



## POSITION PROFILE

POSITION TITLE: Registrar/Chief Executive Officer  
REPORTS TO: Council  
ORGANIZATION: College of Medical Laboratory Technologists of Manitoba  
DATE: April 2025

### ABOUT THE COLLEGE OF MEDICAL LABORATORY TECHNOLOGISTS OF MANITOBA

#### VISION

Excellence and leadership in the regulation of medical laboratory technologists.

#### MISSION

CMLTM ensures public safety by upholding an ethical and competent medical laboratory technologist practice.

#### VALUES

##### Leadership

The College will provide expertise and continually seek improvement in professional regulation and practice.

##### Integrity

The College will conduct itself in a professional, fair, honest, and transparent manner to our members and the public.

##### Accountability

The College will be accountable to the public, government, and our members by following policy and conducting investigations in a fair, equitable, and confidential manner.

The College of Medical Laboratory Technologists of Manitoba (CMLTM) has been the professional regulator for Medical Laboratory Technologists (MLTs) in Manitoba since 2007. CMLTM serves 900 members. The mandate of CMLTM is to protect and serve the public interest. CMLTM serves the public and the profession in the following ways:

- Establishes and maintains a registration process that ensures MLTs are qualified and competent.
- Sets and maintains MLT practice standards.
- Approves MLT education programs.
- Receives and investigates complaints about the MLT practice and conduct of MLTs.

CMLTM is dedicated to serving the public by ensuring the highest standards of practice and professionalism among its members. The Public can expect and understand that CMLTM:

##### Public Confidence in Excellent Regulation

Sets the conditions for medical laboratory technologists to practice safely, professionally, and with integrity in all fields of practice. The public can rely on fair, transparent, timely, effective, and objective regulatory processes.

##### Quality and Accountable Professional Practice

Ensures ethical, competent, and accountable medical laboratory technologists are practicing safely, effectively, and collaboratively, consistent with the Standards of Practice, Practice Directions, and Code of Ethics. Ensures MLTs actively participate in continuous education that aligns with their scope of practice and builds continuing competence.

##### Collaboration for Health System Impact

Builds and maintains collaborative working relationships within the regulatory and health care sectors to build effective regulation, public safety, and quality care for the public. CMLTM provides the government and stakeholders important information and evidence to inform policy decisions.

## ABOUT THE REGISTRAR/CHIEF EXECUTIVE OFFICER POSITION

Reporting directly to the Council, the Registrar/Chief Executive Officer (Registrar/CEO) is responsible for the leadership and management of the strategic and operational affairs of the organization in accordance with legislation, bylaws, and policies set by the Council.

The Registrar/CEO creates an organization and an environment that supports the achievement of the CMLTM Strategic Plan which outlines the vision for the future. Furthermore, the Registrar/CEO has the responsibility for effecting specified critical outcomes identified by Council within the boundaries of executive limitations established in Executive Expectations Policies.

The Registrar/CEO must be able to:

- Interpret and understand the legislation that governs the College including but not limited to the Medical Laboratory Technologist Act, Regulated Health Professions Act (RHPA), and Fair Registration Practices in Regulated Professions Act.
- Provide support to the Council by providing the Council regular, accurate, and effective monitoring information.
- Develop and manage member and external relations.
- Manage the registration process and roster of practicing members.
- Manage the operations of the College within the Executive Limitations set by the Council.

The Registrar/CEO carries out all other duties and assignments as may be determined by the Council from time to time.

## KEY LEADERSHIP ACCOUNTABILITIES

### STRATEGIC DIRECTION PLANNING

- In collaboration with the Council, develop a practical, comprehensive strategic plan clearly defining and describing the vision and mandate of the CMLTM, its strategic directions, and operational priorities.
- Provide direction in establishing public benefit policies interpretation and a strategic plan which flows from these policies.
- In accordance with the strategic plan, set out a future vision of the organization, specific operational outcomes, and a strategic approach to achieving and measuring these outcomes and evaluate the success of achievement of the public benefit within Executive Expectations.
- Provide input to Council in anticipating, identifying, and addressing issues of concern in regulation of medical laboratory technologists.
- Recommend Public Benefit Policy revisions to the Council in order to meet the changing regulatory policy direction of the government, and in recognition of emerging developments in the registered medical laboratory profession.
- Ensure that the CMLTM services and offerings remain relevant to the needs of the public and the profession in support of the public and that excellence remains the hallmark of CMLTM services.

