



ATHLETICS MANITOBA STRATEGIC PLAN

2025–2033 →

➤ Vision

To inspire participation, maximize potential and achieve excellence in the sport of Athletics.

➤ Mission

To grow the sport of Athletics by promoting lifelong participation, striving for excellence and the sustainable development of the Athletics community.



VALUES

➤ Respect:

We build a culture of respect where people are treated in ways that show regard and empathy for their feelings, wishes, rights, and traditions.

➤ Integrity:

We conduct ourselves in accordance with the highest standards of transparency, fairness, ethics, and professionalism.

➤ Collaboration:

We unite individuals within the Athletics community to support and elevate the sport of Athletics.

➤ Safe Sport:

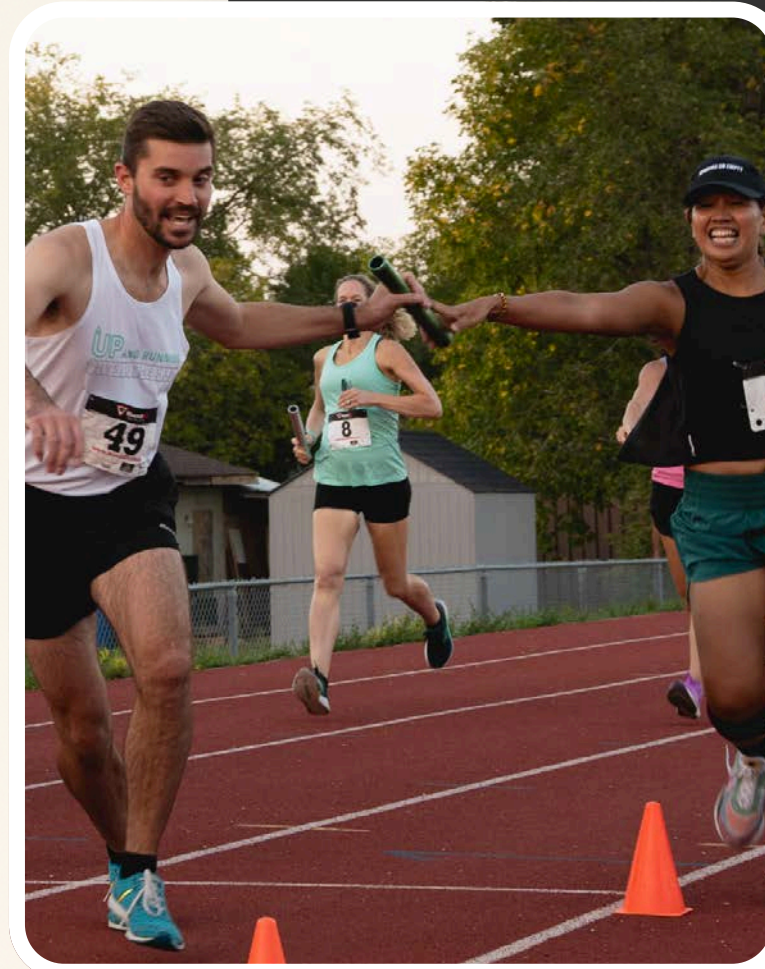
We create athletics experiences in healthy, encouraging, and respectful environments where harassment and abuse will not be tolerated.

➤ Diversity, Equity, Inclusion:

We build a culture of diversity, equity and inclusion where there is a sense of belonging for all.

➤ Innovation:

We strive to increase efficiency through integration of new and improved ways of operating.



PILLARS



SPORT INITIATION

1.1 Advocate for access to sport

1.2 Increase access to programs



PERFORMANCE PATHWAY

2.1 Reinforce a team-based performance culture

2.2 Systemically guide and support athletes along a clear and sustainable pathway



TECHNICAL LEADERSHIP

3.1 Ensure the sports sustainability for future generations

3.2 Systemically guide and support coaches and officials along a sustainable professional development pathway



ORGANIZATIONAL EFFECTIVENESS

4.1 Prioritize and engage in ongoing evaluation of strategic initiatives

4.2 Reinforce a culture of mutual accountability, respect and appreciation



BRAND IDENTITY DEVELOPMENT

5.1 Diversify funding and sponsors

5.2 Increase public awareness and brand experience

SPORT INITIATION

1.1 Advocate for access to sport

1.1.1 Prioritize Truth and Reconciliation work and projects related to the Calls to Action #87-91

1.1.2 Advocate for the development of Indoor and community-based facilities

1.1.3 Create a community-based culture that inspires participation

1.2 Increase access to programs

1.2.1 Continue to prioritize customized outreach programs to meet the unique needs of under-served communities and populations

