



Orienteering Manitoba

Orienteering Manitoba Strategic Plan 2026 – 2029

Strategic plan proudly developed with
support from Manitoba Liquor & Lotteries



Land acknowledgment: The Orienteering Manitoba runs events throughout Manitoba, on the traditional territory of the Anishinaabe, Cree, Oji-Cree, Dakota, Dene and Métis people. The main office is located on Treaty 1 territory and the homeland of the Métis Nation. Events are organized on treaties 1, 2 and 3 territory. We respect the treaties made on these territories and are committed to engage in respectful collaboration with indigenous communities and organizations in a spirit of reconciliation.

MISSION

Orienteering Manitoba promotes and develops the sport of orienteering in Manitoba. We support a welcoming community of participants, athletes, coaches and officials for lifelong engagement.

VISION

Orienteering Manitoba is expanding its membership in addition to its urban and wilderness programs to help people of all abilities develop navigation skills and orienteer for life.

CORE VALUES

Living the core values of the organization is key to establishing a positive culture and underpins growth and development strategies. The core values of Orienteering Manitoba are essential as they provide a solid foundation upon which successful collaboration and community are built.

1. **ENJOYMENT** – We believe in the sport of orienteering being fun. We emphasize the joy of participation and personal growth, ensuring that our shared experiences are positive, healthy, and fulfilling for all involved in a safe environment.
 2. **FAIRNESS** – We believe in fairness throughout our sport, as characterized by equality, integrity and trust.
 3. **RESPECT** – We believe in free and open communication and respect for the diverse views, roles and contribution of all.
 4. **BELONGING IN COMMUNITY** – We believe that orienteering should encourage the participation of all segments of the community and be welcomed in all aspects of the association.
 5. **ENVIRONMENTAL STEWARDSHIP** – We believe that everything we do in orienteering will be done with a conscious effort to minimize our impact on the environment.
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Key Areas of Focus

In order to pursue our mission and achieve our vision, our organization will focus our efforts in the following areas:

1. Improve Organizational Effectiveness
2. Grow Participation
3. Develop the Sport
4. Nurture a Strong Community

1. Improve Organizational Effectiveness

Current State

This area of focus underpins and supports the infrastructure for a sustainable organization. This encompasses policies and processes in key areas including governance, board effectiveness, financial oversight, human resource management, marketing and communications. The effectiveness in these areas is an integral part of Orienteering Manitoba delivering on the mission and vision of the organization.

Orienteering Manitoba is compliant with the standards outlined by our primary funder, Sport Manitoba. In the feedback provided by Sport Manitoba some improvement could be made in the financial area related to depth of finances.

Our Approach

It is expected that there will be new policy requirements related to safe sport and the upcoming Protecting Youth in Sport Act that comes into effect on April 1, 2026. Considering Orienteering Manitoba capacity and strategic priorities, as we look to increase our youth membership, we will put our efforts here on compliance and implementation of the required safe sport policies.

Success Statement:	Measure of success
Orienteering Manitoba continues to advance and update governance and finance processes.	100% of Orienteering Manitoba policies are aligned with Sport Manitoba requirements.

Goals & Initiatives

- Establish committees to support the implementation of the strategic plan.
- Update the financial structure of the organization.
- Implement Sport Manitoba Safe Sport Policies.

2. Grow Participation

Current State

Since 2022, Orienteering Manitoba has seen an approximate 100% increase in membership from 70 in 2022 to 139 members in 2025. It has been suggested that the membership numbers are now back to the pre-covid level.

While the organization does not have member clubs, the members represent individuals in the following regions: Winnipeg, West (Brandon, Neepawa), East (Beasejour, Gimli, Grand Beach, Steinbach, Stonewall) and South (Carman, St. Pierre-Joly, St. Malo).

There are also a few members from Kenora and the USA.

Currently, Orienteering Manitoba continues to attract members who are adults or participate as families, while minors are registered in smaller numbers individually or as family memberships.

In 2025, the membership consisted of 83% adults and 17% as minors.

Our Approach

Using the Long-term Development pre-stages, Orienteering Manitoba will focus effort on “awareness” and “first involvement” to promote and ensure positive experiences tailored to the new participants. It is expected that new partnerships and ensuring developmentally appropriate introduction to orienteering will lead to conversion to Orienteering Manitoba memberships. These efforts will provide additional members in the Sport Initiation pathway that includes Fundamentals, Learn to Train, Competitive and Active for Life.

Success Statement: Orienteering Manitoba regularly promotes and provides effective “try it” sessions leading to a growing membership that includes an increase in athletes and other volunteers.	Measure of success Growth from new members via new partnerships and organizations, including youth and families. Growth from 10-15% retention of new members, annually. Membership growth of 10%, annually.
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Goals & Initiatives

Improve visibility

- Redesign the website.
- Develop a communication strategy including social media.

Increase opportunities for new participants to try orienteering

- Identify and establish lasting organizational partnerships to create “awareness” of orienteering opportunities for target participants.
- Create a promotion campaign for Try It Events.
- Establish “curriculum/skills” for the event(s).
- Create information on how to join or participate in other orienteering events.