## ADMINISTRATION

- Responsible for the efficient management of all CMLTM business.
- Conducts such administrative functions as are specified in the Medical Laboratory Technologists Act, Regulations, and Bylaws.
- Creates a working environment that is appropriate to attract and maintain professional/administrative/clerical staff of high caliber.
- Ensures that staff members develop and maintain effective working relationships with those with who they are in contact with on CMLTM business.
- Instructs new staff in the effective performance of their responsibilities.
- Disciplines staff, up to and including discharge, as required.
- Assists in the development of the CMLTM's annual budget and administers the approved budget.
- Is a signing officer for the CMLTM.
- Ensures protection, maintenance and optimum use of the CMLTM's physical assets.
- Administers the CMLTM's computer network and email system.

## LEGISLATION

- Ensures that the Medical Laboratory Technologists Act and regulation and the CMLTM Bylaws are enforced as they relate to the discipline of registrants.
- Assist in the review of applications for registration and licensure, including the approval of documents. Where credentials are in doubt, interviews candidates and investigate records, convictions and any other materials which may influence the decision.
- Responsible for the final disposition of applications for registration and licensure.
- Maintains the Register for registrants and provides reports as requested.
- Consults with legal advisors concerning regulatory functions and jurisprudence as it relates to the practice of medical laboratory technology.
- Arranges for investigations, professional reviews, mediation and Courts of Inquiry.
- Ensure that appropriate confidentiality of files and records is maintained and determines access to files related to regulatory functions
- Monitor legislation and the regulatory environment for legislative changes which could affect CMLTM and make recommendations where appropriate, in consultation with legal counsel and appropriate external advisors.

## MEMBER AND EXTERNAL RELATIONS

- Ensures that accurate and timely information about College organization, programs, and policies is communicated to registrants, the public, other organizations, and media.
- Responds to media requests or arranges for an appropriate spokesperson.
- Responds promptly to member enquiries or requests by providing comprehensive and accurate advice on CMLTM regulation and administrative policies.

- Submits to the Council for approval all newsletters and policy statements distributed to CMLTM registrants or to the public.
- Develops and maintains senior level contacts and effective working relationships with appropriate government and other public agency officials interested in health care issues related to the practice of medical laboratory technology.

### **COUNCIL AND COMMITTEE SUPPORT**

- Report to Council on the compliance with Executive Expectations Policies
- Advises and supports the Council in carrying out the business of the CMLTM as required under the Medical Laboratory Technologists Act, Regulations, and Bylaws.
- Identifies and monitors developments in health care and in the practice of medical laboratory technology relevant to the CMLTM's public interest mandate.
- Remains current on issues/trends affecting the profession.
- Develops and recommends to the Board short- and long-range objectives. Develops and recommends policy to the Council.
- Attends and prepares materials for all Board meetings. Follows up on actions arising from Council minutes.
- Researches, analyzes and prepares briefing materials, options and recommendations on Council, Committee, and CMLTM issues as appropriate. Research and analysis includes consulting relevant persons, agencies, or references and condensing the information to be accessible to the Council.
- Oversees the planning and organization of the Annual General Meeting and other special meetings of the CMLTM.
- Assists the Council as required with the preparation and delivery of presentations to governments, registrants, and other groups on issues which affect the CMLTM, its registrants, or the public.
- Facilitates, supports, monitors progress, and acts as a resource to the CMLTM standing Committees, and any special Committees.
- Assists the Chair in preparing the agenda and arranges for reproduction and distribution of any briefing materials prior to the scheduled meeting.
- Communicates CMLTM policy with respect to the activities and scope of all committees.

