



**MACKENZIE
RECREATION
ASSOCIATION**

STRATEGIC FRAMEWORK

2020-2025



Mackenzie Youth Dene Games 2018

www.mranwt.ca



Paul Stipdonk Soccer Tournament 2019

BACKGROUND

The Mackenzie Recreation Association (MRA) was created in 1993 to improve sport and recreation opportunities in the Mackenzie region. Over the years, the MRA has been a leader in the NWT physical activity, recreation, and sport sector providing leadership training for recreation professionals and volunteers, developing many innovative programs, providing recreation opportunities for MRA communities through events and funding, and assisting to build capacity within our communities.

The MRA recognizes the following areas of concern in our region:

- The need to develop strong leaders in the physical activity, recreation, and sport sector;
- The alarming statistics regarding the health and well-being of our resident; and
- The need for more quality physical activity and active for life opportunities.

MISSION

The mission of the MRA is to enhance the quality of life of the Mackenzie region residents through physical literacy and active for life opportunities while fostering and supporting the development of recreation, volunteers, and leadership.



VALUES

We recognize that **culture and language** are part of active living, health, and wellness.

We work **transparently** with all organizational partners, volunteers, recreation professionals, and stakeholders to find **creative** opportunities to support active living, health, and wellness.

We are **open-minded** in our pursuit of, and support for, active living, health, and wellness in the Mackenzie region - there is no one right way to pursue wellness.

We strive for **accessible** events and activities and a culture of inclusion: active living, health, and wellness is for everyone.

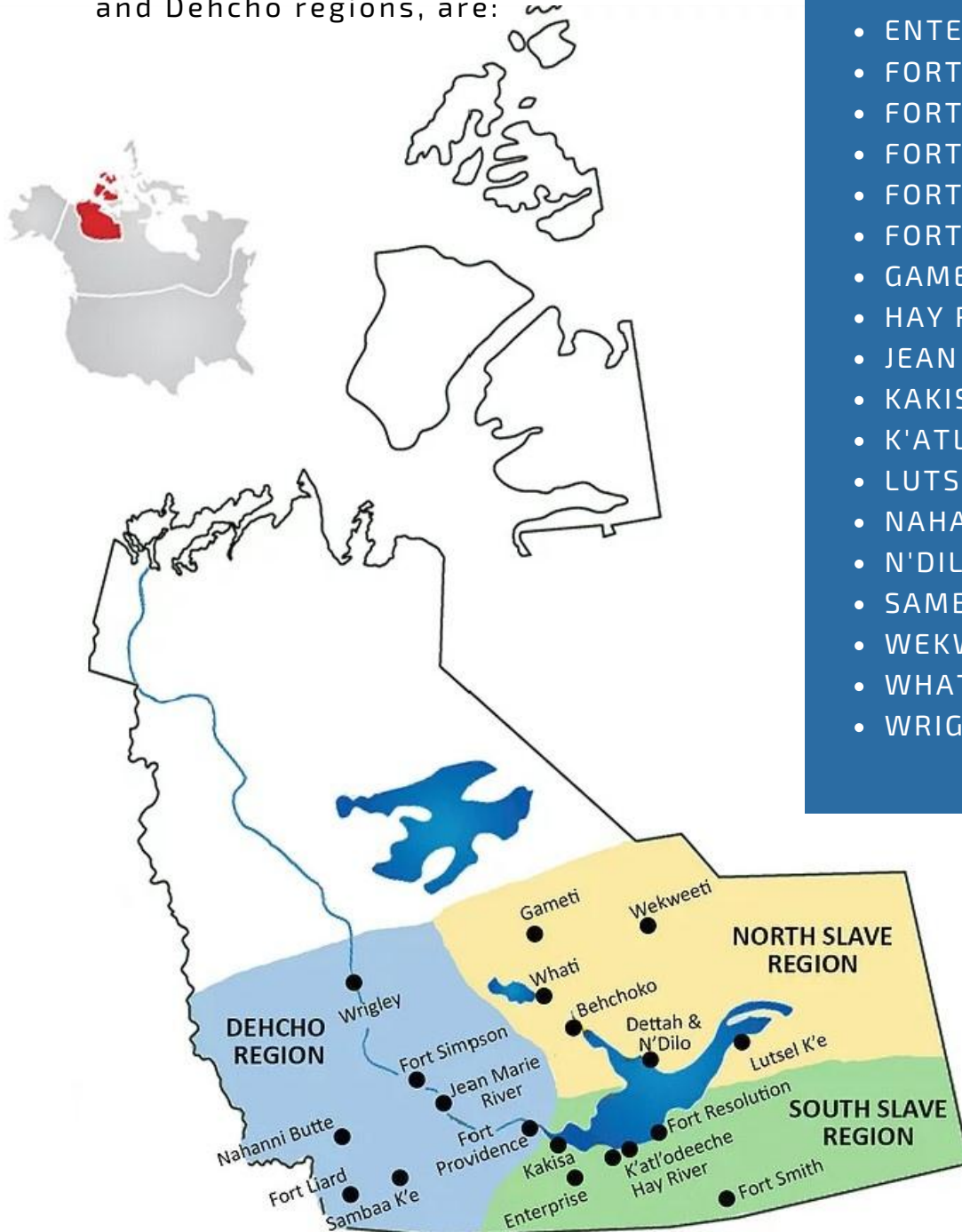
We **encourage** the passion and dedication of our volunteers and recreation professionals to pass on physical literacy and fundamental sports skills to our communities, and above all, we encourage sportsmanship and hardwork in our participants.

