

## **2016 - 2020 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 annually 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 Sport 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 goal areas of the Canadian Sport Policy:

- **Introduction to Sport:**  
Manitobans have the fundamental skills, knowledge and attitudes to participate in organized sport.
- **Recreational Sport:**  
Manitobans have the opportunity to participate in sport for fun, health, social interaction and relaxation.
- **Competitive Sport:**  
Manitobans have the opportunity to systematically improve and measure their performance against others in competition in a safe and ethical manner.
- **High Performance Sport:**  
Manitobans, through a systematic performance pathway, have the opportunity to achieve world-class results at the highest levels of international competition through fair and ethical means.
- **Sport for Development:**  
Sport is used as a tool for social and economic development, and the promotion of positive values in Manitoba.

**MAPS five highest priorities for Sport Manitoba up to 2020 are:**

- 1) The Canada Games Sport for Life Centre**
- 2) Canadian Sport for Life – Long Term Athlete Development & the Performance Pathway**
- 3) Developing Provincial Sport Organizations**
- 4) 2017 Canada Games Legacies**
- 5) Increasing Accessibility to Sport for all Manitobans**

## **1. The Canada Games Sport for Life Centre**

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

- Education and training space
- Paul Robson Resource Centre
- Sport Medicine Centre
- Sport Performance Centre
- Manitoba Sports Hall of Fame & Museum
- 65 Resident Provincial Sport Organizations

**PHASE 2, the Qualico Training Centre, is a 120,000+ square-foot training complex/fieldhouse that will feature:**

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

## **Canada Games 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.

### **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.

### **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.

### **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. Visitors will train, coach, volunteer, participate in courses and workshops or attend appointments in the Sport Medicine Centre. Whatever their reason to visit is, they will add to the energy the Canada Games Sport for Life Centre will bring to Downtown Winnipeg and the Exchange.

### **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 / Community Access**

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. In its current form, the Sport Performance Centre is quickly becoming Manitoba's premiere development centre for high performance athletes, with athletes from all over the province utilizing the Centre's strength & conditioning, and physiology services, while also offering its resources to not-for-profit organizations, and the public.

Established in 2010, The Sport Medicine Centre's vision was to create an institution in which all elements of sport medicine are brought together to benefit its patients through creating synergies between practice, education and research. The Centre houses service providers including: Sport Medicine Physicians, Physical Therapists, Athletic Therapists, Osteopaths, and Chiropractors. Additionally, the Centre consults with Dietitians and Sport Psychologists

With the completion of the Qualico Training Centre, the Sport Medicine Centre will double its treatment space, add radiology, and increase the availability of health care practitioners available to sport participants and the community at large.

The addition of the Qualico Training Centre provides an opportunity to expand this reach to a wider audience of athletes and community members alike, to help introduce a lifestyle of fitness, health, and wellness. With the updated facilities and equipment, increased training space, and improved resources that come with the Qualico Training Center, the Canada Games Sport for Life Centre has a bright future, and is well positioned to leave its mark on sport in Manitoba.

### **From Construction to Celebration to Legacy**

The completion of the Canada Games Sport for Life Centre is scheduled for Spring 2017, which is in time to test the facility and prepare volunteers for its role as the feature venue of the 2017 Canada Summer Games hosted in Winnipeg.

The facility will be a major hub during the Games. Most certainly as a sport venue, but additionally as a home for Games operational needs. Additionally, it will be the home of Manitoba House! – where visitors and Manitobans can come to learn about our sport heritage, view our new Centre, and enjoy a ‘sporting taste’ of Manitoba when they visit.

The Canada Games Sport for Life Centre will be the feature legacy facility of the 2017 Games – providing Manitobans with an outstanding, multi-use training space, the highest level of expertise for all visitors in our medical and training spaces; and a new downtown fitness facility that will be available to all.

## **2. Canadian Sport for Life – Long Term Athlete Development & The Performance Pathway**

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

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.

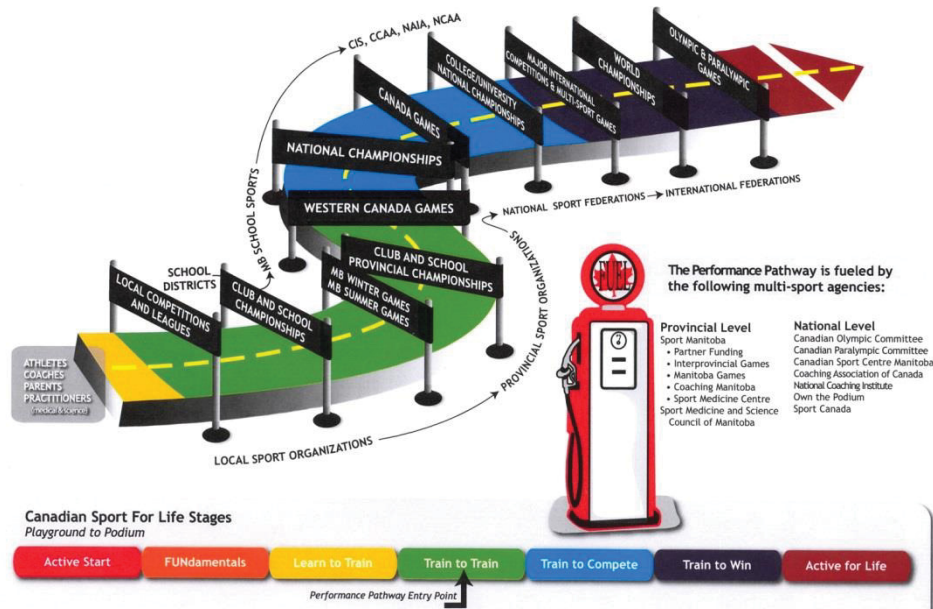
Sport Manitoba uses the LTAD model to:

