

2012-2016 Manitoba Action Plan for Sport (MAPS)

About Sport Manitoba

Sport Manitoba is the lead planning, programming and funding agency for the development of amateur sport in the province. The primary focus of Sport Manitoba is to develop athletes, coaches, officials and volunteers. We believe that sport is a healthy and positive tool to build strong and vibrant citizens and communities.

Manitoba Action Plan for Sport (MAPS)

MAPS addresses sport's common needs and challenges. It also provides direction for Sport Manitoba's leadership, planning and programming roles. MAPS is far reaching; it helps to facilitate collaborative planning and strategic alliances between Sport Manitoba and its key stakeholders.

MAPS is monitored by Sport Manitoba on an ongoing basis and is reviewed by our Board of Directors once every four years. The Board evaluates emerging initiatives and trends that are added to MAPS as new priorities. The shared Canadian Policy focuses on developing more strategic partnerships between the sporting community and key community-based stakeholders in recreation, education, health and healthy living.

Canadian Sport Policy

MAPS is built on the following four pillars and goal areas of the Canadian Sport Policy:

- **Enhanced Participation:**
Manitobans of all ages will have opportunities to participate in sport for its personal development, health and social benefits
- **Enhance Excellence:**
Manitoba's athletes will have opportunities to be the best that they can be in their pursuit of excellence in and through sport.
- **Enhanced Capacity:**
Manitoba will strive to have the best support for the development of more, better and the best athletes, coaches, officials and volunteers/staff.
- **Enhanced Interaction:**
Manitoba's partners and key stakeholders in sport will collaborate in seeking common goals to strengthen their relationships and pursue joint initiatives.

MAPS three highest priorities for Sport Manitoba up to 2016 are:

- 1) The Sport for Life Centre**
- 2) Canadian Sport for Life – Long Term Athlete Development**
- 3) Developing Provincial Sport Organizations**

The Sport for Life Centre

Sport Manitoba is establishing a new home to serve the province - the Sport for Life Centre. The Centre profoundly improves access to sport and sport training across the province.

A first in Canada, the Centre houses sport governance and expertise, training space and tools, exercise and sport facilities, therapeutic space, research capabilities, and sport history all in one central location.

PHASE 1 was an 84,000 square foot renovation that now includes:

- Education and Training Space
- Sport Resource Centre
- Sport Medicine Centre
- Sport Performance Centre
- Manitoba Sports Hall of Fame & Museum
- 65 Resident Provincial Sport Organizations

PHASE 2 is a 120,000 square foot training complex/fieldhouse that will feature:

- Training track for sport and community use
- Strength, conditioning and testing areas
- Aerobic training centre
- Plyometric testing area
- Multi-purpose area, including three full convertible court spaces and areas for individual sports, fitness conditioning, and workshops

Sport for Life Centre Goals:

Develop Leaders

With an emphasis on training, mentoring and coaching, the Centre develops leaders across the province who help our next generation succeed - in sport and in life.

Train Athletes, Coaches and Volunteers

Manitoba's athletes, coaches, volunteers, and teams - at all levels - grow and develop using this top-notch, year-round training facility. It combines ground-breaking opportunities in coaching, physical therapy, fitness testing, nutrition and sports psychology, which results in success on provincial, national, and world stages. Coaching and training resources are available online so that all Manitobans can benefit.

Help Kids Join the Right Team

Sport programming and leadership development is being provided for underserved youth. The benefits of sport can mean staying in school, becoming a role model, or preventing gang involvement.

Revitalize Downtown Winnipeg

The Sport for Life Centre is centrally located and will invigorate Winnipeg's inner city by attracting 400,000 people downtown each year once it is complete.

Bring Sports Heroes to Life

The new and interactive Manitoba Sports Hall of Fame serves as a source for inspiration, as does athletes of all levels training together in the same facility.

Build Healthy Communities

The Sport for Life Centre is a one-stop resource that offers healthy alternatives for all ages. The same skills that aid sport development translate into valuable life skills and, in turn, a healthier community.

Canadian Sport for Life – Long Term Athlete Development

Canadian Sport for Life (CS4L) is a movement that promotes healthy growth and development through good sport so people can enjoy a lifetime of physical activity and excel in sport.

Long Term Athlete Development (LTAD) is a framework that recognizes distinct stages of physical, mental, cognitive, and emotional development in participants in sport.

Sport Manitoba and CS4L share the same goal: to align and integrate the sport system so that physical education in school, recreation, and organized sport are all working together to develop our youth.

Sport Manitoba uses the LTAD model to:

- Guide and support Provincial Sport Organizations with their LTAD sport specific planning.
- To integrate LTAD's seven stages into the design and delivery of all Sport Manitoba programs and grants.
- To gain support for CS4L's adoption within the recreation, education and health sectors.

Sport Manitoba continues to lead, direct, and implement the CS4L/LTAD framework and partner with organizations and businesses to promote physical literacy within the community.

Further analysis of all programs is being done to consider aligning grant funding with LTAD principles. This may result in amalgamating grant areas and restructuring the granting and accountability requirements.

Developing Provincial Sport Organizations

Provincial Sport Organizations (PSOs) are regarded as the cornerstones for developing sport in Manitoba. In order to ensure they are effective, efficient and accountable for resources allocated to them, Sport Manitoba will take a greater role in supporting PSOs with their

governance and decision making processes. Furthermore, we will support the development of financial policies and procedures.

Each year Sport Manitoba allocates over \$4.5 million in direct funding and \$1.5 million in bingo revenues through an allocation process to 70-75 PSOs. In addition, PSOs and/or their member club/teams, athletes, coaches, and officials are eligible to apply for over \$1 million in program assistance.

Sport Manitoba will focus on and expand support in two areas to address organizational development and capacity of PSOs: Partner Compliance and Partner Education. Partner Compliance will utilize existing requirements and focus on assessing PSOs through a facilitated process. This includes self-assessment and consultant assessment of Governance, decision making and policies and procedures. The Partner Education component will support PSOs in improving these areas with specific professional development through the use of workshops, webinars, eNews, templates, etc. to assist Boards and staff of PSOs in ensuring efficiency, effectiveness and accountability.

Sport Manitoba is looking to establish an integrated funding system to support PSOs in the developing sport through the implementing LTAD and reducing the amount of administration to access funds available through Sport Manitoba. The funding system will be more encompassing to include a broader view of the PSO led sport system including LTAD implementation; standards compliance; policy & procedures development and sport system support.

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 enables Sport Manitoba to identify key outcome indicators as a baseline for measuring success. These specific initiatives are designed to address, react, and assess the degree MAPS is likely to impact Sport Manitoba's future challenges and opportunities.