“When I'm at the MRA meetings, I feel important, that I matter, and that I belong”

THE MRA REGION

The MRA represents 20 of the 33 communities and over 13,500 community members in the Northwest Territories. The communities, which cover the North Slave, South Slave and Dehcho regions, are:

- BEHCHOKO
- DETTAH
- ENTERPRISE
- FORT LIARD
- FORT PROVIDENCE
- FORT RESOLUTION
- FORT SIMPSON
- FORT SMITH
- GAMETI
- HAY RIVER
- JEAN MARIE RIVER
- KAKISA
- K'ATL'ODEECHE
- LUTSEL K'E
- NAHANNI BUTTE
- N'DILO
- SAMBAA K'E
- WEKWEETI
- WHATI
- WRIGLEY



MEMBERSHIP & BENEFITS



- **Timely, relevant, and accessible information and support.** MRA is committed to being reachable and consistent in communications and support.
- **Access to funding, professional development, and programming opportunities.** MRA draws upon expertise and knowledge from MRA staff, MRA partners, and its network to circulate information regarding access to funding opportunities, professional development, programs, and services.
- **Capacity building of community recreation leaders and volunteers to be their own best version.** MRA fosters and supports the capacity of community recreation leaders to be confident and competent leaders by providing them with workshops, training, and other resources.
- **Input in MRA development and strategic direction.** Represent your MRA community at board meetings and provide feedback with regards to MRA program development and strategic direction. MRA represents the Mackenzie region and if the needs of the region change so will MRA direction.

“Without MRA, I would have been so lost.”



Wolfpack Basketball Tournament 2020

PROGRAMS & SERVICES

The Mackenzie Recreation Association accomplishes its mission by providing the following services and programs:

- Active for Life Opportunities
- Physical Literacy Development
- Leadership & Professional Development
- Sport & Recreation Event Funding
- Travel Assistance Funding
- Water Safety & Education
- Signature Events:

1. Wolfpack Basketball Tournament
2. Making Waves Swim Event
3. Paul Stipdonk Soccer Tournament
4. SMASH IT! Volleyball Tournament
5. Connie Loutit Soccer Tournament
6. Mackenzie Youth Dene Games (MYDG)
7. Mackenzie Youth Summer Games (MYSG)
8. Lawrie Hobart Volleyball Tournament
9. Scott McAdam Badminton Tournament

ORGANIZATIONAL REVIEW



SMASH IT! Volleyball Tournament 2019

MRA has a long, rich, and strong history that has been and currently is support in the communities. We are a community based non-profit organization that takes pride in our proficient staff, board members, and their commitment to organization. The MRA supports and is supported by a troop of energetic, committed professionals and volunteers in each community coming from a variety of different roles: recreation professionals, teachers and principals, health representatives, community leaders, etc.

The MRA is one of the 4 sector partners (NWT Recreation and Parks Association, Aboriginal Sports Circle NWT, Sport North) and we are continuously working on strengthening and developing these partnerships and other current or potential partnerships with other organizations and different sectors.

“The continuing forward movement and innovation of this organization is impressive. Well Done!”

STRENGTHS

- access to multi-year core funding
- network of partnerships: current and potential
- passionate, skilled, and knowledgeable staff, board, & membership
- collaborative approach and focus
- solid communication & leadership
- recognized signature events
- regional and local approach
- strong community connections
- ability to get things done!