- Guide and support Provincial Sport Organizations with their sport specific planning
- Integrate LTAD’s seven stages into the design and delivery of all Sport Manitoba programs and grants
- Gain support for CS4L’s adoption within the recreation, education and health sectors
- Define a pathway of performance from grassroots community programs, to the highest levels of sport

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
- Teach fundamental recreation and sport skills to participants across all stages of development
- Provide important opportunities and services to athletes as they progress through each level of the performance pathway

## Performance Pathway



Collaboration between partners and stakeholders is critical in supporting Manitoba's athletes throughout the performance pathway.

Sport medicine and performance services are now integrated like never before. Service providers across all disciplines openly communicate with, coaches, athletes, parents, and one another to deliver a holistic approach to training and rehabilitation.

At the highest levels of sport, Sport Manitoba teams with national funding and service partners to support high performance international-stream athletes.

### Developing and Activating a Manitoba High Performance Sport Strategy

To effectively deliver high performance sport, several fundamental elements need to be strengthened including:

- Coordination and communication among governments and key stakeholders
- Athlete support
- Coaching and technical leadership
- Research and innovation in training methods and equipment design
- Athlete talent identification, recruitment and development

This context is most often associated with the Train to Compete and Train to Win stages of participant development, as described in CS4L, or the equivalent stages described in other participant development models.

Sport Manitoba will work with its partners to clearly define high performance sport in the Manitoba context including a strategy to pursue a sustainable model where partners collaborate and share in the delivery of high performance programming for athletes, coaches and officials.

**The following strategic policy objectives are taken from the 2012 Canadian Sport Policy. They assist in the development of High Performance Sport in the Manitoba context.**

- Leading-edge scientific practices and knowledge are integrated into athlete and coach development
- Technical leaders plan and deliver world-class high performance programs
- Linkages and partnerships between and among sport organizations, municipalities / local governments, and educational institutions align and leverage athlete, coach and officials' development, and maximize facility utilization
- Strategies for the systematic identification and development of potential high performance athletes are established and implemented
- Performance targets for major international events guide expectations and assist in the evaluation of performance and the effectiveness of the sport system
- Key stakeholders have the organizational capacity, i.e., governance, human and financial resources, to achieve system objectives
- Roles and responsibilities in the high performance sport system are clearly defined in the context of organizational capacity to achieve system objectives

Ongoing analysis of all programs is being done to ensure PSO grant funding aligns with LTAD principles.

### **3. Developing Provincial Sport Organizations**

Provincial Sport Organizations (PSOs) are cornerstones for developing sport in Manitoba. In order to ensure they are effective, efficient and accountable for the 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 best-practice 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, focusing 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 PSO staff in ensuring efficiency, effectiveness, and accountability.

Sport Manitoba will monitor the integrated funding system through annual reviews designed to support PSOs in developing sport through implementing LTAD and reducing the amount of administration to access funds available through Sport Manitoba. This funding system includes a broader view of the PSO led sport system including LTAD implementation; standards compliance; policy & procedures development and sport system support.

#### **4. The 2017 Canada Summer Games Legacies**

The hosting of the Canada Games has a profound and lasting impact on every Host community, and also plays an important role in the specific development of young athletes, coaches, volunteers and officials. Hosting the Canada Games will provide Winnipeg and Manitoba the opportunity for community development and the creation of Sport Legacies such as:

- Facilities and equipment – Sport Manitoba will work with the 2017 Games Host Society to ensure that facilities developed or enhanced for the Games will have a long term benefit for the sport community and that equipment purchased for the Games finds a new home that best supports club and athlete development.
- Corporate development – the 2017 Canada Summer Games will introduce many new Manitoba businesses to the benefits of partnering with sport as part of their overall marketing plans. We will liaise with the Host Society to ensure a smooth transition to keep these businesses engaged in sport.
- Capacity building within the Sport organization – Sports involved in the hosting of the 2017 Games will be encouraged to embrace this opportunity to get technical levels upgraded for their coaches and officials so they can take part in the Games, and learn from those joining us in Winnipeg. Additionally, those who take on leadership roles in the Host Society will become a new team of leaders for Manitoba – ready to take their skills back to their sport, or to host the next great event.
- Volunteer development – Thousands of volunteers will be needed to host the 2017 Games. We know many will have an affinity for sport, while others are just great community citizens who want to be part of something special. Not unlike the sport volunteers, these volunteers will develop new skills that will assist the Manitoba community – whether in sport, recreation, the arts, or providing general leadership in their community.



## **5. Increasing Accessibility to Sport**

Sport Manitoba's Board of Directors has identified Access to Sport as a significant issue impacting Manitobans, and tapped the Community Sport Committee to tackle the challenge.

Our PSOs have provided feedback to the Committee that athletes and families face numerous barriers that restrict participation in sport including: registration costs, travel to find closest club or competition, cost of equipment, lack of trained coaches and a number of other issues.

Sport Manitoba will:

- Create awareness of the issue
- Develop principles and parameters to assist families that want to participate in sport
- Promote and reward communities and clubs who share best practices, which will encourage kids to stay active or participate in sport/recreation programming
- Support Introduction to Sport programming with a focus on traditionally under-represented and/or marginalized populations
- Promote improved access for economically disadvantaged Manitobans in all aspects of sport

### **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.