1.2.2 Support and sustain rural development through expanded annual programming

1.2.3 Prioritize the ongoing development of community partnerships and the creation of new opportunities



PERFORMANCE PATHWAY

2.1 Reinforce a team-based performance culture

2.1.1 Increase opportunities for athletes to train, travel and compete out of province.

2.1.2 Leverage tools, experts and partners to support the physical, psychological, emotional and social well-being of athletes.

2.2 Systemically guide and support athletes along a clear and sustainable pathway

2.2.1 Clarify, diversify and publish a performance pathway guideline

2.2.2 Increase opportunities and access to athlete funding

2.2.3 Increase the number of MB athletes who qualify for the Canadian Athlete Performance Pathway (CAPP)



TECHNICAL LEADERSHIP

3.1 Ensure the sport's sustainability for future generations

3.1.1 Prioritize professional development focused on the support and development of the whole athlete

3.1.2 Leverage tools, experts and partners to support the physical, psychological, emotional and social well-being of coaches, officials and volunteers

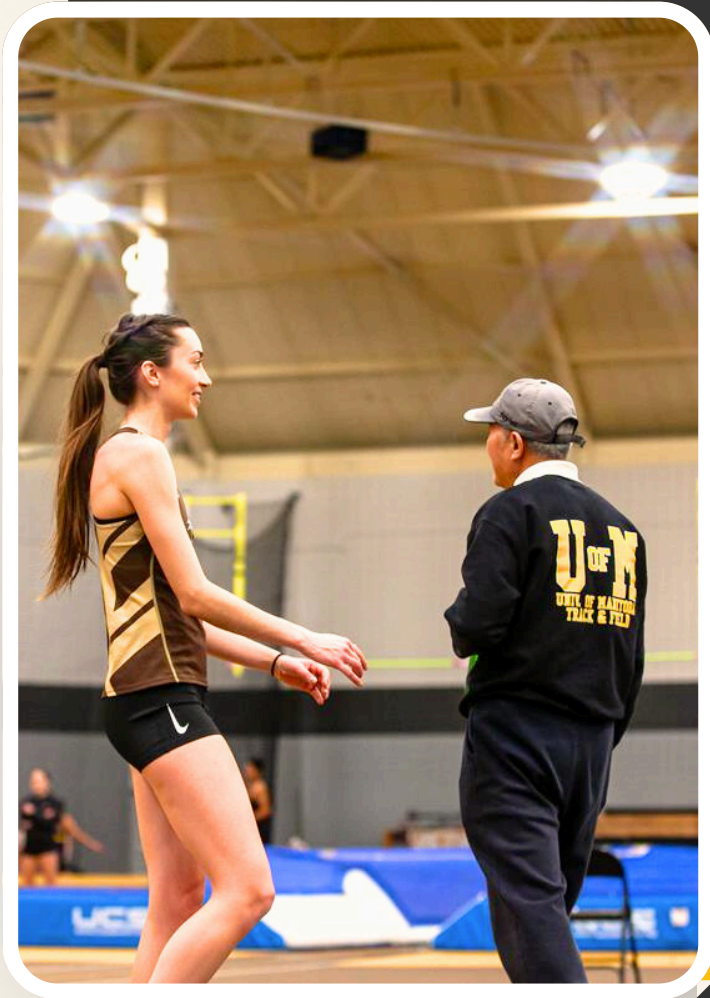
3.1.3 Build better systems to support coaches through their different stages of development in all contexts

