



2025

Annual REPORT

PREPARED BY
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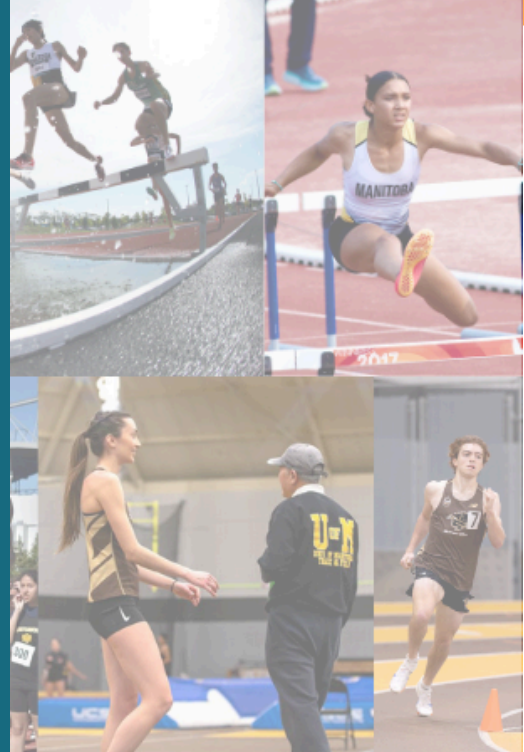
Athletics Manitoba (The Manitoba Track and Field Association), dedicates itself to the development of Track and Field, Cross-Country and Road Running in Manitoba.

ABOUT US

Athletics Manitoba is the provincial sport governing body for track and field, cross country and road running in Manitoba.

We are a volunteer driven, athlete focused, not for profit organization.

Athletics Manitoba programs are conducted in all regions of Manitoba and our programs aim to represent the full range from entry level through developmental and high performance for athletes, coaches and officials.



This Annual Report follows the annual Integrated Funding Framework (IFF) Reporting structure. This format links back to our Strategic Priorities.

01. Presidents Report
02. Message from the Executive Director
03. Sport Initiation
04. Performance Pathway
05. Technical Leadership
06. Organizational Effectiveness
07. Membership Trends



Athletics Manitoba recognizes the privilege of operating the business of our Association on original lands of Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene peoples, and on the National Homeland of the Red River Métis. We respect the Treaties that were made on these territories, we acknowledge the harms and mistakes of the past, and we dedicate ourselves to move forward in partnership with Indigenous communities in a spirit of reconciliation and collaboration.

We want people of all gender identities, abilities, ages, cultures, and sexualities to feel welcome in our spaces and to participate in our programs.

While we recognize no environment can be completely safe and free from oppression, we would like the spaces hosting our programs to be welcoming, and engaging for athletes, parents, coaches, officials, friends, families, employees and organizers alike. We understand the challenges of operating a binary sport, within a nonbinary world and while we don't pretend to have all of the answers, we encourage all members to be proactive in creating an atmosphere where the safety and respect of all is valued.

PRESIDENT'S REPORT

I am pleased to bring this President's report to the membership of Athletics Manitoba for the year 2024 – 2025.

The annual general meeting is a good time to reflect on the work of the Athletics Manitoba in the past year. This 2024 – 2025 year has been a busy event year which included the regular indoor and outdoor events as well as larger meets. The highlights were the Manitoba Games in Dauphin as well as the Canadian Indoor Masters Championships held in Winnipeg. The local masters group represented Manitoba well at the Indoor Championships and the World Championships in Florida.

In the next few months, we will cheer on Team Manitoba at the Canada Summer Games in St. John's Newfoundland in August 2025 and the Manitoba athletes selected to participate in the FISU Games in July 2025.

The AM Board of Directors, staff and some of the members participated in strategic planning sessions in September 2024. The result was a strategic plan that will take the organization from 2025 – 2033

The Board welcomed Chad Laferriere-Enns as a new member of the Board.

As chair of the Governance Committee, this committee continues to refine existing policies to be in alignment with changes in Athletics Canada policies and other requirements.

The Board continues to meet every other month. The work of the Board Committees is ongoing. Committee chairs have provided a report on their work for the past year.

Alanna Boudreau, Executive Director, AM has continued to bring strong leadership to the office. The office is fortunate to have been able to hire summer students again this year. These students assist in the programming both in the city and rural areas.

PRESIDENT'S REPORT

This sport is fortunate to have such a dedicated and hardworking staff to support our athletes.

The Board continues to support Alanna in her role as the Branch Officials Chair for Manitoba and the work to improve the number of officials and assist officials to move through the levels of officiating.

At the national level, Alanna and/or myself attended the Athletics Canada (AC) Branch Council virtual monthly meetings. The AC Semi-Annual general meeting was attended in person in Ottawa in December 2023. The AGM was held in May 2025 in St. John's Newfoundland.

As we finish out the outdoor season and move into 2026, I look forward to working with all AM partners. These partners include, staff, board members, the membership of AM (officials, clubs and parents), the Manitoba Runners Association as well as other provincial and national partners to ensure growth of athletics in Manitoba in all potential areas of the sport.

My thanks to all the Board members who have been supportive of the staff and myself. It is a privilege to work with such a committed group of individuals.

Respectfully Submitted



Kathy Kelly
President, Athletics Manitoba

MESSAGE FROM THE EXECUTIVE DIRECTOR

I just wanted to take a moment to say a sincere thank you to our membership for yet another incredible year.

The amount of work put in by our community; the time, effort and support provided by volunteers, truly means to the world to our staff. Whether you are volunteering as a coach, an official, a board member, a club member or on the field of play during our many events, we couldn't do any of this without you.

To the athletes, (if any of you happen to read this!!) never doubt that we are doing this for all for you. None of this is easy, but your performances, your joy and your successes in the sport, at every level and at any age, always make it worthwhile.

As we move forward through the second half of 2025 and beyond, with our new 8 year strategic plan in place, this was the perfect opportunity to revamp our annual report. The following pages will provide a brief status update on our strategic priorities from 2019-2024, and outlines those areas where good progress has been made as well as those where ongoing work is needed.

