

# MAPS

2008-2012 MANITOBA ACTION PLAN FOR SPORT



**Sport**   
MANITOBA

## ABOUT SPORT MANITOBA

The lead organization for sport in our province, Sport Manitoba supports the development of sport for all ages in Manitoba. In its role as a catalyst and collaborator, Sport Manitoba provides programs and services that encourage participation and achievement in sport, funds partner organizations and leads planning and marketing initiatives.

Funded primarily by the Province of Manitoba, Sport Manitoba works closely with athletes, coaches, officials and volunteers; provincial, regional and community sport organizations; the sport medicine and sport science communities; universities and schools; and municipal, provincial and federal governments to realize the positive benefits of sport.

## Introducing Manitoba Action Plan for Sport (MAPS)

The Manitoba Action Plan for Sport (MAPS) represents a vision and provides direction for amateur sport in Manitoba.

First introduced in 2002 after consultation with all stakeholders in the sport community, MAPS identified the highest priority initiatives to address the opportunities and challenges facing the sport environment at that time. As many of these initiatives were being realized, they became a part of Sport Manitoba's ongoing core business. Most significant among these were:



- Demonstrated the province's return on its investment and the benefits of sport by securing an additional one million dollars in funding over a four-year period to maintain Sport Manitoba's financial stability.
- Establishment of a Directed Funding Model for Provincial Sport Organizations based on Sport Manitoba's priorities, Terms and Conditions for PSO funding and mandatory Dispute Resolution and Appeals Policies for PSOs to ensure greater program and organizational accountability.
- Implementation and extension of the Canada-Manitoba Bilateral Sport Development Agreement together with expansion of the KidSport program, new participation initiatives within Directed Funding and a more appropriate fit of the Manitoba Games as a means of ensuring youth in all regions of the province have access, encouragement and resources for their participation in sport.
- Creation of a new regional delivery system and Community Sport Alliances to focus on grassroots and community sport development, seamless delivery and consistency in the provision of programs, grants and services throughout Manitoba.
- Increased awareness of the values of physical education as a core subject K to Senior 4 (Phys ed will be a credit course for students in Grade 11 and 12 starting in 2007/08).
- Mandatory drug education to inform athletes of dangers associated with use of banned performance enhancement drugs
- Development of an ethics in sports strategy through implementation of the Respect in Sport program as a mandatory requirement for coaches identified with a Provincial Sport Organization in Manitoba.



## **New Directions for 2008 - 2012**

Our updated long-range plan outlines the priorities that Sport Manitoba intends to implement over the next five years to further achieve the goals and objectives of provincial and national sport policies. These long-term initiatives have been collaboratively developed by governments and their respective sport communities and serve to extend our work with our government partners and confirm our shared expectations.

Moreover, MAPS accommodates new priorities and subsequent

actions that may be required to achieve existing objectives within current programs and services. Our priorities are strategic, focused and designed to enhance sport development at all levels in Manitoba.

To further its goals, Sport Manitoba actively partners with over 100 stakeholder organizations throughout the province. Each plays an invaluable role in the delivery of sport. As a framework and foundation, MAPS encourages the shared and complementary actions of all sport partners to renew and strengthen our sport system.

## **The Advantages of a Sport for Life Centre**

The development of a Sport for Life Centre would allow Sport Manitoba to take a more proactive role in fulfilling its mandate and priorities, thereby having a greater influence on sport development.

The Sport for Life Centre concept is based on the goal of building facilities that serves the need of a broad base of sports and the greatest number of participants, while filling a gap and need in the sport community. Through integration with numerous partners, a major focus will be to provide technical sport services that are generally required by many sports, such as strength training and conditioning, testing, sport medicine and leadership development.

However, the purpose of the Centre goes well beyond providing the existing sport administration function. Sport practice, research and education would be housed together to create new synergies in integrating health and education with sport and physical activity. These opportunities would greatly enhance the delivery of amateur sport in the province for the next 25 years.



## **Canadian Sport for Life (LTAD)**

Endorsement of the Canadian Sport for Life - Long Term Athlete Development (LTAD) model is the most current and significant advancement in amateur sport.

This new model identifies the specific stages of athlete development from first entry in sport through to the high performance level. It addresses the appropriate and optimal stages for introducing and refining basic and technical skills, physical, mental and tactical skills, as well as the coaching, training and competitive programs required at each stage of development.

As a generic model, Canadian Sport for Life – LTAD will help national-provincial-community sport organizations to identify the systemic changes that sport requires, provide a framework for future priorities and actions, and serve as a template for sport specific LTAD models.

The first step in implementing Canadian Sport for Life is education that recognizes the importance of physical literacy, especially as it relates to early childhood education. This, together with partner planning and integration will be fundamental to realizing sport policy goals.



## Enhancing High Performance Sport

Athlete performance at the Canada Games and Western Canada Summer Games is the primary measure by which Manitoba is evaluated against other like provinces.