3.2 Systemically guide and support coaches and officials along a sustainable professional development pathway

3.2.1 Advertise clearly defined opportunities and professional development pathways for officials and volunteers

3.2.2 Promote existing and develop new enrichment opportunities for coaches

3.2.3 Invest in officials' development



ORGANIZATIONAL DEVELOPMENT

4.1 Prioritize and engage in ongoing evaluation of strategic initiatives

4.1.1 Develop, implement and update operational plan based on strategic initiatives to enhance office operations

4.1.2 Continually work to improve safe sport policies and governance practices

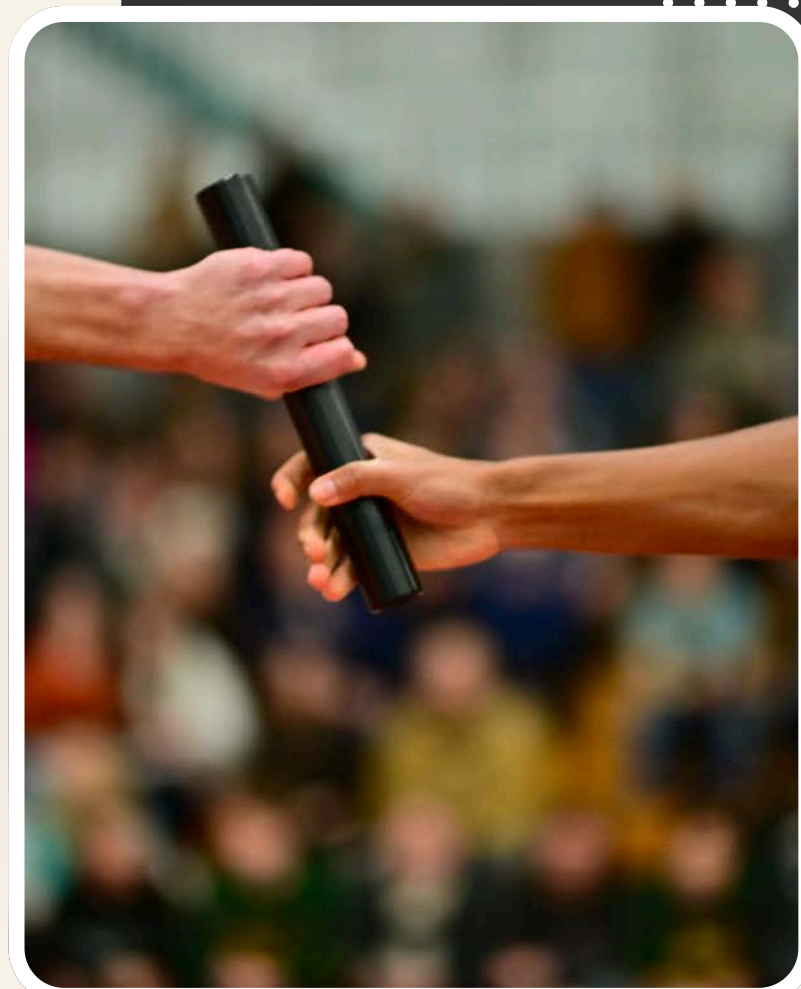
4.1.3 Enhance Club Development resources