A few key things to remember,

- Even if positive progress was made in an area - it is almost certain that it is still an important focus for the future. No project or program is ever "done". There is always room for change and improvement.
- There is always going to be an endless list of work, and that's ok! It is the nature of sport and should be the case as we continue to strive for excellence.
- We hope that as our members, you will help us by recognizing that while everything is important - not everything can get done at the same time.

We look forward to continuing to work together and and can't wait to see what this outdoor season and the years to come have in store for us!

Thank you!



Alanna Boudreau

Executive Director & Provincial Coach

SPORT INITIATION

Develop new partnerships and engage new contacts in order to increase opportunities and access to sport.

Outcomes	Status	Comments
1. a) Create a club development model and resource guide to help facilitate club growth and support rural club development.		Resource was developed Newer clubs were able to use it as a guideline when starting up. Implementation has not been widespread, and ongoing work is needed.
1. b) Increase participation in northern communities and develop a stronger partnership with MASRC		Great relationship with MASRC has been established and maintained. Have seen a definitive growth in participation and a much stronger AM connection with a number of northern communities
1. c) Establish relations with organizations serving Inner City Winnipeg, identify and train new program leaders		Relationships and contacts with orgs have been successful, seasonal staff changes within those orgs (and AM) means this will always be an ongoing project. There has not been a substantial uptake in training program leaders IN the organizations. They rely on us to provide the service.
1. d) Develop stronger relations with Manitoba Runners Associations		Great relationship with MRA. Remains a priority. Both orgs working together to update affiliation agreement
1. e) Support the growth and development of school based programs		Successful and ongoing
1. f) Develop a Masters Athletics community		Masters committee was established. Provincial Records tracking Increased visibility and regular information sharing Hosting Cdn Masters Indoor Championships -March 2025 Certainly ongoing - area for continued growth

SPORT INITIATION

Indoor School Programs

2024

1357 Relay teams from 23 different schools participated at Elementary Relays

750 Athletes from 29 different schools competed at Track Attack

1400 Athletes competed at the Indoor High School Series

2025

1363 Relay teams from 23 different schools participated at Elementary Relays

1129 Athletes from 33 different schools competed at Track Attack

1387 Athletes competed at the Indoor High School Series

Outdoor School Programs

2024

818 Athletes from 107 schools competed at the Jr High Provincial Championships

2025

980 Athletes from 110 schools competed at the Jr High Provincial Championships

Outreach Programs

2024

164 clinics were hosted across all 5 regions of MB

7313 Participants

2025

In progress!!

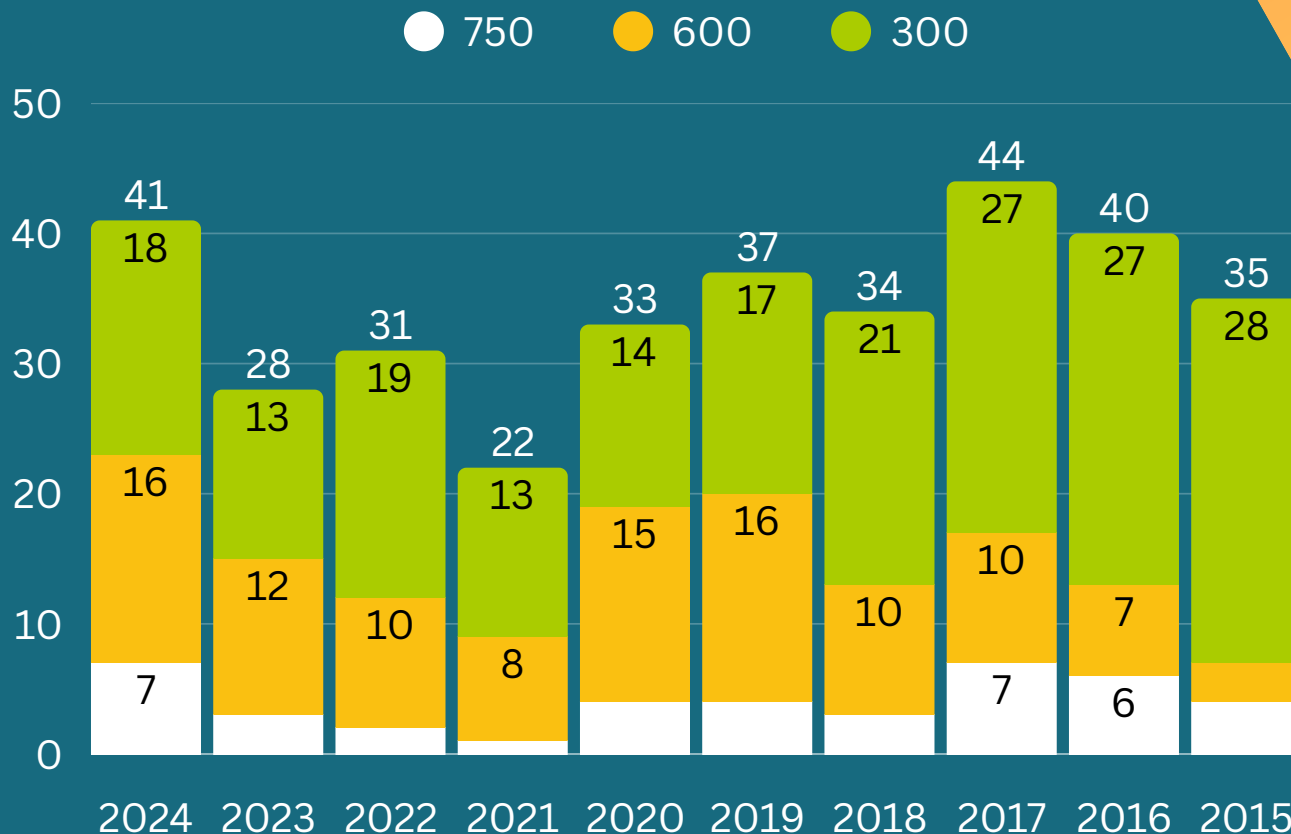
PERFORMANCE PATHWAY

Develop and promote a truly inclusive performance culture across all event groups and disciplines.

