

Position Profile

President & Chief Executive Officer

Reports To: Board of Directors

Date: February 2025

Our Vision

A world free of cancer

Our Mission

To reduce and, where possible, eliminate the burden of cancer on the people of Manitoba through exemplary programs of prevention, diagnosis, treatment, rehabilitation, continuing care, research and education.

About CancerCare Manitoba

CancerCare Manitoba (“CCMB”) is the provincially mandated cancer agency and is responsible for setting strategic priorities and long-term planning for cancer and blood disorders. CCMB provides clinical services to both children and adults. The cancer services the organization provides to Manitobans include prevention, early detection, multidisciplinary cancer treatment, supportive and end-of-life care. CCMB is also responsible for radiation protection throughout the province. In addition, the Research Institute at CCMB investigates all aspects of cancer and blood disorders, including research to improve the patient’s experience while at CCMB.

CCMB relies on the ongoing support of Manitoba Health, Seniors and Long-term Care and its close working relationships with regional health authorities to deliver quality cancer services to Manitobans. The financial assistance provided by the donations of Manitobans to the CCMB Foundation is vital to undertaking research and providing quality care to Manitobans.

The organization’s multidisciplinary approach to patient care attracts experts in medicine, radiation, and surgical oncology, hematology, the best and brightest scientists, passionate nursing staff, and other dedicated healthcare professionals.

Our Values

Respect For People

Dignity, fairness, openness, equity, collaboration, co-operation, sensitivity to cultural diversity and identity, compassion, privacy, confidentiality

Integrity

Honesty, objectivity, reliability, responsibility, fidelity, transparency

Stewardship

Prudence, sensitivity to risks, opportunities and sustainability of human and material resources and the natural and built environment, accountability

Excellence

Timeliness, efficiency, effectiveness, relevance, diligence, creativity, initiative

- 5 locations in Winnipeg

- 1 location in Brandon

We ask those individuals with an interest in further exploring this exciting opportunity to contact:

ABOUT THE PRESIDENT & CHIEF EXECUTIVE OFFICER

The President & Chief Executive Officer (CEO) is responsible for driving the strategic direction, operational excellence, and overall success of the organization. This role requires a passionate leader with a deep commitment to improving cancer care and patient outcomes. The CEO will implement the agency's long-term strategic plan, ensuring alignment with the mission and vision of CCMB. They will oversee daily operations to ensure the efficient and effective delivery of cancer care services. Additionally, the CEO will manage the agency's financial health, including budgeting and resource allocation. Building and maintaining strong relationships with key stakeholders, including patients, families, healthcare providers, and community partners, will be essential. The CEO will also drive innovation in cancer care practices and expand the agency's reach and impact. Furthermore, the CEO will oversee the research institute, ensuring that cutting-edge research and clinical trials are integrated into patient care. Finally, they will inspire and lead a diverse team of professionals, fostering a culture of collaboration, excellence, and continuous improvement.

The CEO works closely with members of the executive team to communicate key care standards and goals and to best align physician activities in support of patient services, partnerships, and ancillary services. In collaboration with the executive team, the CEO has overall responsibility for planning, developing, coordinating, and evaluating clinical programs to ensure equitable and culturally responsive, patient- and community-centered high-quality care and improved access to care and improved outcomes in cancer and blood disorders throughout Manitoba.

The CEO will provide leadership to create and sustain a high-performance organization, based on a commitment to high-quality care, the needs of the patient, continuous improvement, and accountability.

KEY LEADERSHIP ACCOUNTABILITIES

ACCOUNTABILITY 1: STRATEGIC AND OPERATIONAL PLANNING

- In collaboration with the Board of Directors, contribute to the development of the practical, comprehensive strategic plan, clearly defining and describing the vision and mandate of CCMB, its strategic directions, and operational priorities for all oncology and hematology programs and services in the province of Manitoba
- Working closely with the executive team, develop and approve organization-wide policies and procedures and ensure integration with standards of best practice
- Establish key performance measures and targets, and a system to collect, analyze and report progress against these measures as well as provide important insights about the delivery of services
- Establish and widely communicate clear, expected operational outcomes reflective of Board policies and the strategic plan and regularly report about progress towards them
- Identify and monitor external and internal trends, events, and issues that may impact the delivery of health services and achievement of service delivery, operational and financial goals and objectives
- Develop a system and processes to identify and mitigate all risks to achievement of goals and standards and ensure compliance with all regulatory requirements