Plan, organize and deliver Try It Events

- Form a committee to plan Orienteering Manitoba Try It Events.
- Ensure coaches and volunteers are qualified to create a welcoming environment (first involvement). Convene meetings with coaches and officials to discuss format and structure. Recruit other volunteers as necessary to run events.
- Update permanent courses (Kings Park, Fort Whyte Alive, Assiniboine Park).
- Communicate details to organizations and registrants.
- Deliver Try it events in urban and wilderness settings.
- Evaluate the Try it event and adjust for next time, track regional activity.
- Establish a system to track membership as a result of try it events.

Develop a mapping strategy to meet the needs of beginner participants

- Update maps within cities and identified school grounds.

3. Develop the Sport

Current State

The large majority of activity takes place in the Sport Initiation stream that are grassroots and generally informal programs for beginners to the sport and ongoing participation. These programs are delivered at events by officials and coaches who have training. This area is where the growth in the sport takes place through recruitment and retention. Most often athletes enter in the beginner stages. For orienteering this includes children and adults. The importance of a positive environment is the top priority for athletes.

It could include LTAD stages: Fundamentals, Learn to Train, early stage Train to Train, Competitive and Active for Life. Some of the athletes will enter the Performance Pathway.

To guide the development of orienteering in Manitoba, there are 9 coaches who have taken NCCP training. There are 6 coaches in Winnipeg, 1 in the Eastern region and 2 in Kenora.

Orienteering Manitoba has a large number of event officials with 3 at the O100 level (C event), 5 at the O200 (B & C events) and 14 at O300 level (Canada Cups, B & C events).

Events are well subscribed and hosted regularly in City Parks (16 events) and Wilderness Parks or areas (13 events).

Our Approach

As Orienteering Manitoba continues to expand our technical leadership with qualified coaches and officials, we are in a good position to provide developmentally appropriate athlete development. Orienteering Canada has exceptional LTAD aligned skill development material and our coaches will use these to ensure quality programming. With our efforts to “grow the sport”, we will ensure “try it” days are fun and engaging for new participants, while continuing to support current member athletes in Sport Initiation. Further, we will provide programs for athletes on the Performance Pathway as this context will also grow.

<p>Success Statement: Orienteering Manitoba provides regular programming training opportunities for beginner athletes to advanced athletes, using the LTAD skills and the performance pathway skills outlined by Orienteering Canada.</p>	<p>Measure of success Each year, two series of beginner level with coaching and training sessions. Each year, two series of intermediate level with coaching and training sessions. Each year, two advanced coaching and training sessions in forest terrain. All programs and training events are aligned with the Orienteering Canada skills matrix. https://skills.orienteeing.ca/Skills/Matrix/1 All coaches and officials will be compliant with the relevant Sport Manitoba policies, including Safe Sport policies.</p>
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Goals & Initiatives

Increase and improve opportunities for participants to learn orienteering skills

- Develop a 4 week progression at three levels, beginner, intermediate and advanced using Orienteering Canada LTAD stage by stage skills.
- Establish and promote yearly schedule of programming, training, events and competition.
- Promote coach led sessions (at two levels—beginner, intermediate) including coach guided and/or self directed learning sessions.

Support the development of performance pathway athletes

- Promote coach led sessions (advanced) including coach guided and/or self directed learning sessions.
- Offer high performance training and competitions at the Canada Cup standard.

Increase the number of qualified coaches and officials required for programs, training and events

- Establish a clear process for recruitment and development of officials.
- Establish a clear process for the recruitment and development of coaches.
- Establish a process to recruit and train mappers (for urban areas/map updates).

Align and activate Orienteering policies with Sport Manitoba Safe Sport policies

- Activate the new Coach Screening policy.
- Encourage coaches to take Safe Sport training.
- Require Respect in Sport training for Provincial Team members/funding.
- Educate and monitor Rule of Two.

Develop a mapping strategy for forest terrain

- Map new areas for Championships.

4. Nurture a Strong Orienteering Community

Current State

Currently, Orienteering Manitoba has a small and cohesive core membership that welcomes participants of all abilities and origins. This area of focus is key to retention of members as the “community” component is where the culture and common values are demonstrated.

Our Approach

Orienteering Manitoba will continue to be a catalyst for positive connection through our sport and with people. While learning sport skills, people can also participate in a welcoming culture. This is what we will promote and demonstrate with our events and training sessions. People will come back because they have had a positive experience through interactions with others.

Success Statement: Orienteering Manitoba is fostering a welcoming and engaging culture where people enjoy the sport as well as the connection with other members. Long-term members guide new participants and members at events and in training.	Measure of success 15% of new members return next year. 70% of active members return next year. More new/multi-year members (2 per year) are volunteering and asking for certification (officials or coaches), or get involved in committees or the Board.
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Goals & Initiatives

Increase and improve the social connection opportunities at events that reinforces an inclusive and welcoming organization

- Establish a committee to review best practices to ensure “first involvement” events create appropriate connection activities. The Committee develops recommendations for event organizers to implement.
- Ensure each event has a trained greeter to ensure new participants are welcomed and taken care of.

Establish and promote opportunities for volunteer recruitment

- Create an Orienteering Manitoba volunteer recognition program.