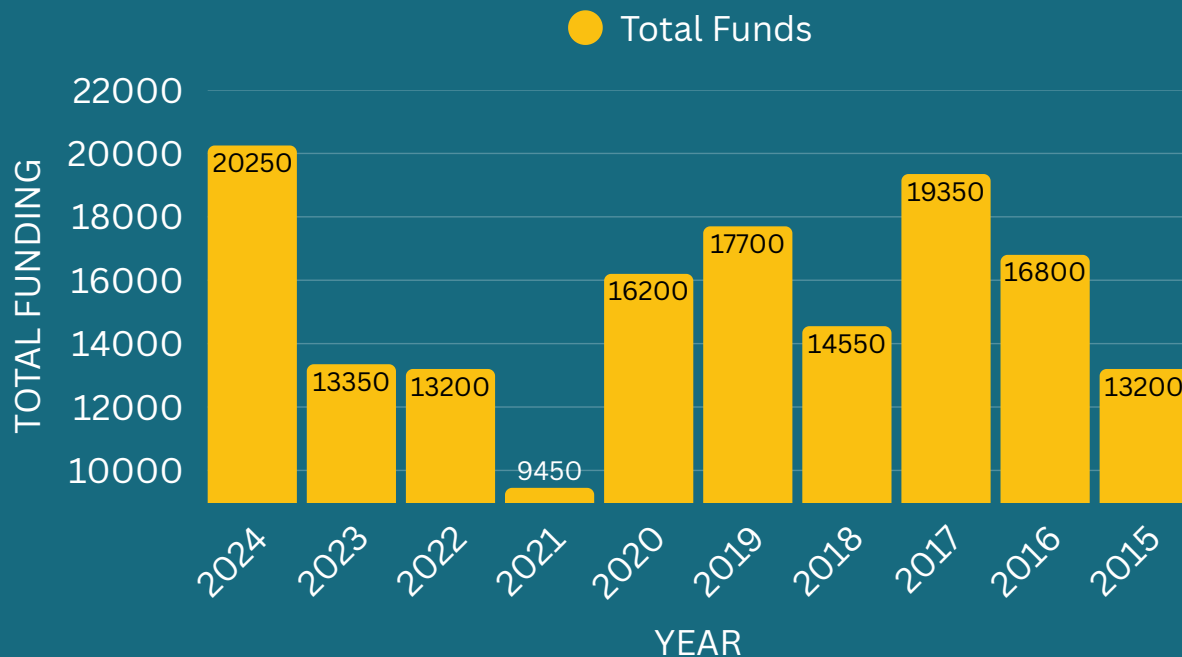
Outcomes	Status	Comments
2. a) Prioritize True Sport Principles, LGBTQ+ safe spaces, and Reconciliation with Aboriginal communities		Website has been updated to include Safe Sport messaging. Land Acknowledgments are online, on all job postings, and incorporated into event opening ceremony remarks regularly. Additional and ongoing work is definitely needed in this area.
2. b) Acknowledge and celebrate the accomplishments of our membership		Massive strides have been taken here over the years Awards banquet, instagram content, membership newsletters, Establishment of Hall of Fame But obviously still an ongoing project
2. c) Provide improved club support		Have hosted regular coach education opportunities and professional development sessions. Have provided ongoing club funding. Have provided resources and administrative support to new clubs. Have hosted annual volunteer/official training for club members and parents.
2. d) Foster the ongoing development of a strong performance culture through WCSG/CSG Team programs		Strong Team MB results at the 2019 WCSG and the 2022 CSG. Great team culture recognized by Sport MB at CSG.
2. e) Develop and promote sporting opportunities for Para athletes		Ongoing work with Accessible sport connection manitoba. Working with schools and teachers to increase para awareness and training opportunities. Integration opportunities at Elementary Relays, Track Attack, and High School Series events Improved integration of para sport opportunities at MHSAA. Biggest area of weakness are club coaches not comfortable integrating athletes into their groups and training sessions. This needs to be a major area of focus moving forward.