### **STAKEHOLDER AND PUBLIC RELATIONS**

- Lead the organization in building and sustaining relevant affiliations with government and other stakeholders.
- Develop effective relationships with organizations sharing common interests at the provincial, national, and international levels.
- Work closely with the government and keep up to date on developments in the regulatory sector, in order to ensure the organization has the best possible information to respond to emerging issues.
- Serve as the senior public spokesperson for the organization, as delegated by the Council.

## EDUCATION, EXPERIENCE AND COMPETENCY REQUIREMENTS

The Registrar/Chief Executive Officer is responsible for ensuring the overall success of the College of Medical Laboratory Technologists of Manitoba (CMLTM). This position requires strong leadership skills and the ability to develop and maintain an environment aligned with the organization's Mission, Vision, Values, and Strategic Plan. The Council and the membership will rely on the knowledge, skills, and abilities of the individual in the role. Candidates must meet the experience requirements and be able to demonstrate several leadership and technical competencies.

The successful candidate for this position must be an Active: Practicing member of CMLTM. The ideal candidate may have a Master's degree in business administration (MBA) or public health administration complemented by a minimum of five (5) years of senior leadership experience, preferably in a regulated environment. An equivalent combination of education and experience will be considered.

The successful candidate will have a strong understanding of the legislation and a track record of working effectively with boards or governing bodies to develop and implement policy. They will have excellent oral, written, and presentation communication skills and extensive experience facilitating discussion and consultation with stakeholders who have competing interests in resolving issues and making decisions.

Experience in creating and building an organization and/or program will be considered an asset. The successful candidate will have a strategic focus and will lead with integrity, openness, and with an ability to engender trust.

*We encourage all qualified candidates to apply, including those who may meet the requirements through equivalent education and experience. We are committed to finding the best fit for this position and are open to discussing how your unique qualifications can contribute to our team.*

## COMPETENCY REQUIREMENTS

<b>INTEGRITY</b>	<ul style="list-style-type: none"> <li>• Always keeps the greater good of Manitobans in mind and advances the health interests of the public in all policies, processes, and practices.</li> <li>• Makes principle-centered decisions</li> <li>• Assumes responsibility, accountability and follows through when making commitments.</li> <li>• Demonstrates sincerity, honesty, respect, empathy, and adherence to the standards and principles of the health care system.</li> <li>• Maintains composure and perspective in difficult or volatile situations.</li> <li>• Able to maintain confidential information and use discretion in all interactions.</li> <li>• Committed to the Truth and Reconciliation's Calls to Actions</li> </ul>
<b>VISIONARY LEADERSHIP</b>	<ul style="list-style-type: none"> <li>• Establishes a shared vision and common goals, and creates an environment where the organization can achieve them.</li> <li>• Has broad knowledge and perspectives, and adopts a long-term view of strengths, weaknesses, opportunities, and risks in a changing operational environment.</li> </ul>

	<ul style="list-style-type: none"> <li>Clearly articulates a practical vision for the future, a credible case for change/enhancement, and influences and inspires others to work as part of a team toward that vision</li> <li>Promotes cooperation, collaboration, and integration between individuals and groups both within and outside of the healthcare system, ensuring everyone understands each other's roles, responsibilities, and contributions.</li> <li>Identifies critical issues that will have an impact on the organization.</li> </ul>
<b>ACCOUNTABILITY FOR RESULTS</b>	<ul style="list-style-type: none"> <li>Collaborating with leaders to understand work responsibilities, standards of performance, and required results.</li> <li>Actively accepting responsibility for the CMLTM work.</li> </ul>
<b>EXECUTING WORK WITH INTENTION</b>	<ul style="list-style-type: none"> <li>Applying knowledge and skills in the execution of work.</li> <li>Achieving work goals and results while adhering to CMLTM policies.</li> <li>Achieving work goals and results in a fiscally responsible manner.</li> <li>Taking personal responsibility for continuous learning, growth, and development of regulatory knowledge, skills, and expertise.</li> <li>Demonstrating a mindset of commitment to ongoing performance improvement and openness to change.</li> <li>Living and reflecting CMLTM's values every day through aligned verbal/non-verbal behaviour with stakeholders.</li> <li>Planning and leading work activities in partnership with others to deliver desired results.</li> <li>Taking appropriate risks in carrying out work in a way that is supportive of the staff and the Council.</li> <li>Identifying and responding to stakeholders' needs and preferences.</li> <li>Demonstrating persistence and patience in building support to get work done.</li> <li>Identifying new ways to improve productivity using information and technology and improving processes.</li> <li>Inspiring 'contagious encouragement' of others in support of a positive culture and desired outcomes.</li> <li>Proactively anticipating resistance or barriers to achieving successes and developing ways to address them.</li> <li>Rallying team members around a common purpose.</li> <li>Developing and implementing strategies to deliver desired outcomes.</li> </ul>
<b>COLLABORATIVE TEAMWORK</b>	<ul style="list-style-type: none"> <li>Guiding team members in collaborating and developing strategies and action plans to achieve goals.</li> <li>Facilitating opportunities to share information and experience amongst the team.</li> <li>Modelling a deep understanding of the attitudes, behaviours, and views of team members.</li> </ul>