4.1.4 Work with clubs to ensure strong governance models and sustainable practices

4.1.5 Empower and support community leaders to develop and manage independent programs and initiatives

4.1.6 Enhance communication and feedback through reciprocal responsiveness

4.1.7 Conduct risk management assessments



ORGANIZATIONAL DEVELOPMENT

4.2 Reinforce a culture of mutual accountability, respect and appreciation

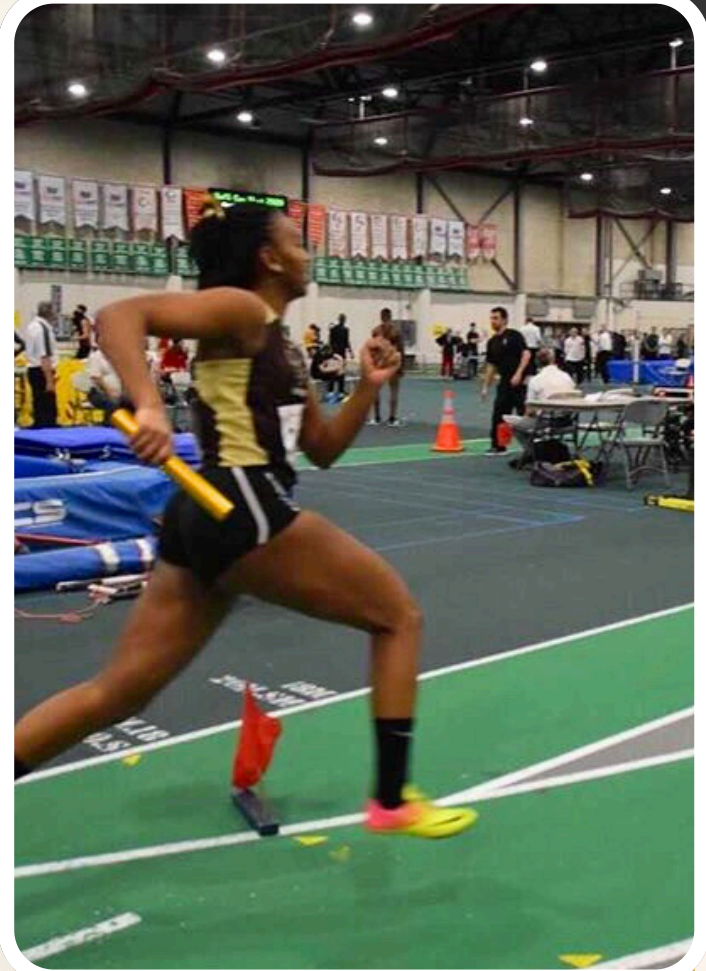
4.2.1 Create a welcoming environment and inclusive community culture by providing opportunities for service for a vast and diverse membership

4.2.2 Prioritize positive first impressions across all programming

4.2.3 Improve transparency through well-developed policies and procedures

4.2.4 Clarify and communicate responsibilities and expectations for committees

4.2.5 Further develop onboarding practices to improve board operations and governance structures



BRAND IDENTITY DEVELOPMENT

5.1 Diversify funding and sponsors

5.1.1 Increase non-government revenues

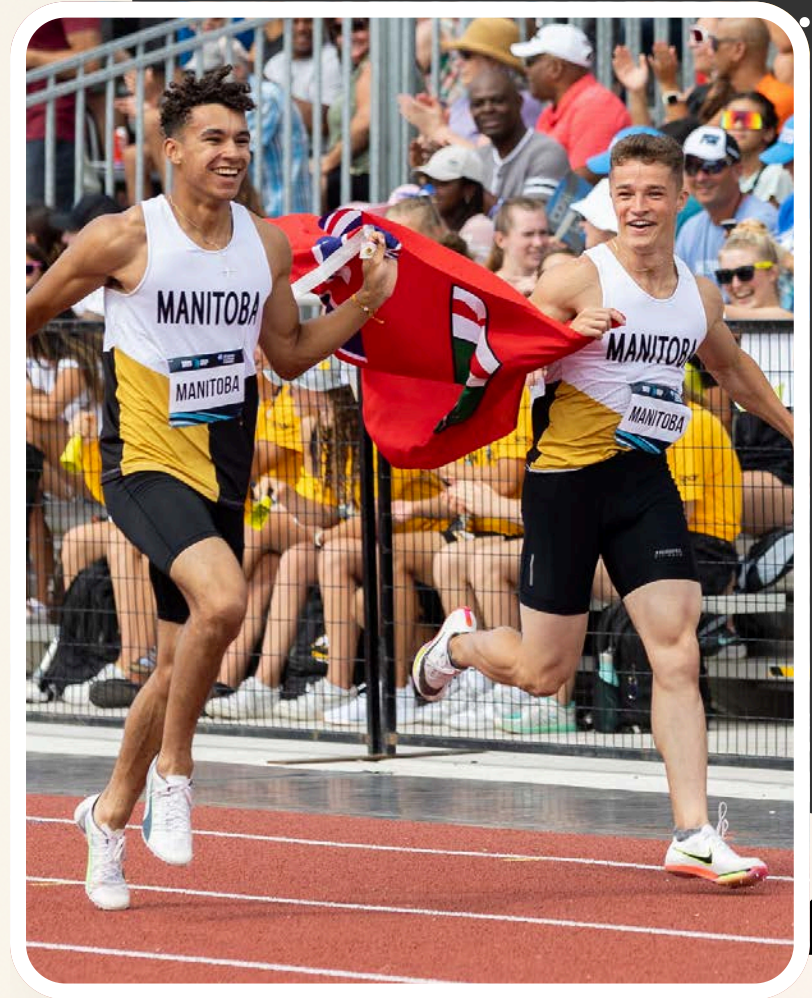
5.1.2 Increase memberships in every sector