Mackenzie Youth Summer Games 2017

OPPORTUNITIES

- improve identity and increase knowledge of MRA
- offer mentorship positions & increase in human resources
- develop stronger partnerships with local governments and Indigenous groups
- increase engagement from partners and territorial sport organizations
- broaden communication and marketing approach
- diversify partnerships even further
 - provide board development and governance training
 - increase participation in events across all ages
 - aquatic and water safety development
 - evaluate programs and services
 - physical literacy development
 - improve access to information and develop tools and resources for volunteers

30%

OF FUNDING COMES FROM ANNUAL and AD HOC FUNDING APPLICATIONS FOR PROGRAMS AND SERVICES

NWT SPAR SECTOR

SPORT, PHYSICAL ACTIVITY, & RECREATION

“Keep up the great work that you do. MRA is vital to our sector's success.”

The MRA is part of a vibrant sector that includes four main partners: Aboriginal Sport Circle, NWT Recreation and Parks Association, and Sport North. However, MRA works closely with numerous other volunteers within the region and territory; including, territorial sport organizations, friendship centres, youth centres, Indigenous and community, governments, etc..

PROGRAMS & SERVICES: traditional games programming and training, archery championships, awards dinner, national aboriginal hockey championships, traditional games championships, North American Indigenous Games

FUNDING: Competition style canoe races & dog mushing, etc.

www.ascnwt.ca



PROGRAMS & SERVICES: professional support, funding, training & professional development, multi-sport camps, signature events, physical literacy development, aquatic & water safety development.

FUNDING: recreation initiatives & professional development

www.mranwt.ca | 867-444-5377 | jessica@mranwt.ca

PROGRAMS & SERVICES: annual conference and awards program, Elders in Motion, fitness leadership, High Five, on-the-land programs, community leaders retreat, June is Recreation & Parks month, Recreation North training program, Walk-To-Tuk, Generations on the Move

FUNDING: Get Active grants

www.nwtrpa.org

PROGRAMS & SERVICES: NWT Sport Hall of Fame, annual awards, coaching, physical literacy, Team NT, TSO assistance

FUNDING: KIDS SPORT, National Sport Trust, high performance grants, Rising Star grants, scholarships

www.sportnorth.com

Other potential partners & stakeholders:
GNWT: Municipal & Community Affairs; PLAY NWT; Territorial Sport Organizations (TSOs); schools; community groups; friendship centres; community health representatives (CHRS); RCMP; etc.

Contact MRA for more information: www.mranwt.ca | 867-444-5377 | jessica@mranwt.ca

MEET THE TEAM- 2020

The Mackenzie Recreation Association (MRA) is run by a committed and engaged board of directors who work to ensure that the association maintains its integrity and continues to contribute to the development of recreation, volunteers, and leadership in the Mackenzie region.



President
Dale Loutit



VP North Slave
Doreen Nitsiza



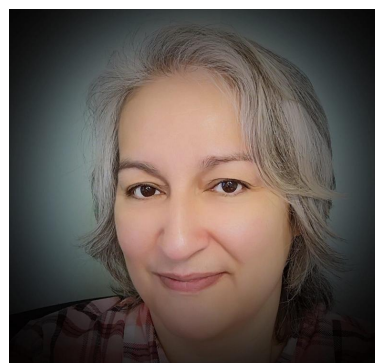
VP South Slave
Erin Porter



VP Dehcho
Lyla Pierre



Director at Large
Alana Lamalice



Director at Large
Liz Pope



Director at Large
Janie Hobart

GOALS & INDICATORS

1

Build capacity
in the
recreation
sector within
the MRA region

1. MRA members feel confident in their ability to support recreation and act as recreation leaders in the MRA region.
2. Increase in participation in leadership development events.
3. Increase in number of volunteers supporting MRA events.

**2**

Improve the
sustainability of
the MRA

1. Increase in the number of partners.
2. Increase in revenue from partners.
3. Improvement in the relationship between the MRA and its partners

**3**

Increase
participation of
residents in the
MRA region in
sport and
recreation

1. Over time, participation in MRA hosted events increases.
2. Over time, participation in MRA supported events increases.

**4**

Increase
awareness of
physical literacy
through MRA
sponsored
events

1. MRA members are increasingly able to define physical literacy.
2. MRA members see improvements in physical literacy in the participants they support, coach, and otherwise interact with in their professional and volunteer capacity.

**5**

Increase water
and ice safety
awareness, and
participation in
aquatics in the
MRA region

1. MRA members are increasingly able to define water and ice safety strategies.
2. Over time, participation in MRA aquatic events increases.





Scott McAdam Badminton Tournament 2018

HAVE ANY QUESTIONS?

867-444-5377 | jessica@mranwt.ca