



MSA PRIORITIES 2024-2026

HIGHLIGHTS

INTRODUCTION



The MSA implemented the 2020-2024 plan in January 2020.

The MSA Board has reviewed the current MSA Priorities and updated the plan for the 2024-2026 period.

MANDATE — MISSION — VISION



MANDATE

The MSA is obligated through its partnerships with Canada Soccer and Sport Manitoba to provide a framework for the sport of soccer in Manitoba. The MSA is responsible for setting and enforcing standards as they relate to safety, rules and regulations, licensing, pathways for players, coaches, and referees, and provincial competitions.

In addition to its formal mandate, the MSA is committed to supporting its membership to enable player, coach, and referee development, access to high quality infrastructure, and the growth of soccer in Manitoba through education, promotion, and advocacy.

MISSION

To create an environment through standards, leadership, and collaboration that enables access to high quality soccer and fosters a lifelong enjoyment of the sport for all Manitobans.

VISION

A thriving, dynamic, and unified soccer community throughout Manitoba.

VALUES – WE VALUE...



Players – Our focus is constantly on the best interests of the player-all players. This means inclusive and equitable access for all ages and abilities, a passion for a safe, positive player experience, and an emphasis on lifelong participation. We aim for healthy development of people and community, and players having fun while developing their skills.

Integrity – Always striving to do the right thing, including dedication to fair, consistent application of standards, rules, and benefits, courage and transparency in our decision-making, and accountability to our members.

Respect – We respect and value the views and contributions of our members, partners, and players. Showing respect also means practicing humility-ensuring we listen, seek to learn, acknowledge when we're wrong, and continuously improve. We believe respect extends to all aspects of the game and we support our members to ensure Respect in Sport at all levels.

Teamwork and Collaboration – Our success will come by working together, commitment and dedication to shared goals, and empowering the success of our members.

Innovation – We value an innovative, entrepreneurial approach to the ambitious pursuit of excellence, enabling our members and ourselves to be the best we can be.

CRITICAL SUCCESS FACTORS



BARRIERS TO OVERCOME



Provincial Governance Structure	Volunteer Fatigue	Cost	Boundaries
Social Trends Reducing Youth Participation in Sport		Poor Member Relationships	
Lack of Trust	Distance to Rural Members	Resistance to Change	

PRIORITIES



ATTAIN RESPECT IN LEADERSHIP

CAPACITY TO GROW THE GAME

ADVOCATE AND PROMOTE GROWTH