In collaboration with Games sports, the sport technical aspects of Team Manitoba will be aligned with the Long Term Athlete Development model. LTAD will create an increased

talent pool, a framework for talent identification and assessment, a set of performance indicators and targets, and ongoing monitoring that will lead to performance enhancement at the national level.

Funding will be aligned with sports that have the greatest potential for podium performance and those that have a demonstrated commitment to long-term athlete development need.

## **Increasing Participation**

Manitoba's under-represented and untapped population offers a significant opportunity for increasing levels of participation in sport.

Sport Manitoba's Directed Funding Model (2006-2010) provides Provincial Sport Organizations with a means for collaborative action to increase participation numbers. Resources will continue to be allocated towards initiatives that create greater opportunities, accessibility and improved retention levels within target audiences.

Achieving increased participation levels is also the primary focus of an extended Canada-Manitoba Bilateral program (2007-2010). The program focuses on increasing participation and leadership capacity within specific target groups

including Aboriginal people, people with disabilities and visible minorities. Within these populations an emphasis is placed on children-youth at risk, girls-women and economically disadvantaged individuals.

A new 2007-2010 Bilateral program will provide direct support to the Manitoba Aboriginal Sport and Recreation Council to enhance their capacity to work with the Aboriginal community together with other partners in mainstream sport to increase participation of Aboriginal people in sport.

The benefits of participation in sport and physical activity are clear and will continue to be reaffirmed. To further engage the public in recognizing these benefits and to increase participation, we will be developing and launching a social awareness and marketing campaign.





## **Optimizing Community and Leadership Development**

The Canadian Sport for Life - Long Term Athlete Development model acknowledges that physical education; schoolsports, competitive sports and recreation activities are mutually interdependent.

Canadian Sport for Life - LTAD connects and integrates physical education programs in the school system with elite programs and with recreational sport programs in the community. It ensures that all children correctly learn fundamental movement skills and that the skills

are introduced at the optimal point in their growth and development. As an inclusive model, LTAD encourages individuals to get involved in lifelong sport and physical activity.

Growth and expansion of Community Sport Alliances will continue to be facilitated as a means of integrating sport, recreation and school activities in communities throughout the province. New synergies will be created through an ongoing process of co-operation and collaboration, which will result in a more efficient sharing of community resources.

As our future leaders, there will be an increased focus on youth leadership development at the senior and junior high schools level.

## **Developing Provincial Sport Organizations**

Provincial Sport Organizations (PSOs) are the prime deliverers of sport programs and services and receive the greatest amount of resources designated for amateur sport development.

Sport Manitoba will continue to ensure that PSOs are effective, efficient and accountable for the resources they are allocated. Fiscal responsibility will be extended to ensure that organizations are expending funding for their planned purposes while taking advantage of economies of scale where appropriate.

## **Improving Infrastructure**

Sport and recreation infrastructure has been identified as a priority in all provincial and territorial jurisdictions. Improved infrastructure will advance sport and physical activity in communities, address critical health challenges and strengthen the sport delivery system.

The provision of, and access to, sport and recreation facilities directly connect physical activity and sport participation with healthy communities. The development of a long-term provincial and national approach, dedicated to sport and recreation infrastructure, will continue to be supported.





## **Mentoring Officials**

The availability of well-trained and competent officials needs to be maintained and improved upon for the continued development and enjoyment of sport.

An officials' mentorship program will be implemented to support existing certification and professional development opportunities. Emphasis will be placed on increasing the number and retention level of officials.

The on-line Respect in Sport program will be expanded to include education courses for parents and to provide officials with the respect and recognition they deserve.

## **Enhancing System Delivery**

The roles of Sport Manitoba's major partners in the delivery system have significantly evolved since their establishment.

As key players in the development of sport in Manitoba, the activities, expectations and deliverables of the Canadian Sport Centre Manitoba, Coaching Manitoba, Manitoba Games Council and Manitoba Sports Hall of Fame will be reviewed. This objective assessment will be conducted to maximize the effectiveness and efficiency of the resources allocated to these organizations.

## **Integrating Sport in Schools**

Closer integration between school and community-based sport programs can be achieved at an earlier age. A coordinated and integrated plan will be developed to deliver sport programming at the junior high and middle years to complement the current programs and services being provided at the high school level.



## **Training and Retaining Coaches**

Continued implementation of the new Competency-Based Education and Training (CBET) approach to the National Coaching Certification Program will help to ensure that all coaches are better able to facilitate the development and preparation of athletes, consistent with the principles of long-term athlete development. At higher levels of competition, it is has become increasingly important that athletes have access to full-time, paid, professional coaches. If Manitoba is to be competitive, our best coaches will have to be retained with appropriate levels of support and employment conditions.