PERFORMANCE PATHWAY ATHLETE FUNDING

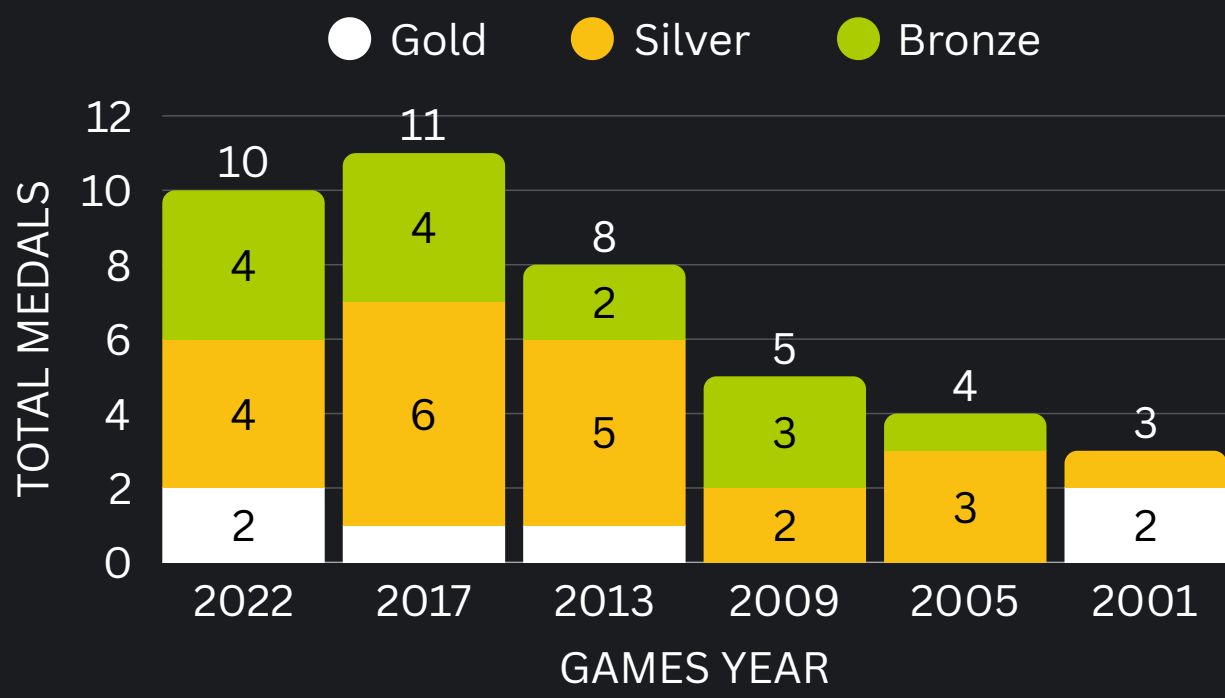
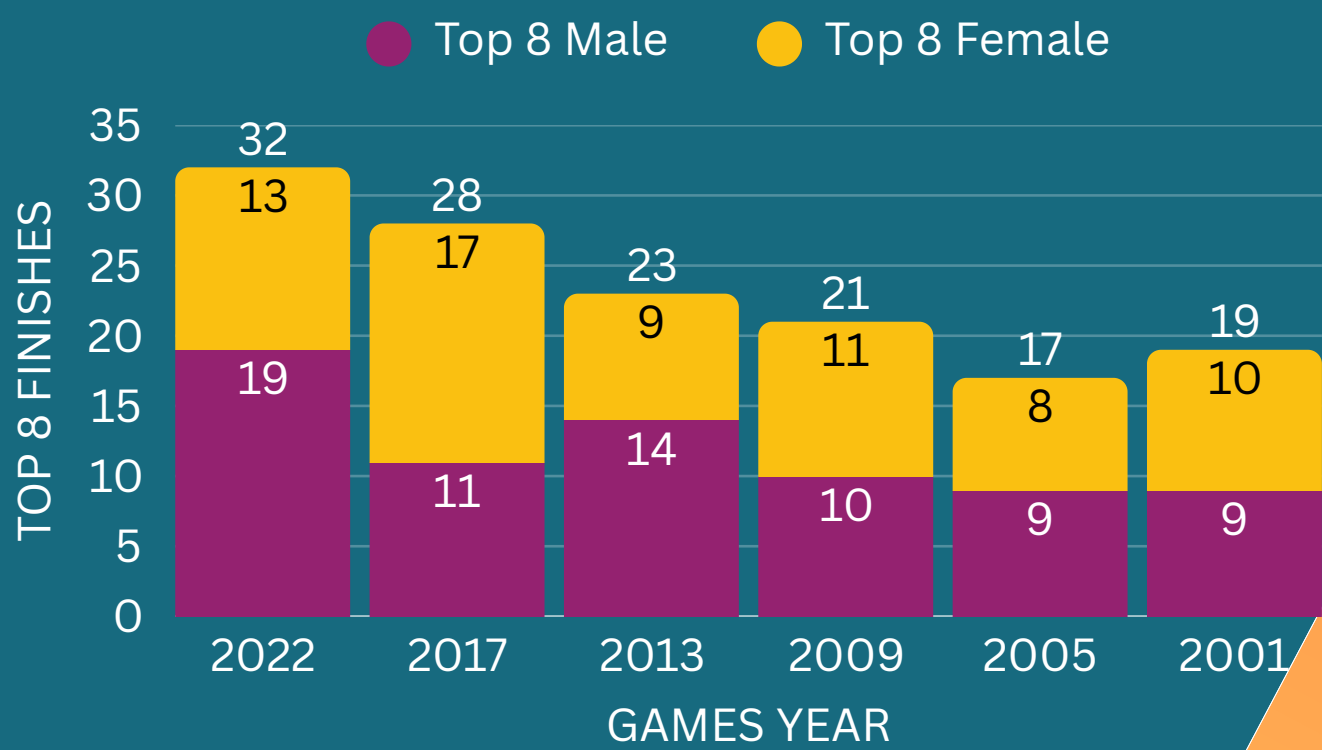
Number of athletes who have received Perf Pathway funding,
and breakdown by “level”.