- Diligently work to close the health equity gaps by respecting the diversity of Indigenous Manitoban communities, addressing their unique needs and perspectives and advancing health equity in the planning, design, delivery, and evaluation of services
- Oversee the review of clinical standards for the delivery of health services related to the prevention, diagnosis, and treatment of cancer
- Collaborate with regional and provincial partners to optimize access and improve the quality of care for patients and outcomes in cancer and complex blood disorders
- Advance and support the continued development of a research and academic culture at CCMB, with a strong emphasis on translational research, clinical trials, and the application of research outcomes to clinical practice
- Support and encourage innovations in cancer care
- Ensure compliance with statutory regulations relating to medical practice

ACCOUNTABILITY 2: QUALITY OF PATIENT CARE

- Collaborate with the executive team in the development of standards for professional practice, patient care, and innovative programs designed to facilitate high-quality patient care and operations
- Foster the development of a work environment conducive to the delivery of superior patient care and appropriate staff retention/recruitment
- Responsible for the performance of physicians and clinical staff for adherence to established cancer standards of care, standards of practice, policies, procedures, and protocols
- Ensure strategies are in compliance with patient care protocols, laws, regulations, collective bargaining agreements, and the standards and requirements of the various professional organizations and regulatory agencies
- Provide leadership for continuous multidisciplinary quality improvement, in collaboration with members of the interdisciplinary team

ACCOUNTABILITY 3: FINANCIAL AND ORGANIZATIONAL PERFORMANCE

- Translate the vision, mission, values and strategic directions of CCMB into concrete, specific, understandable and measurable organizational and functional plans, ensuring all employees and service delivery partners understand their roles, responsibilities and how they contribute in the system
- Develop and maintain an efficient and effective organizational structure to deliver health services and programs and ensure accountability of all departments, service partners and staff
- Establish operational goals for each area of responsibility, including budgetary, quality, patient care, and safety, employee engagement, and service excellence goals
- Oversee operational performance of services delivery using indicators, metrics, and targets aligned with system and organizational key performance indicators and measuring the effectiveness of the services and achievement of quality and service targets

- Establish structures, systems and processes to ensure appropriate management and control and continuous improvement of CCMB including effective resource allocation and management
- Establish, implement and ensure compliance with all provincial and organizational policies, standards of practice guidelines, protocols, collective agreements, accreditation, and applicable professional requirements
- Ensure effective and efficient financial management practices provide an accurate, current understanding of drivers of expense, budgets, revenues, and expenditures and focus on long-term financial sustainability, based on strong forecasting practices
- Develop and integrate key medical leadership roles and responsibilities into the clinical operating structure to ensure alignment with clinical standards and best practices
- Recommend financial and human resource allocation for clinical programs and services and facilitate efficient, effective, and fiscally sustainable deployment of resources
- Lead, support and participate in the CCMB Accreditation process
- Leverage and champion information technology as a strategic and operational tool across various disciplines

ACCOUNTABILITY 4: STAKEHOLDER, PARTNER, AND PUBLIC RELATIONS

- Establish and maintain collaborative, ongoing relationships with executives and senior leaders/partners internal and external to the CCMB organization
- Cultivate and manage CCMB's relationships with stakeholders including legislators, public servants, service delivery partners, compliance and accreditation bodies, funders, researchers, vendors, diverse communities of interest, and the public
- Nurture knowledge sharing with CCMB partners and foster continuous improvement in cancer care delivery
- Collaborate with the University of Manitoba and Rady Faculty of Health Science leaders to assess the resources required for undergraduate and postgraduate oncology and hematology medical teaching at the University
- In conjunction with the Board Chair, act as the primary spokesperson for the organization

ACCOUNTABILITY 5: RESEARCH AND INNOVATION

- Build and fully integrate a clinical/ research environment with an operational culture and be able to link and leverage clinic operations and research outcomes
- Support the development of a research and academic culture within the organization, encouraging innovations in cancer care
- Establish successful partnerships with educational and research partners, integrating research into strategic directions for the organization and respective portfolio areas and ensuring educational and research goals are met