	<ul style="list-style-type: none"> <li>• Considering different perspectives when carrying out responsibilities.</li> <li>• Collaboratively leading the staff and the team.</li> <li>• Identifying and addressing underlying challenges and conflicts in the team.</li> <li>• Dialoguing and listening to support understanding and seeking common ground.</li> <li>• Facilitating win-win solutions.</li> <li>• Recognizing and promoting the contributions and efforts of the team and team members.</li> <li>• Fostering a collaborative teamwork culture.</li> </ul>
<b>COMMUNICATING EFFECTIVELY</b>	<ul style="list-style-type: none"> <li>• Proactively identifying, anticipating, and understanding the information needs of stakeholders.</li> <li>• Ensuring the appropriate information is available to stakeholders at the right time.</li> <li>• Understanding the audience, focusing and adjusting communication approach, style, language, and vehicle.</li> <li>• Explaining complex and challenging topics and ideas while being articulate, concise, clear, and professional.</li> <li>• Articulating views and perspectives in a professional, purposeful, and positive way.</li> <li>• Demonstrating planned, professional, and inspiring communications.</li> <li>• Seeks out information from stakeholders.</li> </ul>
<b>PROBLEM SOLVING/CRITICAL THINKING</b>	<ul style="list-style-type: none"> <li>• Identifying and understanding complex strategic problems/challenges and opportunities.</li> <li>• Understanding root causes and interrelationships of multiple variables, context, and stakeholders.</li> <li>• Analyzing data, metrics, information, evidence, and assumptions.</li> <li>• Accountable for resource requirements, financial, and other constraints.</li> <li>• Considering internal and external influences and environmental factors.</li> <li>• Thinking critically and strategically about problems/challenges and opportunities with an organization-wide view.</li> <li>• Modelling an appreciative inquiry lens to issues.</li> <li>• Formulating strategic plans.</li> <li>• Translating strategies into operational plans.</li> <li>• Determining optimal courses of action and implementing plans that deliver the desired outcomes for the College.</li> <li>• Employing metrics and measurements in evaluating outcomes.</li> </ul>
<b>CONTINUOUS IMPROVEMENT INITIATIVE</b>	<ul style="list-style-type: none"> <li>• Inspiring continuous improvement in work activities and the achievement of goals.</li> <li>• Undertaking work via gathering and considering all necessary information based on ongoing learning.</li> </ul>

