience in retirement living, empowering independent seniors to choose where and how they live – and to make those choices with confidence. We lead with heart, prioritising wellbeing, connection and choice for residents and customers.

### *About Pickleball Australia*

Pickleball Australia is the governing body of pickleball in Australia, established in 2020 with seven state and territory pickleball association as governing members. Pickleball Australia has over 150 affiliated clubs and over 10000 members across Australia and is committed to furthering playing opportunities within Australia while progressing the accreditation and training of administrators, coaches and referees to foster the advancement of State members, affiliates and individuals of all ages and ability.

### About the partnership

- Keyton will be recognised as a major sponsor of Pickleball Australia and the sport of pickleball on Pickleball Australia's website, newsletters, and monthly social media posts.
- As part of Pickle Ball Australia's coach certification, PAA will introduce "Keyton Community Connect Coach".
- Keyton's logo and branding will be displayed on Pickleball Australia's officials and Keyton Community Connect Coach uniforms.
- Keynote videos will be included in eligible tournament livestreams.
- Keyton will establish pickleball courts at six of its villages and Pickleball Australia will conduct one-off, two-hour community coaching sessions to encourage participation and provide residents with the opportunity to learn the game of pickleball.
- Keyton's Community Connect team will facilitate ten events featuring Pickleball Australia representatives demonstrating pickleball for residents and community members.

### Pickleball statistics – Australia

- Average age 58 in Australia and 60-69 is the bracket most players sit in participation.
- Gold Coast Pickleball Association is the largest club in Australia with over 750 members.
- Queensland is the largest State Member Association with 3,500 official members.
- Over 50 sanctioned tournaments in Australia including 27 Australian Ranking Tournaments
- Pickleball seniors: aged 50 to 80+ years.
- 500 + courts across Australia and growing.
- A sport suitable for seniors where they can still feel competitive.
- 50000+ community participants
- 150 Affiliated Venues
- Participation:
  - Male - 43.9%
  - Female - 56.1%.
  - Over 55 60% of PAA members
- Age range of regular participants 4-92 years
- Eight state/territory bodies with state/territory level championships in five out of the eight state/territories with over 40 PAA sanctioned/recognized tournaments throughout Australia.
- The Australian Pickleball Championships 2023 was the largest pickleball tournament in the Southern Hemisphere.
- An increasing number of professional operators are aligning with states and territory associations.
- Over 200 qualified Pickleball Australia referees

Media contacts:

**Keyton: Tim Mahony – 0402 059 987**

**Pickleball Australia: Brendan Lee – 0412 275 443**