

Position Profile

Vice President, Clinical Operations

Reports To: President and Chief Executive Officer

Organization: CancerCare Manitoba

Date: November 2025

ABOUT CANCERCARE MANITOBA

CancerCare Manitoba (CCMB) is the provincial cancer authority responsible for setting strategic priorities and long-term planning for cancer and blood disorders. CCMB provides prevention, early detection, multidisciplinary treatment, and supportive to end-of-life care for both children and adults. The organization also oversees radiation protection across Manitoba. Through the Paul Albrechtsen Research Institute, CCMB conducts research on all aspects of cancer and blood disorders, including studies aimed at improving patient care and experience.

CancerCare Manitoba 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 CancerCare Manitoba Foundation is vital to undertaking research and providing quality care to Manitobans.

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

CCMB operates five sites in Winnipeg, with the main location at 675 McDermot Avenue offering systemic and radiation therapy, patient support services, and housing the Research Institute. In partnership with Prairie Mountain Health, the Western Manitoba Cancer Centre in Brandon provides radiation and systemic therapy, along with patient support services for residents of western Manitoba.

VISION

Leading the way in cancer control

MISSION

Reduce the risk and impact of cancer for all peoples of Manitoba through world class cancer control, research, and education

VALUES

Respect for People

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

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

Five locations in Winnipeg and one location in Brandon | 1100+ team members | \$320 Million operating budget

ROADMAP TO CANCER CONTROL FOR MANITOBA

2025 Strategic Plan Priorities

Comprehensive Care For all

Priorities at a glance:

- Priority 1** Strengthen cancer prevention, expand screening programs and enable early diagnosis
- Priority 2** Delivery high-quality cancer care and state-of-the-art treatment through a coordinated and multidisciplinary approach
- Priority 3** Ensure an exceptional person-centered experience is at the heart of every interaction
- Priority 4** Ensure workforce and system sustainability
- Priority 5** Delivery Culturally responsive cancer care and improve outcomes for First Nation, Metis and Inuit Peoples

ABOUT THE VICE PRESIDENT, CLINICAL OPERATIONS

Reporting to the President and CEO, the Vice President, Clinical Operations is a key member of the executive team, providing strategic and operational leadership for clinical programs and service delivery. The role oversees clinical, administrative, and business functions, working closely with the Vice President, Medical Services and Chief Medical Officer to align physician activities and ensure coordinated, high-quality patient care. Collaboration with the Vice President, System Performance and Chief of Population Oncology is essential to align clinical standards and quality goals.

This position ensures the effective integration of strategy and operations to achieve key performance targets and enhance patient care across the continuum. The incumbent brings extensive leadership experience in complex healthcare environments, a strong record in patient experience improvement, and a demonstrated ability to lead change, develop strategic service lines, and align structures and processes with evolving health system priorities in Manitoba.

The Vice President, Clinical Operations oversees all outpatient clinical services, excluding prevention and cancer screening. This portfolio includes the Systemic Therapy Program and Pharmacy Operations, Provincial Oncology Drug Program, Radiation Oncology Program (Radiation Therapy, Medical Physics, Radiation Protection), Community Oncology and Patient Experience, Outpatient Clinics, Manitoba Blood and Marrow Transplant Program, Patient Relations, Clinical Innovation, and the Central Referral Office.

In this role, the Vice President provides strategic and operational leadership to foster a high-performance, patient-centered organization focused on quality care, continuous improvement, and accountability. The position leads the delivery of cancer services across disciplines, ensuring interprofessional collaboration and integration to advance excellence in cancer care.

This position encompasses senior leadership in clinical operations with an integration of nursing and allied health leadership at the executive level. For an incumbent with executive nursing experience, the role may be structured as a dual designation—Vice President, Clinical Operations and Chief Nursing Officer.