	<ul style="list-style-type: none"> <li>• Demonstrating a mindset for learning and improving work performance.</li> <li>• Seeking insights, recommendations, feedback, and information, and learning from others.</li> <li>• Encouraging a mindset of challenging the status quo with the best of intentions (appreciative inquiry approach).</li> <li>• Taking appropriate risks and supporting reasonable risk-taking in others.</li> <li>• Proactively identifying and leading the identification of innovative solutions, ideas, and methods in support of a mindset of making things better.</li> <li>• Encouraging others to be open to change.</li> <li>• Demonstrating effective change leadership.</li> </ul>
<b>EXCELLENT JUDGMENT</b>	<ul style="list-style-type: none"> <li>• Efficiently and effectively perceives and assesses situations.</li> <li>• Understands when decisions require input and when they do not.</li> <li>• Asks the right questions to the right people or organizations to get the information needed.</li> <li>• Draws sound conclusions and recommends changes in policies and practices as required.</li> <li>• Generates options with an analysis of pros and cons as well as identified impacts.</li> <li>• Identifies the impacts and risks associated with decisions and takes appropriate risks.</li> <li>• Influences decisions that challenge the status quo and provoke growth and positive development in the College.</li> <li>• Takes responsibility for difficult decisions.</li> <li>• Defines decision-making model(s)/principles/criteria for others.</li> <li>• Utilizes objective, factual and valid information from a variety of sources to make informed decisions, understand the potential impacts, and keep all relevant parties informed.</li> </ul>
<b>POLITICAL ACUMEN</b>	<ul style="list-style-type: none"> <li>• Understands complex political situations and determines effective strategies to maximize opportunity and minimize risk.</li> <li>• Understands and respects the role of all parties and how they might work together.</li> <li>• Gains and effectively uses knowledge of formal and informal political, social, and organizational structures and relationships to achieve positive change</li> </ul>
<b>FINANCIAL ACUMEN</b>	<ul style="list-style-type: none"> <li>• Understands the financial models of the organization and the elements that impact the model and financial performance.</li> <li>• Implements strong budgeting, financial reporting, and monitoring processes.</li> <li>• Implements a risk-based approach to financial management and ensures appropriate policies are in place.</li> </ul>



## About Winnipeg

***Winnipeg is located in Treaty One Territory, the home and traditional lands of the Anishinaabe (Ojibwe), Ininew (Cree), and Dakota peoples, and in the National Homeland of the Red River Métis. Our drinking water comes from Shoal Lake 40 First Nation, in Treaty Three Territory.***

Winnipeg is the vibrant capital city of Manitoba and lies at the geographic heart of North America. "The Peg" is located in the fertile Red River Valley at the junction of the Red and Assiniboine Rivers. The city is named after the nearby Lake Winnipeg and comes from the Western Cree words for "muddy water" - "winipihk". The region is the traditional territory of the Anishinaabe (Ojibway), Ininew (Cree), Oji-Cree, Dene, and Dakota, and is the birthplace of the Red River Métis Nation.



As of 2023, Winnipeg, the capital city of Manitoba, has a population of over 834,000 people and is steadily growing. It is the sixth largest city in Canada and the largest city in the province. Statistics Canada predicts that the population will approach 1 million by 2030.

One of the most economically and culturally diverse cities in Canada, Winnipeg is well known for its cultural achievement, flourishing arts scene, and welcoming spirit. We are a quirky, four-season city with something for everyone. Our location in the center of the continent makes for bright and sunny weather (sometimes windy too!), while the city is surrounded by prairie, forests, and hundreds of lakes – including Lake Winnipeg, the world's 11th-largest freshwater lake. We have so many tree-canopied neighbourhoods for you to call home, and a never-ending list of activities for you to enjoy. No matter what your interests are, Winnipeg's lifestyle is here for you.

A "City of Sunshine" we have the highest average number of sunlight hours in Canada with an average summer temperature of 25.4°C and an average winter temperature of -12.9°C.

Well known as a transportation hub and the "Gateway to the West", key industries in Winnipeg include aerospace, agribusiness, finance and insurance, health and biotechnology, information and communications, electric power and apparel and furniture manufacturing. Major employers include James Richardson and Sons, Investors Group, Canada Life, Palliser Furniture, Motor Coach Industries, New Flyer, Boeing, Standard Aero, Pollard Banknote and Bristol Aerospace.

### CentrePort Canada

The development of an inland port which will be a hub of transportation activity that brings together road, rail and air cargo to a central location for re-distribution with the intent of facilitating international trade and distribution and creating value-added services as goods move through the supply chain. Winnipeg's proximity to the geographic centre of North America and 20,000 acres of land around the airport will be capitalized on to expand Winnipeg's position as one of North America's most important trading centres.