5.2 Increase public awareness and brand experience

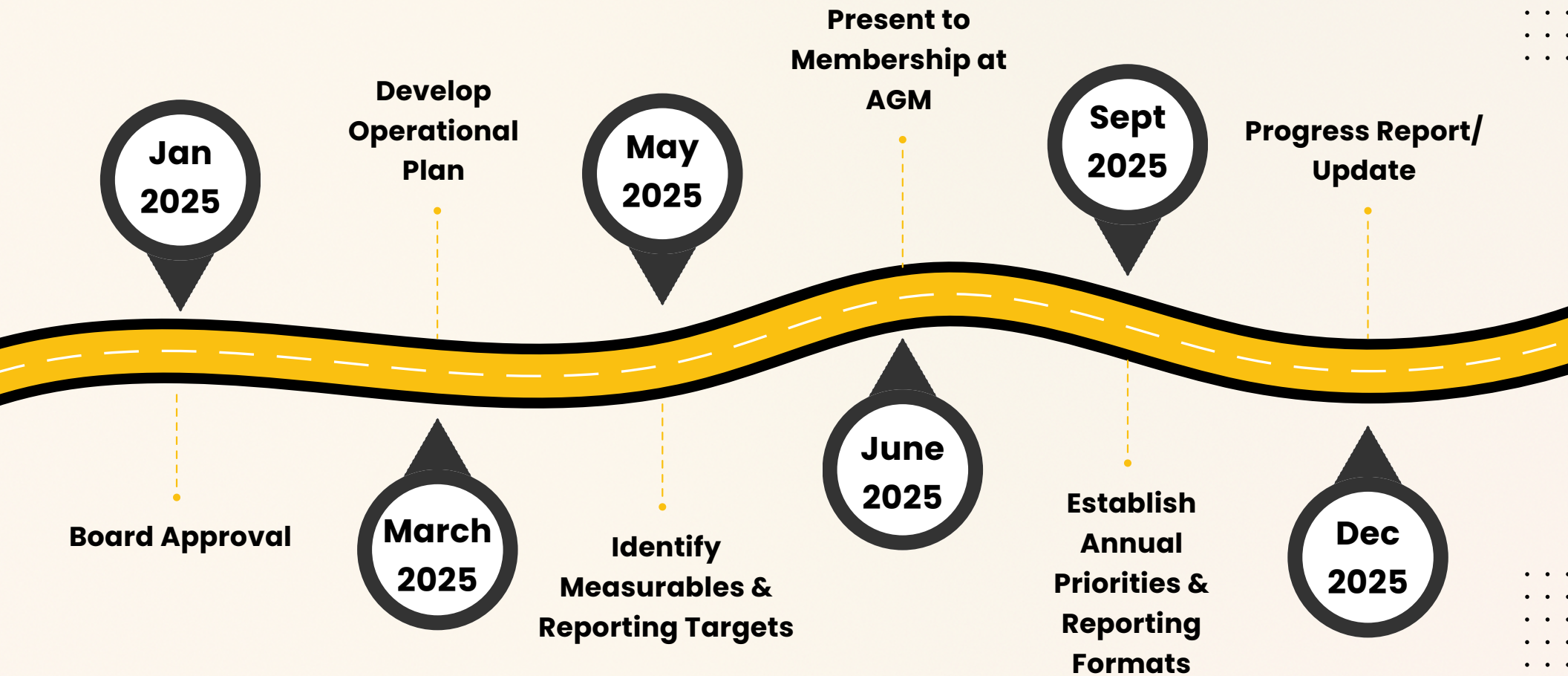
5.2.1 Prioritize and invest in marketing, advertising and publicity