KEY LEADERSHIP ACCOUNTABILITIES

Accountability 1: Strategic Leadership and Planning

- In collaboration with the executive team, develop a practical, comprehensive strategic plan clearly defining and describing the vision and mandate of CCMB, its strategic directions, and operational priorities
- Translate the overarching strategic directions of CCMB to strategies of each portfolio
- Develop and implement a structure and processes to identify needs and support effective, efficient patient care and operations
- Establish practical, integrated strategic, and operational planning processes, aligned with CCMB processes and resulting in clear direction to a geographically disbursed acute, long-term and preventative care system
- Working closely with the executive team, to develop and approve organization-wide policies and procedures and ensure integration with standards of best practice
- Working closely with the Vice President, Medical Services and Chief Medical Officer, develop and integrate key medical leadership roles and responsibilities into the clinical operating structure to ensure alignment with clinical standards and best practices
- Consult with the executive team to identify new strategies and programs
- Based on a rigorous evaluation and prioritization, lead concept development of new initiatives
- Develop and approve portfolio specific policies and procedures
- Establish key performance measures and targets, and a system to collect, analyze and report progress against these measures as well as to provide important insights about the delivery of portfolio services
- Develop and implement a system and processes that will identify and monitor external and internal trends, events, and issues that may impact the delivery of services and achievement of service delivery, operational and financial goals and objectives
- Within the CCMB risk management framework, develop and implement a system and yearly risk assessment processes to identify and mitigate all risks to the achievement of goals and standards and ensure compliance with all regulatory requirements within portfolio areas

Accountability 2: Operational, Financial, Human Resource, And Performance Leadership

- Translate the vision, mission, values, and strategic directions of strategic plans into concrete, specific, understandable, and measurable operational plans
- Establish goals and objectives for continuous quality improvement initiatives consistent with the vision and strategies of CCMB including corporate priorities, expected targets, and outcomes
- Incorporate internal and external patient feedback into quality improvement initiatives
- Establish tactical and operational goals for each area of responsibility, including budgetary, quality, patient care, and safety, employee engagement, and service excellence goals
- Champion a culture of psychological safety, mutual respect, and professional integrity
- Lead transformational change initiatives that support CCMB's vision and values
- Implement evidence-based strategies to enhance staff wellbeing and improve team engagement
- Engage teams in a shared leadership model that promotes empowerment, accountability, and collaboration

- Report on the 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
- Lead responses to high profile incidents involving patient/ client care
- Develop business cases for change to services such as for new or expanded services or the decommissioning of outdated or ineffective services
- Establish, implement and ensure compliance with all provincial and organizational policies, standards of practice guidelines, protocols, collective agreements, accreditation, and applicable professional requirements
- Establish effective and efficient financial management practices that ensure 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 an organizational structure based on your vision and strategic direction as well as best practice organizational design principles and lead the implementation of restructuring initiatives
- Gather, interpret, and disseminate information on organization-wide policies, new programs, and other pertinent information to managers and staff
- Lead the execution of a progressive workforce/talent strategy based on well-defined position requirements and desired competencies, that ensures 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
- Lead the recruitment and selection and performance management of all direct report positions and coach, support, mentor, and problem-solve with direct reports

Accountability 3: Quality Of 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 staff for adherence to established departmental standards of care, standards of practice, policies, procedures, and protocols
- Develop and implement strategies for ensuring compliance with patient care protocols, laws, regulations, collective bargaining agreements, and the standards and requirements of the various professional organizations and regulatory agencies
- Provides leadership for and participates in the development of continuous multidisciplinary quality improvement for assigned areas, in collaboration with members of the interdisciplinary team.

Accountability 4: Stakeholder, Partner, And Public Relation

- Establish and maintain collaborative, ongoing relationships with executives and senior leaders/partners internal and external to the CCMB organization
- Strengthen CCMB's relationships with stakeholders including legislators, public servants, service delivery partners, compliance and accreditation bodies, funders, vendors, diverse communities of interest, and the public

- 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
- Represent CCMB in the community

Accountability 5: Health Equity, Diversity, And Inclusion

- Provide strategic leadership in embedding principles of equity, diversity, inclusion, and anti-racism in all aspects of service delivery, workforce development, and CCMB's culture
- Ensure programs and policies are person-centered, culturally safe, trauma-informed, and responsive to the needs of Indigenous Peoples and underserved patient populations
- Support and promote a diverse and inclusive leadership team, ensuring representation and voice at all levels of decision-making
- Support inclusive and participatory engagement process that ensure the voices of patients and caregivers and communities inform planning, decision-making, and quality improvement efforts.
- Collaborate with Indigenous partners in the co-creation of services and strategies that reflect the principles of Truth and Reconciliation Calls to Action, UN declaration on the rights of indigenous peoples, and Indigenous self-determination

Accountability 6: Digital Health And Innovation

- In close collaboration with the Vice President of Corporate Services and Chief Financial Officer, promote the integration of digital health innovations, to improve patient experience, patient outcomes, and system efficiencies
- Foster a culture of innovation in partnership with key enablers (Information Systems, System Performance, etc.) and the clinical operations team
- Promote person-centered innovations such as MyCare App, digital education tools, and digital navigation supports that enhance patient engagement, health literacy, and self-management.