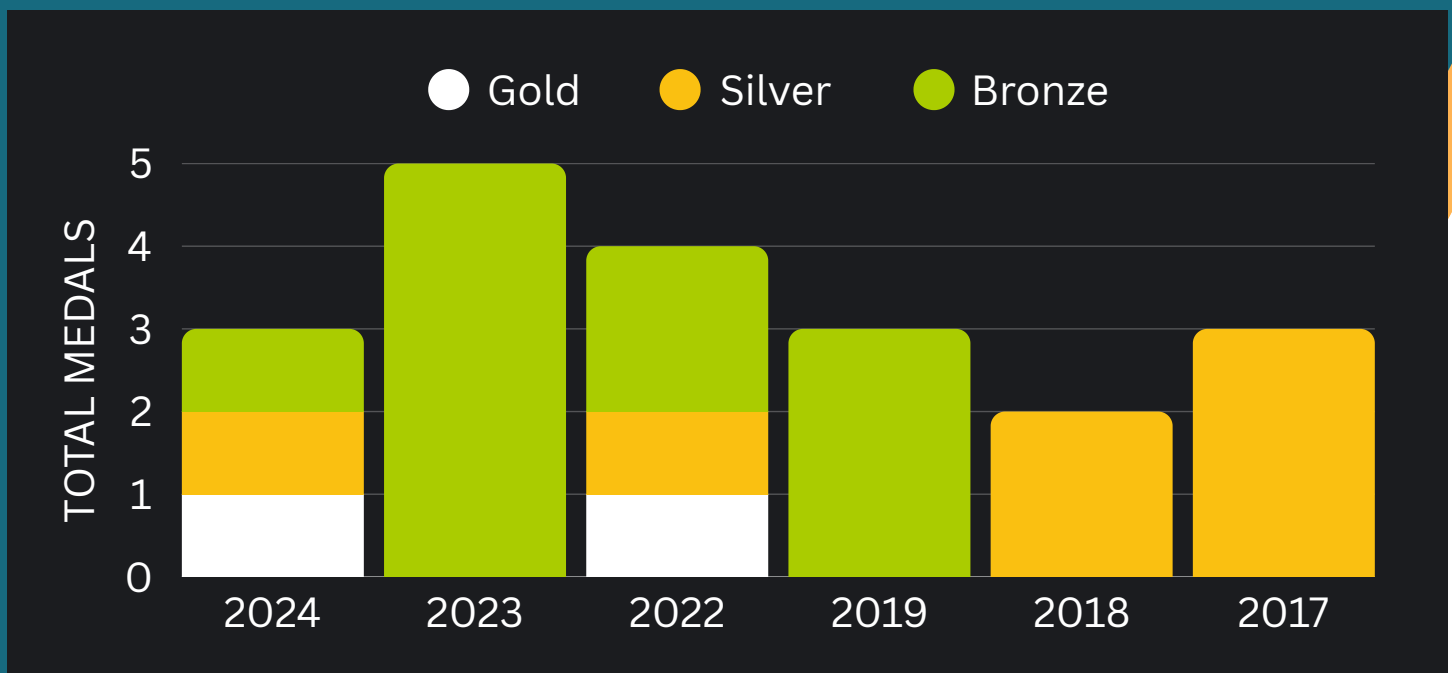
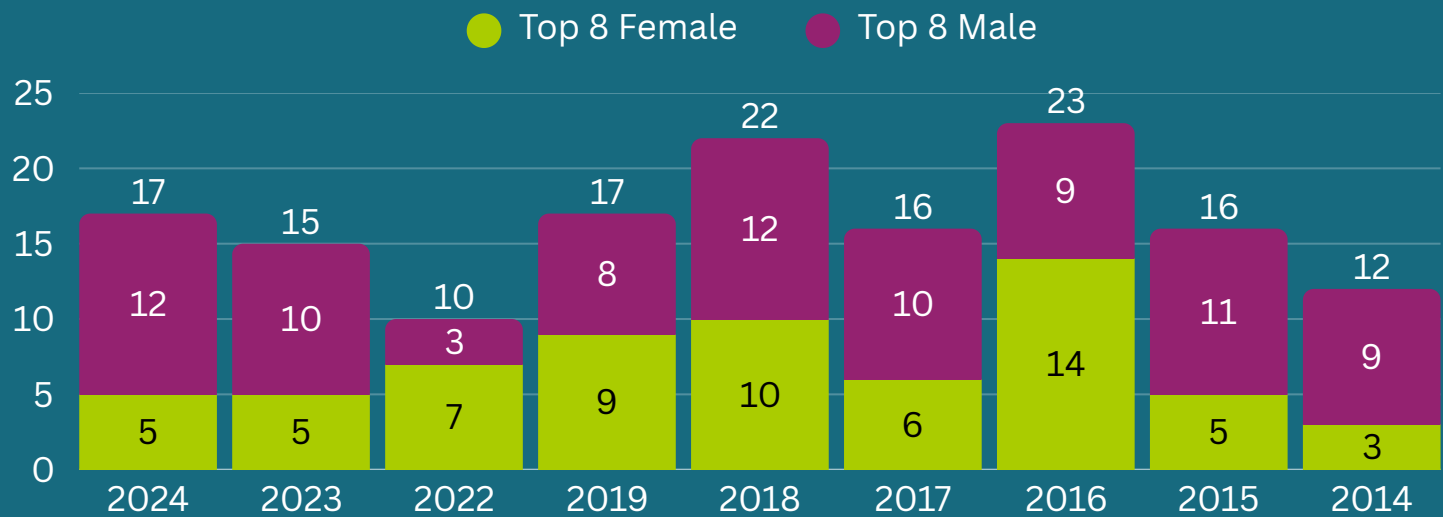
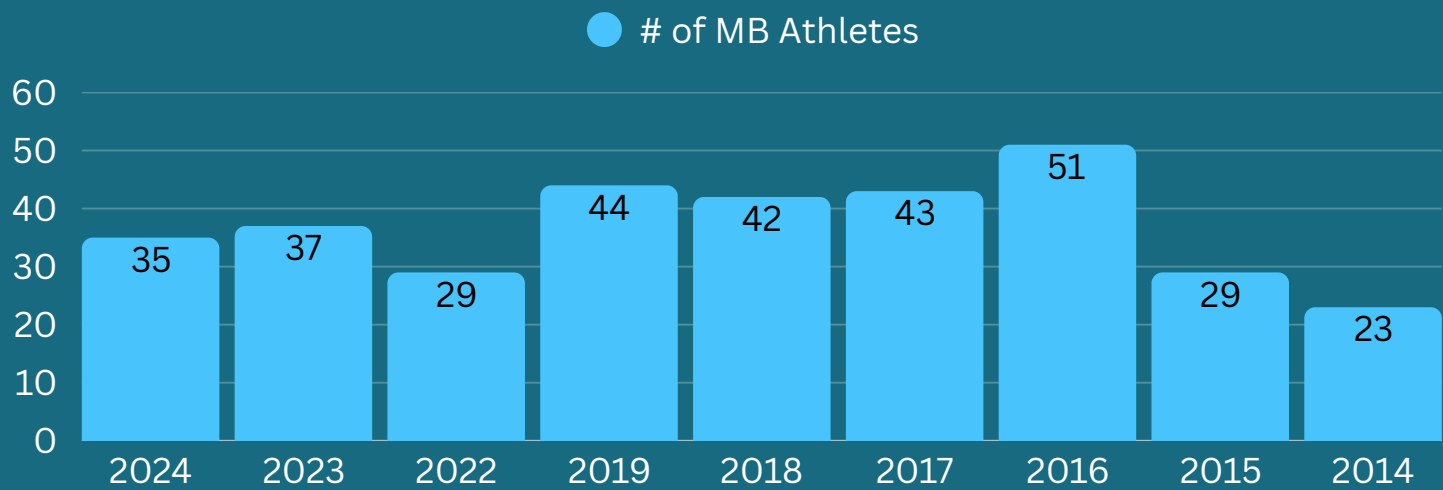
Total funds year-by-year provided directly to athletes through the Perf Pathway funding
program



