



Company Name	Date
Manitoba Water Polo Association Inc.	April 3, 2024

Executive Summary	<p>The Manitoba Water Polo Association Inc. (MWPA) is the non-profit governing body for the sport of water polo within the province of Manitoba. The MWPA was incorporated in 1977 with the goals of increasing membership and promoting interest in the sport of water polo in Manitoba.</p>
Vision Statement	<p>To inspire participation in water polo in Manitoba. To grow and nurture community. To strive for excellence. To lead through service and by example.</p>
Mission Statement	<p>To promote, govern, support and advance water polo in Manitoba. Together with our partners, we will collaborate to advance a safe, positive, progressive and inclusive sport environment.</p>
Values	<p>Community Development Innovation Integrity Respect Inclusivity Safety Sportspersonship</p>

2024 - 2027 Strategic Plan

GOAL	
Strengthen the organization	<p>Increase and retain membership through sustainable and meaningful programs</p> <p>Branding & advertising</p> <p>Safe Sport initiatives</p>
KEY SUCCESS INDICATORS	STRATEGIES
Increase to 1000 participants by 2027	<p>Advocate for improved access to pool time.</p> <p>Engage membership in recruitment and retention through recognition program.</p>
Grassroots	<p>Target untapped populations:</p> <ul style="list-style-type: none"> • First Nations • Recovering addicts (Bruce Oak) • Newcomers to Manitoba <ul style="list-style-type: none"> ○ In addition to SPIN <p>Continue with Adult recreation program (level 1 and 2)</p> <p>Introductory program: Swim like a Dolphin</p> <ul style="list-style-type: none"> ○ Advertise in Leisure Guide
Additional opportunities for non-competitive stream	<p>Add opportunities for fun competitions:</p> <ul style="list-style-type: none"> • Host WP 4s tournament for non-NCL athletes • Clearly define rules/modify rules to reflect skill levels to focus on having fun and WP for life.
<p>School league</p> <p>target: 10 new schools by 2027</p>	<p>Recruitment opportunities:</p> <ul style="list-style-type: none"> • Presentations to schools and school divisions • Free trial for new participant schools in spring <ul style="list-style-type: none"> ○ SPLASH camps

<p>Clubs</p> <p>target: 5 new clubs by 2027</p>	<p>Identify opportunities for Club development.</p> <p>Target populations that expressed interest pre-pandemic:</p> <ul style="list-style-type: none"> • Steinbach • Portage • Morris • Brandon • YMCA
<p>Develop marketing plan and communication strategy</p>	<p>Increase visibility in pools and schools.</p> <p>Create committee for promotion and marketing.</p> <p>Possibilities include creating videos, maximizing social media.</p>
<p>Safe Sport</p>	<p>Implement mandatory training on Safe Sport.</p> <p>Share best practices and educate clubs on Safe Sport.</p>

GOAL	
Performance Pathways	Increase participation in National Championship League (NCL) Host competitions (invitationals and Provincials)
KEY SUCCESS INDICATORS	STRATEGIES
<p>Align with WPC plan and goals.</p> <p>Work with WPC to create minimum standards for coaches.</p> <p>Finding ways to subsidize fees for high performance athletes with financial difficulties.</p> <p>Hosting WP 4s for non-NCL athletes.</p> <p>Host invitational tournament.</p> <p>Host NCL competition.</p>	<p>Investigate ways to deliver higher level training opportunities for coaches and referees.</p> <p>Investigate ways to offer additional training camps.</p> <p>Assist Clubs to identify the training and services they will provide.</p> <p>Investigate grants/sponsorship.</p> <p>Invite school league participation.</p> <p>Invite recreational level athletes from other Provinces.</p> <p>Investigate WP in North Dakota.</p>

GOAL	
Organizational Effectiveness	Human Resources Good governance Increase financial capacity
KEY SUCCESS INDICATORS	STRATEGIES
Human Resources Recruitment of Board of Directors to have full slate of nominees at AGM Hire full time staff/ED. Recruit School League Convenor	Develop and deploy strategies for recruitment of board members with specific competencies develop HR plan, including succession plan. Increase professional development for employees & volunteers Investigate working with consultant for budgetary and financial management to support increased human resources (full time staff/ED)
Good Governance develop and adopt best governance, operational and business practices Ensure accessibility of web-based resource center partnerships and collaboration	Develop a knowledge-based culture so that best practices and knowledge are well communicated, shared and transferred. Create Club toolkit Ensure effective communication strategy Ongoing review of policies. Periodic review of external trends in compensation, risk management and professional development. Participation in WPC President's Council to share best practices.
Increase financial capacity increase financial reserve to sustain operations and balance budget	Apply for grants and seek sponsorships. Investigate working with consultant for budgetary and financial management to support increased human resources (full time staff/ED)

GOAL	
Technical Leadership	Recruitment and retention of coaches, referees and minor officials
KEY SUCCESS INDICATORS	STRATEGIES
<p>Increase and retain:</p> <ul style="list-style-type: none"> - 5 new certified coaches per year - 10 new referees per year - 15 new minor officials per year 	<p>Create volunteer recruitment and development strategy</p> <p>Increase services and programs for coaches and officials.</p> <p>Investigate additional higher-level training opportunities for coaches and referees.</p> <p>Create a minor official tool-kit including on-line certification.</p> <p>Implement minimum standards for minor officials.</p> <p>Work with Club to identify minor officials and run training.</p>