Accountability 7: Interprofessional Leadership And Cancer Services Integration

- Serve as the leader for the integrated delivery of cancer services across disciplines, fostering alignment, and collaboration between nursing, medical, allied health, psychosocial, and support services teams
- Promote interprofessional clinical structures that support shared accountability
- Develop and implement system-wide strategies to ensure quality cancer services are delivered across Manitoba
- Represent CCMB in provincial and national forums to influence system-wide cancer care strategies
- Champion the integration of clinical care and research across disciplines to drive evidence-informed practice and continuous improvement in patient outcomes.
- Cultivate a culture of inquiry and learning, where members of the interprofessional team are encouraged and supported to engage in research, knowledge translation, and other scholarly activities relevant to cancer prevention, treatment, survivorship, and system improvement.
- Facilitate opportunities for frontline clinicians and leaders to participate in or lead research initiatives, including quality improvement, clinical trials, health services research, and implementation science

EDUCATION AND EXPERIENCE REQUIREMENTS

The Vice President, Clinical Operations is an evolving leadership role that requires strong strategic and operational skills to foster a high-performance environment. The ideal candidate will bring broad theoretical knowledge and practical experience in models of healthcare professional practice, contemporary trends and standards in nursing, management of personnel and fiscal resources in patient care settings, and program development, implementation, and evaluation..

- Masters degree in health care administration, nursing, business administration, public health, or a related area
- Minimum of 10 years progressive health leadership experience in complex, unionized environment, within an academic health setting, primarily in a senior leadership role.
- Experience managing and monitoring the corporate performance of a clinical program against strategic priorities and financial targets
- Knowledge of and extensive experience in health systems, models of care, patient flow
- Comprehensive knowledge of standards of care, professional standards, best practices, evidence-informed decision making, legislative requirements, risk management, and quality improvement.
- Proven experience working with senior executives, internal and external stakeholders,
- Long-range program planning that involves complex decision-making tasks and quality improvement/risk management
- Demonstrated leadership, success, and adaptability
- Demonstrated ability to execute on operational deliverables to include development of goals and provide ongoing updates of improvement
- Demonstrated ability to solve operational problems that directly impact patient satisfaction
- Ability to manage multiple operational teams for the delivery of clinical programs
- Lead and develop people, fostering teamwork
- Ability to understand and monitor complex budgets for multiple departments
- Expert interpersonal and communication skills
- Demonstrated experience in building and leading high performance, cross-functional and interdisciplinary teams and leading strategic change

Preferred

- Recent experience with program management in a health organization
- Active registration in good standing with a regulated professional body
- Membership in a related professional association

Asset

- Experience and knowledge of cancer specialty services

Deadline for Applications: December 1, 2025

Submit to Lillian Wong at Lillian.Wong@mnp.ca

COMPETENCY REQUIREMENTS

INTEGRITY	<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
VISIONARY LEADERSHIP	<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
EFFECTIVE ORAL, WRITTEN AND PRESENTATION SKILLS	<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, Shared Health Manitoba, and the general public • Effectively facilitates meetings and discussions to assist participants in reaching shared decisions and fostering positive relationships

EXCELLENT JUDGMENT	<ul style="list-style-type: none"> • Efficiently and effectively perceives and assesses situations • Understands when decisions require input and when they do not • 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
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 adjusts when necessary • Respects and champions established policies, procedures, and processes while continuously identify opportunities to streamline and improve workflows, ensuring consistency, compliance, and excellence across the clinical operations portfolio and the organization
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 • Exhibits strong administrative and financial discipline by effectively managing and optimizing limited resources, ensuring operational efficiency while balancing the evolving needs of Manitobans with cancer and blood disorder

Indigenous Land Acknowledgement

CancerCare Manitoba provides health services across Manitoba on the traditional land of the Anishinaabeg, Ininiwak, Anishininewak, 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 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 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" - "winipihk". The region is the traditional territory of the Anishinabe (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 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.