CANADA GAMES RESULTS



U20/SENIOR NATIONAL CHAMPIONSHIP RESULTS



TECHNICAL LEADERSHIP

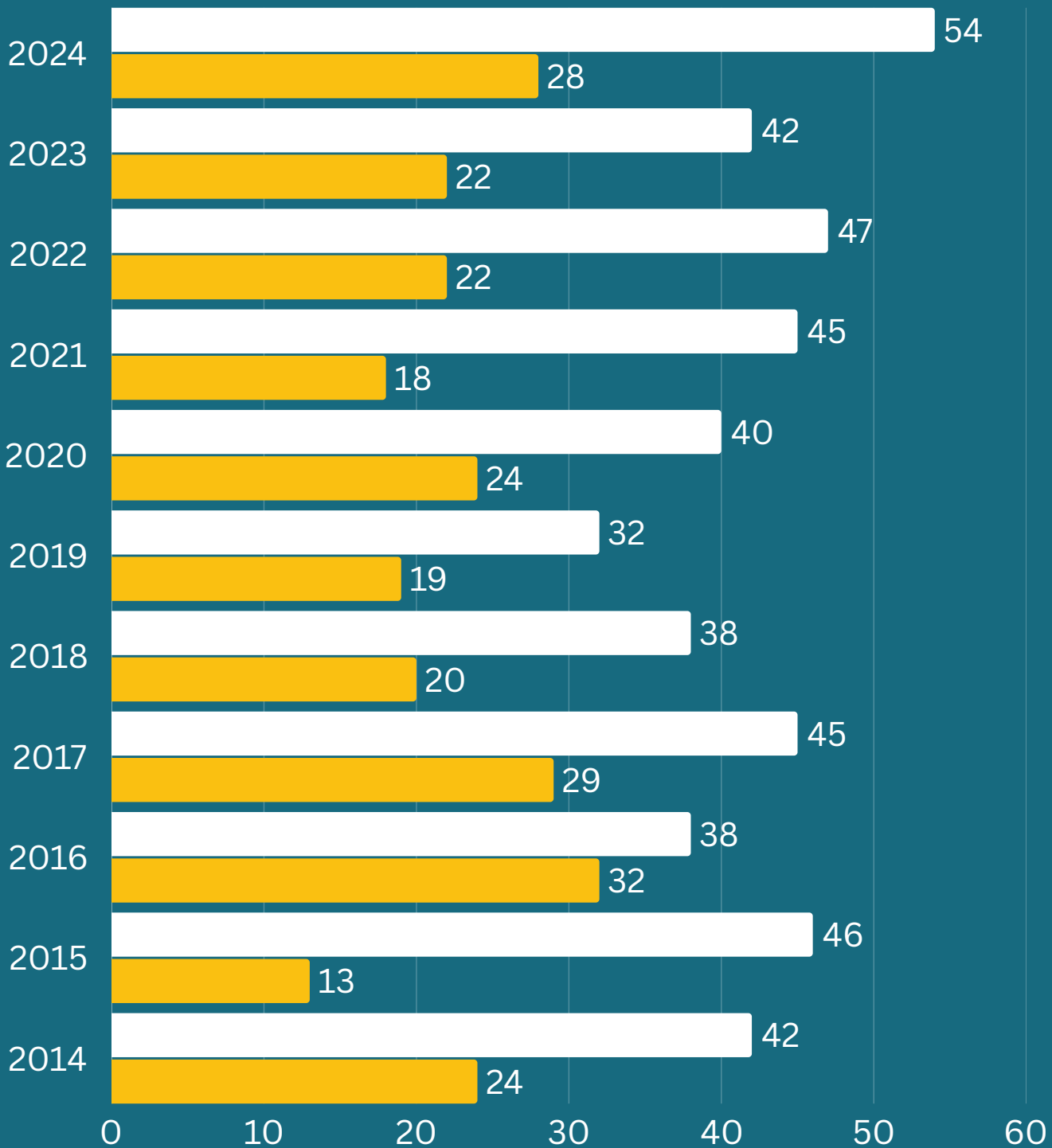
Foster a community of technical experts that value professional development, teamwork and collaboration.

Outcomes	Status	Comments
3. a) Develop tools to better promote coaching pathways and development opportunities		Ongoing - needs attention Recent updates from AC mean now is a great time to refocus on this priority
3. b) Stronger focus on rural coach and community development		Substantial area of focus over the past few years and especially leading into MB Games. Still an area that requires ongoing attention but good progress has been made.
3. c) Increase focus on road running coach and program development		Collaboration with MRA to support MRA track club (Summer Staff connection/coaches). Additional work needed to offer coach education for Road specific coaches. Next steps should be to host the new AC Road and Trail Leader Course
3. d) Make better use of existing contacts and explore new ways to recruit and train volunteers		We have seen a small influx of new volunteers over the last few years. Obviously this will never be “completed” and is an ongoing project.
3. e) Update Officials Committee structure and increase capacity		Committee structure has not changed.