5.2.2 Develop and expand communication tools and strategies

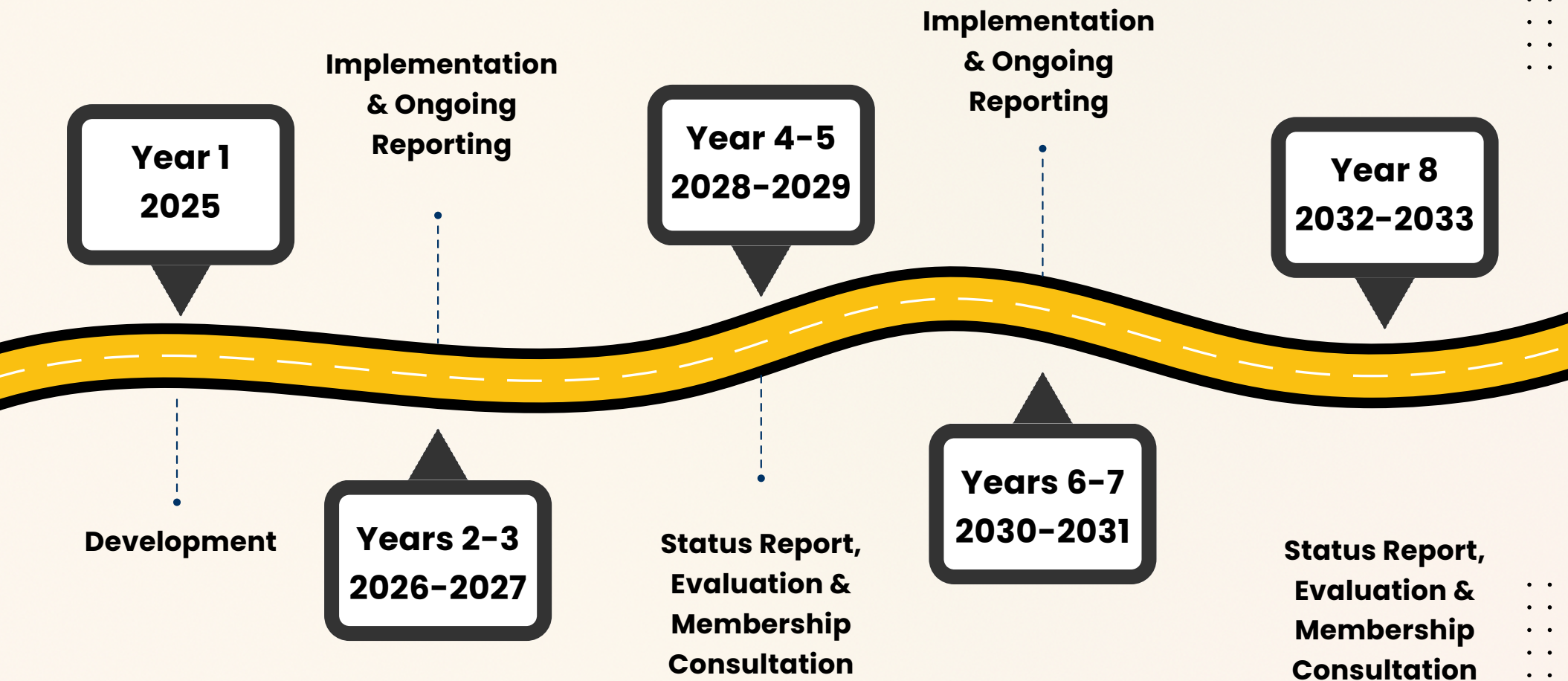
5.2.3 Develop and implement event hosting guidelines for AM-sanctioned events



STRATEGIC PLAN IMPLEMENTATION – YEAR 1



STRATEGIC PLAN IMPLEMENTATION – LONG TERM



BIG THANKS

Athletics Manitoba Staff and Board of Directors, would like to thank our membership for their participation in the consultation and development process.

We would also like to thank Sheffe Consulting and Mosaic Engagements for their leadership and guidance through this process.

This strategic plan proudly developed with support from Manitoba Liquor & Lotteries



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#MBLLGoodTogether