The coaching mentorship program will be extended to all provincial sport organizations. Through the development of a club coach model, we will enable greater use of provincial level coaches and create new opportunities to share their expertise in team or club system sports.



## **Implementation and Evaluation of MAPS**

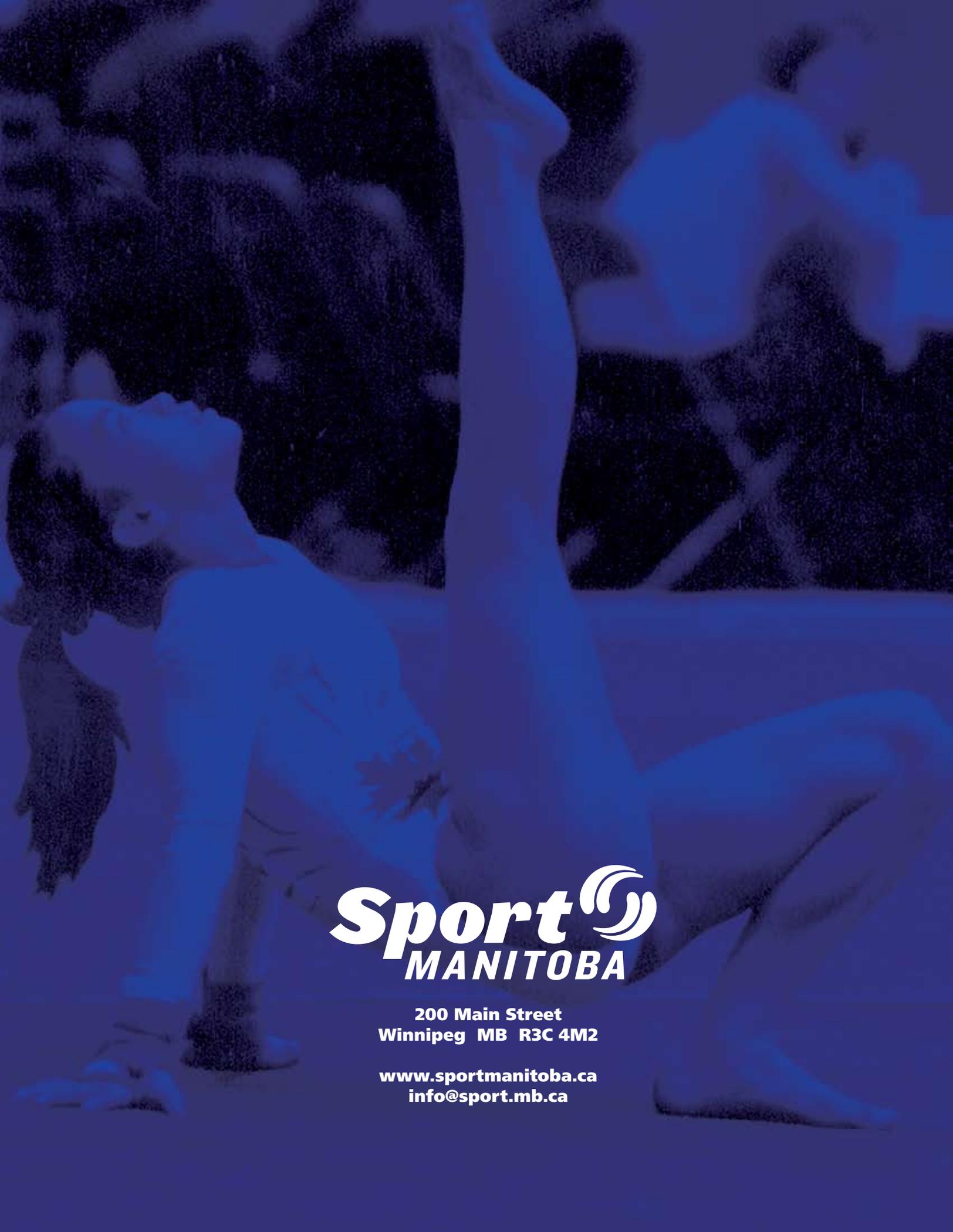
Achievement of MAPS priorities will be evaluated through more specific goals, objectives, strategies and timelines developed through Sport Manitoba's annual Business Plan.

This will enable Sport Manitoba to identify key outcome indicators as a baseline for measuring success that specific initiatives are designed to address, react accordingly and help to assess the degree to which MAPS is likely to impact on future challenges and opportunities.

## **Our Next Steps**

These are the long-term priorities to which Sport Manitoba is committed. They enhance our current programs and services that will continue to be maintained and build towards generating greater participation in sport. Our next step will be to develop the detailed and specific actions that will be reflected in Sport Manitoba's annual business plan.

We look forward to working in collaboration with our many partners to achieve our goals. As we move ahead, our efforts will be monitored, evaluated and adjusted and our progress will be shared with you every step of the way.



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