COACHES & OFFICIALS

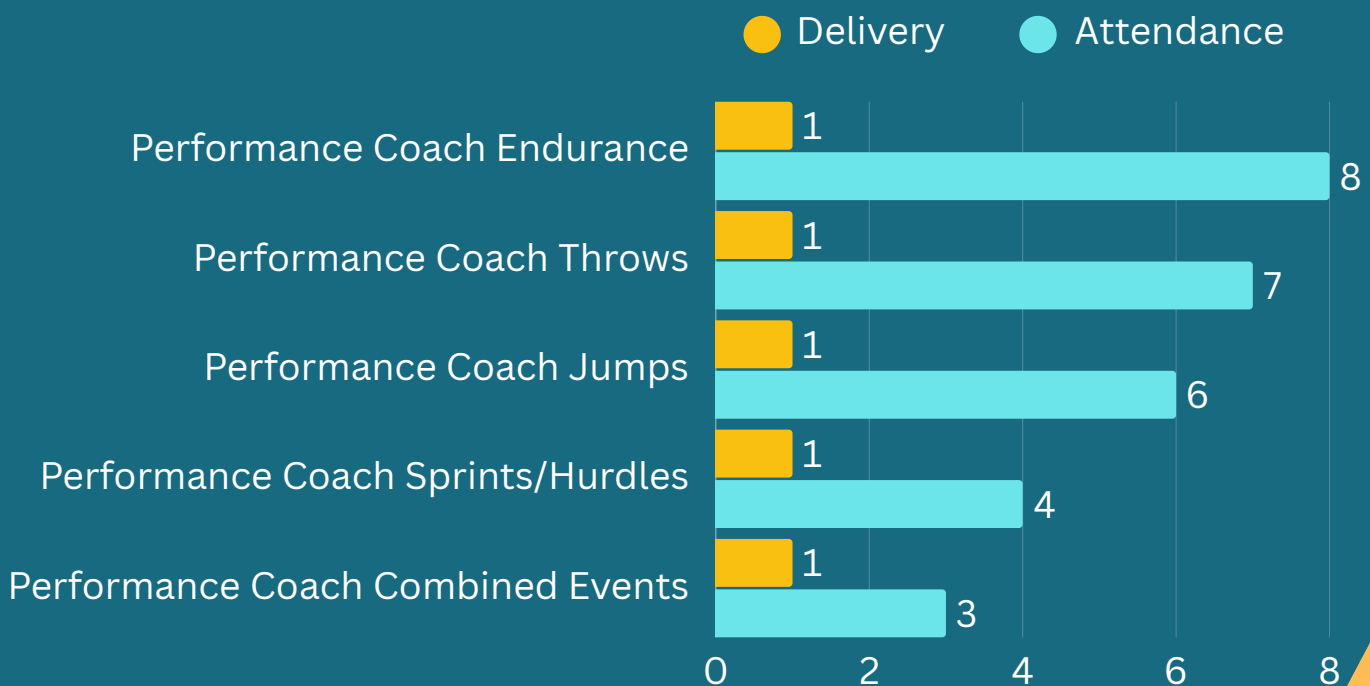
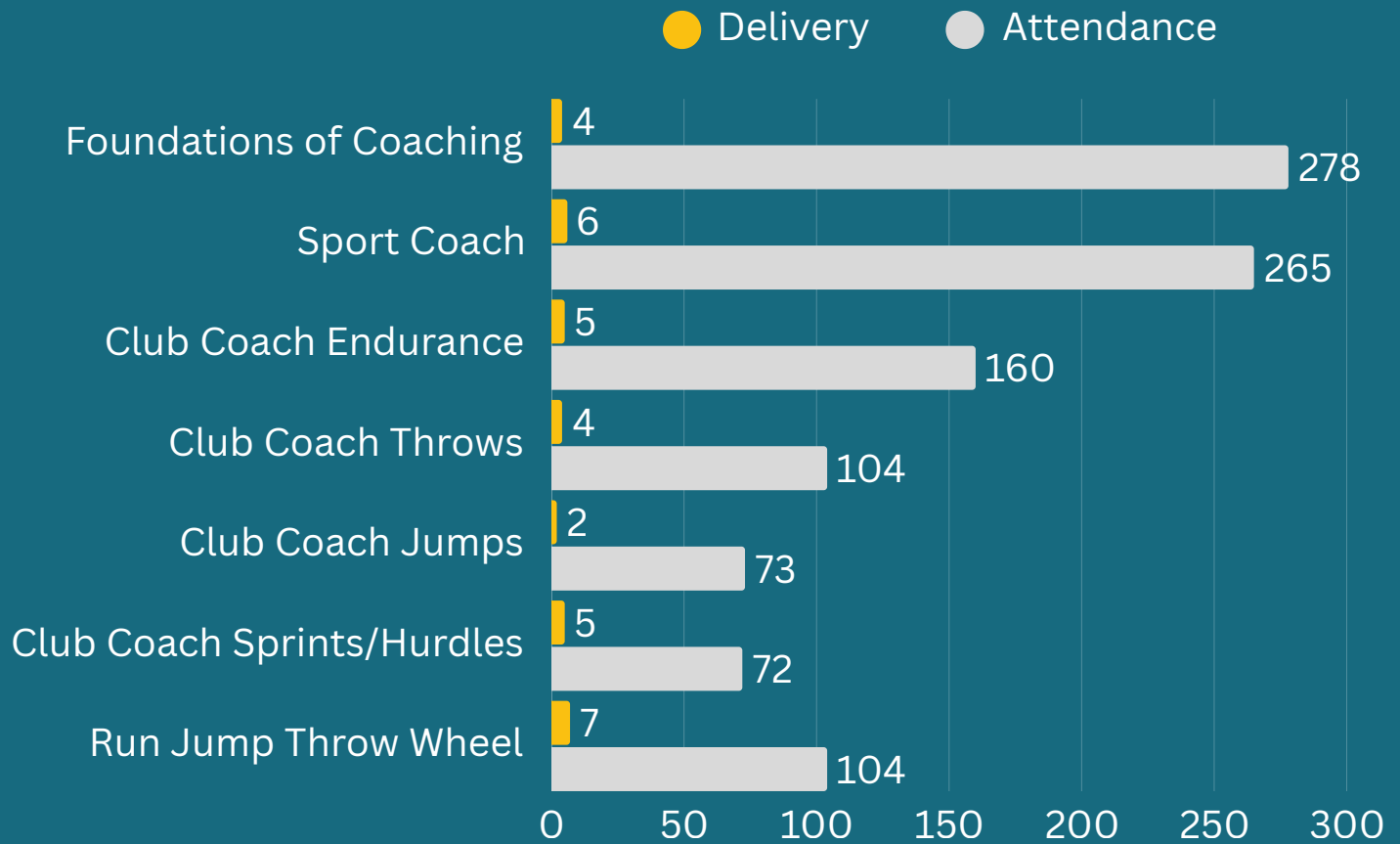
of Coaches and Officials with Active Athletics MB Memberships, year by year since 2014.

● Coaches ● Officials



COACH EDUCATION

of Courses delivered and coaches trained, since Jan 2020



OFFICIALS DEVELOPMENT

1

of Officials who worked an International event in 2021

Olympics & Paralympics

6

of Officials who worked a National event in 2022

U Sports, U20/Senior Nationals, Legion Nationals

1

of Officials who worked an International event in 2022

World Championships

4

of Officials who worked National events in 2023

U Sports, U20/Senior Nationals, Legion Nationals

16

of Officials who worked an International event in 2023

World Police Fire Games

25+

of Officials who worked National events in 2024

U Sports, U20/Senior Nationals, Legion Nationals
Western Canada Team Challenge, Caltaf,
Sherwood Park Track Classic