### Manitoba Museum

The Manitoba Museum's Indigenous Advisory Circle features members, academics and artists from the Dakota, Denesouline and Anishinaabekwe First Nations, along with Inuit elders and members of the Métis Nation. This Circle has been instrumental

in bringing the Museum's exhibits into the 21st Century, guiding aspects like Treaty Interpretation, Truth and Reconciliation and the handling and display of important artifacts. To learn more of the area's Indigenous history, you'll find content in nearly every gallery, while notable exhibits include, We Are All Treaty People, the newly expanded and re-designed Prairies Gallery (which confronts Residential Schools and historic injustices on the land) and the iconic Welcome Gallery, which features a life-sized diorama of a Métis bison hunt

### **Assiniboine Park & Zoo**

Winnipeg's premier green space is already visited by millions of people annually and already boasts the Leo Mol Sculpture Garden, the Assiniboine Park Zoo, and the Lyric Theater at which free concerts play throughout the summer season. With the establishment of the Assiniboine Park Conservancy, a private not-for-profit corporation dedicated to improving its infrastructure and services, the park and zoo have expanded into a world-class floral, zoological, artistic, and activity-based attraction to deliver internationally renowned entertainment and recreation options. The Journey to Churchill exhibit has been recognized as the most comprehensive northern species exhibit of its kind. Recently opened to the public, The Leaf is a spectacular indoor horticultural attraction that showcases four distinct biomes; the Hartley and Heather Richardson Tropical Biome, Mediterranean Biome, Babs Asper Display House, and the Shirley Richardson Butterfly Garden. The outdoor Gardens at The Leaf offers six diverse gardens spread through 30 acres of greenspace. The Indigenous Peoples Garden is a gathering place that celebrates Indigenous cultures and their deep philosophical understanding and respect for nature.



### **The Canadian Museum for Human Rights**

Located in the heart of downtown Winnipeg, the Canadian Museum for Human Rights, Canada's first federal museum located outside Ottawa, is housed in an iconic building and will be a national and international destination and a centre of learning where Canadians and people from around the world can engage in discussion and commit to taking action against hate and oppression. Opened in 2014, it enhances the public understanding of human rights, promotes respect for others, and further cements Canada's reputation for championing human rights issues from right here in Winnipeg.



### **True North Square**

An iconic mixed-use development in the heart of Winnipeg's downtown area. True North Square is more than a collection of buildings – it is a living entity ready to accommodate a dynamic Winnipeg community, drawing in and capitalizing on the synergies between working, living, socializing, and gathering all in one central location. It is designed to be a vibrant hub that combines office, retail, residential, and entertainment spaces. The development spans over 1 million square feet and is situated between the Canada Life Centre and the RBC Convention Centre, making it a central part of Winnipeg's sports and entertainment district.

## Sports

Winnipeg's sports teams offer a diverse range of entertainment and have fostered a strong sense of community pride. The Winnipeg Blue Bombers are a storied football team in the Canadian Football League (CFL). The team plays its home games at Princess Auto Stadium and is known for its dedicated fan base and community ownership. The Winnipeg Goldeyes are a minor-league baseball team that plays in the American Association of Professional Baseball. Established in 1994, the Goldeyes have won multiple league championships. They play their home games at Blue Cross Park and are affectionately nicknamed "The Fish". The Winnipeg Sea Bears are a professional basketball team competing in the Canadian Elite Basketball League (CEBL). Founded in 2022, the Sea Bears play their home games at the Canada Life Centre. They have quickly become a beloved part of Winnipeg's sports scene. Lastly, the Winnipeg Jets are a professional ice hockey team in the National Hockey League (NHL). The team was originally established as the Atlanta Thrashers in 1999 and relocated to Winnipeg in 2011, bringing back the Jets name. The Jets play their home games at the Canada Life Centre.



### Blue Cross Park

Blue Cross Park, located at One Portage Avenue East in downtown Winnipeg, Manitoba, is a premier baseball stadium and home to the Winnipeg Goldeyes of the American Association. Opened in June 1999, this state-of-the-art facility has received rave reviews for its excellent amenities and vibrant atmosphere. The park features a seating capacity of 7,481, 30 luxury skysuites, a picnic area, and an open patio overlooking the field from the right field corner. Blue Cross Park is not only a great place to watch baseball but also hosts various functions, concerts, and other sporting events, including the baseball competition at the XIII Pan Am Games.