ACCOUNTABILITY 6: HUMAN RESOURCES LEADERSHIP AND GOVERNANCE

- Develop an organizational structure based on the vision and strategic direction as well as best practice organizational design principles and lead the implementation of restructuring initiatives
- Provide effective recruitment, selection, development, evaluation, mentoring and coaching of executive management
- Lead the execution of a progressive workforce/talent strategy based on well-defined position requirements and desired competencies, that ensure high-quality staff are recruited and selected, succession is continuously addressed, resources are deployed to meet all operational requirements, performance is enabled and managed and workplace safety is maintained
- Foster a culture of anti-racism, equity, diversity, and inclusion and take initiatives to support the needs of the Indigenous population and Truth and Reconciliation Calls to Action
- Develop and sustain a high-performance, inclusive, safe, adaptable and resilient culture and environment where multiple perspectives are sought out, appropriate risks are encouraged, positive experiences are supported and all employees are committed to excellence in service delivery.
- Within a policy governance model, advise and assist the Board of Directors in the development of policies, strategic goals and objectives, programs, services and new initiatives in response to identified needs as well as provide current information about a changing environmental landscape, including risk analysis and mitigation strategies and ongoing oversight.
- Provide support and advice to the Board in preparation of the mission, vision, values, goals and policies of the organization
- Ensure the progress, interpretation and fulfillment of policies, regulatory compliance, plans and programs established by the Board of Directors for the administration of CCMB's operations
- Ensure formal written documentation including reports, background information and briefing materials are prepared and presented to the Board of Directors as required to support decisions and the development of policy and direction as well as to ensure the Board is appropriately informed of progress
- Implement the by-laws, policies and strategy set by the Board and ensure compliance with all regulations and statutory and regulatory requirements
- As the official link between the Board and the employees of the organization, ensure effective formal communication and the appropriate sharing of information between the Board and the organization's employees
- Ensure a comprehensive monitoring system is established, in consultation with the Board, for regular reporting to the Board to determine and assess performance of key elements of the organization. Such reports shall be inclusive of such key areas as finances, continuous improvement, risk management, patient concerns, health plan implementation status, etc.
- Serve, as an ex-officio, non-voting member of committees as determined by the Board
- Apprise the Board of Directors of regional and provincial information and developments pertinent to the delivery of cancer care services in Manitoba

EDUCATION AND EXPERIENCE REQUIREMENTS

The President & Chief Executive Officer of CCMB holds a pivotal role in leading the organization towards achieving its mission of providing high-quality cancer care. This position requires strong leadership skills, the ability to foster a high-performance environment, and experience in a multidisciplinary and complex healthcare setting. The ideal candidate should be a systems-thinker with broad strategic planning abilities and the vision to address evolving challenges in cancer care delivery. They must be capable of motivating and engaging team members, collaborating with community partners, and making difficult decisions when necessary. Strong financial acumen and planning are critical, given the increasing accountabilities to public sector stakeholders and private donors, alongside finite resources.

The ideal candidate should have extensive senior leadership experience, combined with an advanced degree in business, public administration or medicine. They should have demonstrated leadership experience in a multidisciplinary healthcare environment and the ability to engage and influence a wide range of stakeholders. Experience in the healthcare industry is required, and clinical experience would be an asset. Ideally, the candidate should have 10 years of executive-level experience in large organizations with full responsibility for financial, human resource, and operational performance. A solid understanding of healthcare policy, programming, performance, and funding accountability, as well as experience in an integrated healthcare system, would be beneficial. As the provincial authority, CCMB's expanded responsibilities and accountability necessitate a profound depth of skills and experience that extend beyond the services provided at the many locations. This role demands a comprehensive understanding of the provincial healthcare landscape and the capability to navigate complex regulatory and operational challenges.

The desired CEO embodies a unique blend of qualities essential for leading CCMB. This individual is highly competent, demonstrating exceptional business and financial acumen, and a proven track record of strategic thinking and successful outcomes. They possess a depth of understanding in healthcare policy, programming, and integrated healthcare systems, which allows them to navigate complex challenges effectively. The CEO should have a successful track record of navigating political and multi-stakeholder issues, implementing progressive change management strategies, and using exceptional communication approaches to achieve organizational goals. They should be an influencer and networker with the ability to lead and mentor senior leaders, inspire and engage staff and stakeholders, and support a Board or governing body.

As a collaborator, the CEO excels in engaging and influencing a wide range of stakeholders, both internal and external. They are a skilled communicator, able to articulate the organization's vision and goals clearly and persuasively. Their charisma and ability to inspire teamwork make them a natural champion, motivating and engaging team members to achieve shared objectives. The CEO is also an innovative thinker, constantly seeking new ways to promote transformation and integration within the organization. They possess strong emotional intelligence, enabling them to connect with staff and stakeholders on a personal level, fostering a supportive and inclusive environment. As a listener, they value input from others and make informed decisions based on a consultative management style. Integrity is a cornerstone of their leadership, as they consistently speak the truth and uphold the highest ethical standards. Their ability to mentor and develop senior leaders, combined with their experience in leading strategic change, ensures that CCMB remains at the forefront of cancer care delivery.