OFFICIALS DEVELOPMENT

2

of MB officials who were evaluated in 2020

2

of evaluations completed by MB officials for other branches in 2020

1

of MB officials who were evaluated in 2022

2

of evaluations completed by MB officials for other branches in 2022

0

of MB officials who were evaluated in 2023

5

of evaluations completed by MB officials for other branches in 2023

5

of MB officials who were evaluated in 2024

10

of evaluations completed by MB officials for other branches in 2024

2

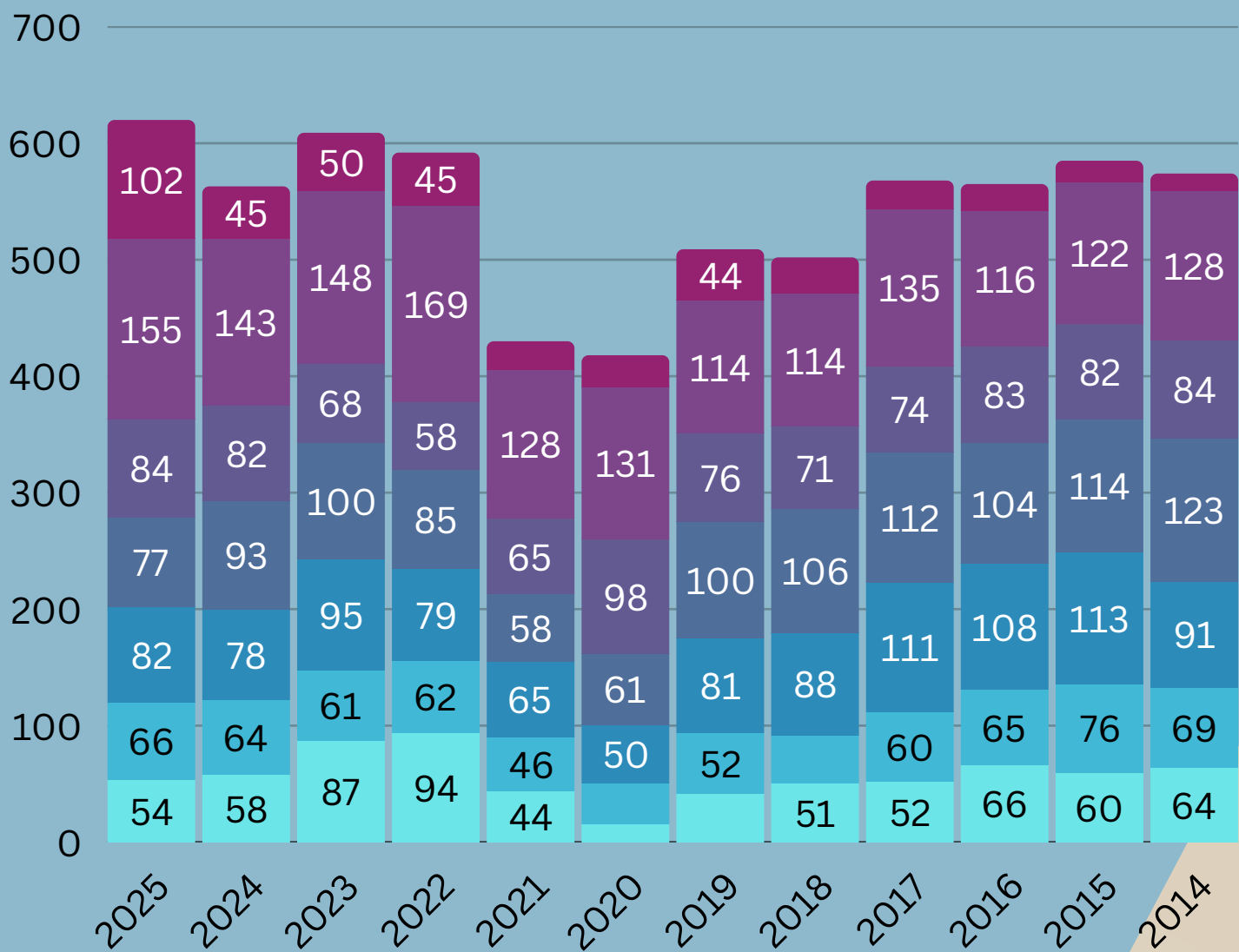
of MB evaluations scheduled for 2025

ORGANIZATIONAL EFFECTIVENESS

Optimize the process through which board members and office staff work together.

Outcomes	Status	Comments
4. a) Address office capacity issues through Committee Development		Committees were established. In most cases these have not been as effective as intended. A better tactic might be to shift towards working groups for clarity.
4. b) Develop and implement a process for Committees to work efficiently alongside office staff		See above. Need working groups ready to tackle certain projects, while reporting back to the office staff, rather than idea committees, generating more work for the office staff.
4. c) Increase Board engagement		
4. d) Update Human Resources policies and processes		Substantial work has been done to update HR policies and practices.
4. e) Succession Planning		
4. f) Continue to foster an environment where all members feel valued and respected		

MEMBERSHIP



*2025 # as of May 31st

LOOKING AHEAD

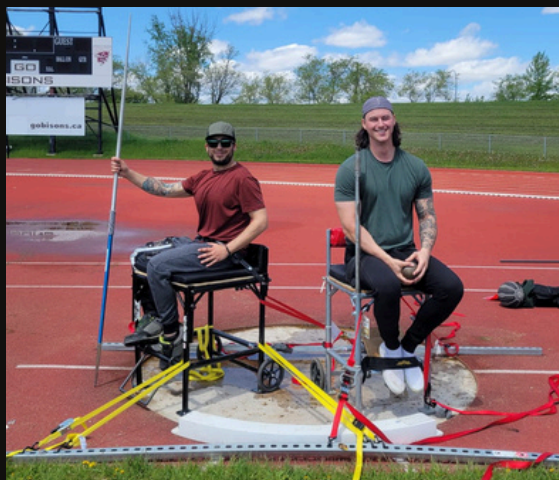
2026 U Sports National Championships: March 5-6-7

2027 U Sports National Championships: March 4-5-6

2028 Canada West Championships: Feb 18-19

2026 MHSAA Championships - Winnipeg

2027 MHSAA Championships - Brandon



WHAT'S NEXT?

Office staff will be working hard over the coming weeks to make sure our Provincial Championships and Team trials competitions are a success. A high priority will be placed on all Provincial Team activities for U16/U18 and CSG athletes!

KEEP IN TOUCH

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