### Canada Life Centre

Home of the Winnipeg Jets and Winnipeg Sea Bears is Canada Life Centre, an indoor sports arena and entertainment venue in downtown Winnipeg. This facility can host a variety of premier sports, music and entertainment events and is designed to ensure the ultimate fan experience.

### Princess Auto Stadium

Home of the Winnipeg Blue Bombers and the Manitoba Bisons, Princess Auto Stadium is a world-class athletic and recreation venue constructed near the University of Manitoba. The facility includes a new stadium with over 33,000 seats and 40 private suites with additional hospitality areas and a new fitness centre. Valour FC is a Canadian professional soccer club in Winnipeg which competes in the Canadian Premier League and plays their home matches at Princess Auto Stadium.



### James Richardson International Airport

The \$585 million transformation of Winnipeg's airport including the construction of a new terminal, access road, parkade and an additional hotel means Winnipeg's ever-increasing passenger and cargo traffic levels will continue to be managed safely and efficiently. With expanded retail services reflective of Winnipeg, the ability to accommodate more and larger international flights, the opening of a new bus terminal, and the relocation of the Canada Post plant nearby, Winnipeg's airport is literally positioned to become one of the busiest in Canada.

### **The Assiniboine River Walk**

A lighted pathway that lies on the north shore of the Assiniboine River from the Forks to the Legislative Grounds.

### **The Manitoba Centennial Centre**

Home to Canada's Royal Winnipeg Ballet, the Manitoba Opera and the Winnipeg Symphony Orchestra, located in downtown Winnipeg includes the Concert Hall and Planetarium and the Manitoba Museum.

### **Rainbow Stage**

Located at Kildonan Park offers fun, superb, award-winning performances of popular Broadway hits in a covered outdoor setting.

### **The Royal Manitoba Theatre Centre**

Canada's first English-speaking regional theater and a model for regional theatres throughout North America; presents over 250 performances annually for more than 150,000 theatre lovers.

### **Fort Whyte Centre for Environmental Education**

Fort Whyte is a wild oasis offering forests; self-guided trails, an interpretive centre and a freshwater aquarium.

### **Culture and Festivals**

With over 935 parks, 24 golf courses, 50 indoor arenas and curling rinks, 40 galleries, 50 theatres and performance venues, and 20 libraries we believe in community, recreation and fun. We enjoy numerous unique festivals in our community including the Red River Exhibition with Manitoba's largest midway and a wide variety of family entertainment. Folklorama is the largest multicultural event in the world of its kind, held throughout the city for two consecutive weeks during the summer months. The Winnipeg Fringe Theatre Festival is the second-largest fringe festival in North America. The annual Winnipeg Folk Festival is internationally renowned, 40 years old and running strong. The Festival du Voyageur is one of North America's longest-running winter festivals.



These along with numerous others including the Winnipeg International Children's Festival, and the Winnipeg Jazz Festival, which hosts some of the finest Jazz Musicians from around the world and converges at the Winnipeg Art Gallery (Canada's oldest public Art Gallery,) help ensure that our unique contemporary culture grows and thrives.

Our musical roots are strong and deep as well. Since its founding in 1948, the Winnipeg Symphony Orchestra has been a pillar in the Canadian music scene, including the Winnipeg New Music Festival which features international and local artists who delight thousands of attendees each year. The Manitoba Chamber Orchestra has been offering an accessible, eclectic repertoire for over 50 years. The Manitoba Opera has also celebrated over 50 years of "changing people's lives through the glory of" professional opera. With over a century of experience, the Winnipeg Philharmonic Choir is Western Canada's longest-established adult choral group with a well-earned reputation for excellence.

There is no shortage of entertainment options and we have a sophisticated and open cultural scene. Canada's crossroads are easy to get to by land, rail or air; but difficult to leave.