COMPETENCY REQUIREMENTS

<p>Integrity</p>	<ul style="list-style-type: none"> Keeps the greater good of Manitobans in mind at all times and advances the health interests of the public in all policies, processes, and practices Makes principle-centered decisions Assumes responsibility, accountability and follows through when making commitments Demonstrates sincerity, honesty, respect, empathy, and adherence to the standards and principles of the health care system Maintains composure and perspective in difficult or volatile situations Able to maintain confidential information and use discretion in all interactions
<p>Visionary Leadership</p>	<ul style="list-style-type: none"> Has broad knowledge and perspectives Establishes a shared vision and common goals and creates the environment where the system can achieve them Adopts a long-term view of strengths, weaknesses, opportunities, and risks in a changing operational environment 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 Promotes cooperation, collaboration, and integration between individuals and groups both within and outside of the organization, ensuring everyone understands each other's roles, responsibilities, and contributions Identifies critical issues that will have an impact on the system Demonstrates a comprehensive understanding of the multifaceted nature of cancer care, encompassing prevention, treatment, and end-of-life care.
<p>Effective Oral, Written and Presentation Skills</p>	<ul style="list-style-type: none"> Defines the principles and framework of effective organizational communication Actively listens to messages being communicated by stakeholders Articulates complex ideas in a clear, understandable way Creates and conducts powerful presentations to small and large groups Develops well-constructed documents and reports Provides sound, credible and thorough information to the executive team, the Board of Directors, Manitoba Health, Seniors and Long-term Care, Shared Health, regional health authorities, and the general public Effectively facilitates meetings and discussions to assist participants in reaching shared decisions and fostering positive relationships
<p>Excellent Judgment</p>	<ul style="list-style-type: none"> Efficiently and effectively perceives and assesses situations Understands when decisions require input and when they do not

	<ul style="list-style-type: none"> Asks the right questions and actively engages individuals across the organization to get the information needed Draws sound conclusions and recommends changes in policies and practices as required Generates options with an analysis of pros and cons as well as identified impacts Identifies the impacts and risks associated with decisions and takes appropriate risks Influences decisions that challenge the status quo and provoke growth and positive development in the system Takes responsibility for difficult decisions Defines decision-making model(s) / principles / criteria for others 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
Political Acumen	<ul style="list-style-type: none"> Understands complex political situations and determines effective strategies to maximize opportunity and minimize risk Understands and respects the role of all parties and how they might work together Gains and effectively uses knowledge of formal and informal political, social and organizational structures and relationships to achieve positive change
Results Orientation	<ul style="list-style-type: none"> Incorporates the needs of all stakeholders and patients when setting standards, strategies, and organizational direction Sets goals and priorities that maximize the use of resources available to consistently deliver results based on strategic direction and stakeholder expectations Driven to meet a high standard of performance Monitors progress towards a goal, anticipates problems, and makes adjustments when necessary
Financial Acumen	<ul style="list-style-type: none"> Understands the financial models of the system and the elements that impact the model and financial performance

We are seeking a visionary and dynamic President & Chief Executive Officer to lead this esteemed cancer care agency.

We ask those individuals with an interest in further exploring this exciting opportunity to contact:

LILLIAN WONG, Director, Executive Search and Recruitment
MNP LLP

Email: lillian.wong@mnp.ca

Indigenous Land Acknowledgement

CancerCare Manitoba provides health services across Manitoba on the traditional land of the Anishinaabeg, Ininiwak, Anishinewak, Dakota-Oyate, and Dene peoples. We acknowledge that Manitoba is also located on the Homeland of the Red River Métis and northern Manitoba includes lands that were and are the ancestral lands of the Inuit.

CancerCare Manitoba acknowledges that colonial practices and policies have impacted the health and well-being of generations of First Nations, Métis and Inuit who continue to experience inequities and obstacles in accessing healthcare, including cancer services along the cancer continuum.

At CancerCare Manitoba, we respect the spirit and intent of the Treaties and Treaty Making and remain committed to working in partnership with First Nations, Métis and Inuit peoples in the spirit of trust, reconciliation and collaboration while also improving cancer control and outcomes for all Manitobans.

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 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 *Íslendingadagurinn*, 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 Park 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.

About Winnipeg

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” - “winipīhk”. The region is the traditional territory of the Anishinabe (Ojibway), Ininev (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 center 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 to 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.



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.



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.

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 running 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, www.economicdevelopmentwinnipeg.com, www.winnipeginlandport.ca, and www.centreventure.com.