For more information on Winnipeg please visit <https://www.travelmanitoba.com>, [www.winnipeg.ca](http://www.winnipeg.ca), [www.economicdevelopmentwinnipeg.com](http://www.economicdevelopmentwinnipeg.com), [www.winnipegairport.ca](http://www.winnipegairport.ca), and [www.centreventure.com](http://www.centreventure.com).

## About Manitoba

Founded in 1870, Manitoba means "where the spirit lives" in the languages of the Indigenous people who first lived in the region. Commonly referred to as 'Friendly Manitoba', the province's urban and rural communities are diverse and welcoming.

Manitoba is the province at the longitudinal center of Canada. One of the three prairie provinces, it is Canada's fifth-most populous province with a population estimated at 1.2 million people. Manitoba has a widely varied landscape and is home to five distinct ecozones: prairie, boreal plains, boreal shield, taiga shield, and Hudson plains.

Manitoba has a high standard of living, steady economic growth, diversified industry, and high employment. Our central location and excellent air, rail, and roads make Manitoba a gateway to the rest of Canada, North America, and the world. Manitoba's economy has a great reputation for innovation, quality, reliability, and sustainability in the national and global marketplace.

The average summer temperature in Manitoba is +26°C (79°F); the average winter temperature is -12°C (10°F)

Manitoba is fortunate to have an abundance of freshwaters including lakes, rivers, and wetlands making it a popular spot for outdoor enthusiasts. It is home to over 100,000 lakes including Lake Winnipeg, Lake Manitoba, and Lake Winnipegosis and surface water covers approximately 16 percent of the province. Manitoba has more than 90 parks to explore, including two National Parks (Riding Mountain National Park and Wapusk National Park). Some of Manitoba's most popular attractions include:

**Churchill** - Popularly known as the "Polar Bear Capital of the World," lies on the harsh, rocky coast of Hudson Bay. Tours in tundra buggies - giant large-wheeled vehicles with caged windows - allow visitors to have close-up encounters with the bears.

**Grand Beach** - Encompasses a huge stretch of soft sand beach on the shores of Lake Winnipeg. It is considered one of the nicest beaches in Canada.

**Riding Mountain National Park** - This scenic park is a combination of a recreation area and a nature reserve. The deep lakes in Riding Mountain such as Clear Lake, Lake Katherine, and Deep Lake are popular fishing spots and there are numerous walking and cycling trails throughout the park.

**Gimli** - Gimli is a small resort town, approximately an hour's drive north of Winnipeg, on the shores of Lake Winnipeg. In the summer, Gimli comes to life as visitors and cottagers flock to this area to enjoy the beaches. One of the annual highlights is the Icelandic Festival of Manitoba, known as Islendingadagurinn, which takes place over the long weekend in August.



**Whiteshell Provincial Park** - About a 1.5-hour drive east of Winnipeg, Whiteshell Provincial Park is a popular summer destination. The landscape is typical of the Canadian Shield. The resort communities of Falcon Lake and West Hawk Lake to the east of the park are home to beaches and offer opportunities for boating and water sports.



**Lower Fort Garry National Historic Site** – Just outside Selkirk, the Fort Garry National Historic Site is the only stone fort from the fur trading era to survive intact anywhere in North America. Visitors to the fort will be able to view period furniture and household items and visit with costumed employees who act out the roles of the fort's inhabitants.

**Narcisse Snake Dens** – In late April/early May, tens of thousands of garter snakes emerge from their winter dens. Visitors can watch the snakes from observation.

**Pinawa Dam Provincial Park** – Set in a picturesque area of the Canadian Shield, the ruins of the 1906 dam is the central feature of this park.

**Hecla Island** - Part of Hecla-Grindstone Provincial Park, Hecla Island is a popular getaway. There are hiking trails, an 18-hole golf course, a spa, and a resort.



**Canadian Fossil Discovery Centre** – Located in Morden Manitoba, this museum contains Canada's largest collection of marine reptile fossils.

**Mennonite Heritage Village** - Located in Steinbach, the Mennonite Heritage Village recreates Mennonite life from the 16th century to the present day and features changing themes.