



**MACKENZIE
RECREATION
ASSOCIATION**

STRATEGIC FRAMEWORK

2025-2030



2023 AGM in Zhatié Kúé / Fort Providence

www.mranwt.ca



Paul Stipdonk Soccer Tournament 2025

BACKGROUND

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

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

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

MISSION

The mission of the MRA is to foster active, healthy lifestyles across the supported Mackenzie Region by connecting communities, strengthening local recreation and leadership, and helping programs access the resources they need to thrive.



Lawrie Hobart Volleyball Tournament 2025

VISION

A healthy, active Region where communities lead with cultural respect, reconciliation, and inclusive opportunities for everyone.



LKFN Drummers at the 2024 AGM

VALUES

Accessibility and Inclusion

We welcome everyone to take part in what we do. By listening, learning, and removing barriers, we make sure everyone feels included and treated fairly.

Culture and Language

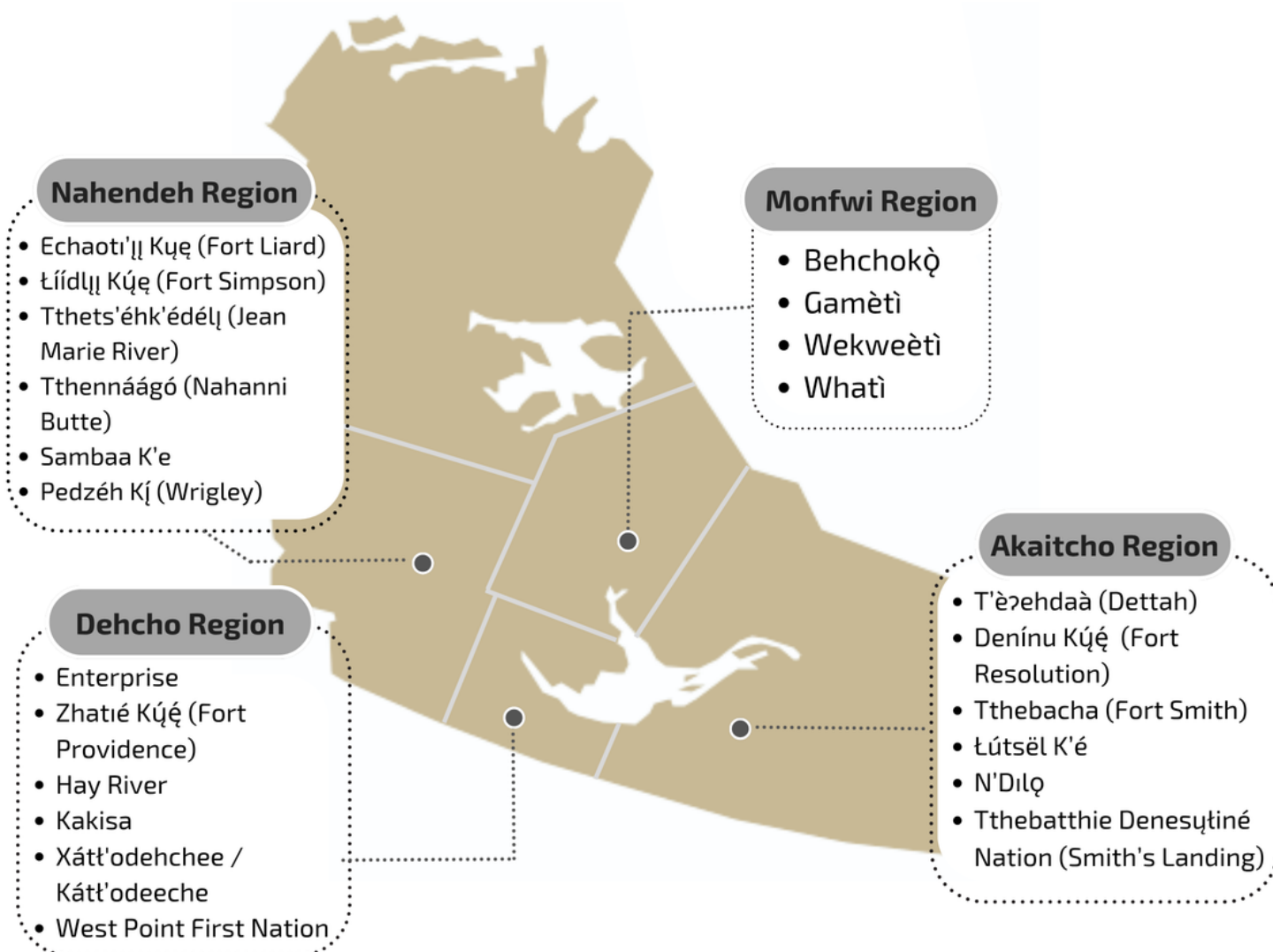
We honour the history, languages, and ways of life of the peoples and communities of Mackenzie Region. We ensure our activities, policies, and celebrations uphold community identities and stories with respect and understanding.

Transparency

We communicate openly and honestly with our board, staff, members, partners, funders, and communities. We are transparent about our decisions, finances, and performance, and we welcome feedback as we learn and adapt together.

THE MRA REGION

The MRA represents 20 of the 33 communities and over 13,500 community members in the Northwest Territories. The communities, which cover the Monfwi Region, Akaitcho Region, Dehcho Region, and Nahendeh Region, are:



MEMBERSHIP & BENEFITS



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

“Without MRA funding support we would be unable to participate n.”



PROGRAMS & SERVICES

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

- Active for Life Opportunities
- Physical Literacy Development
- Leadership & Professional Development
- Sport & Recreation Event Funding
- Travel Assistance Funding
- Water Safety & Education
- Signature Events:
 1. Paul Stipdonk Soccer Tournament
 2. Wolfpack Basketball Tournament
 3. Connie Loutit Soccer Tournament
 4. SMASH IT! Volleyball Tournament
 5. Mackenzie Youth Summer Games (MYSG)
 6. Mackenzie Youth Dene Games (MYDG)
 7. Making Waves Swim Event
 8. Lawrie Hobart Volleyball Tournament
 9. Scott McAdam Badminton Tournament

ORGANIZATIONAL REVIEW



SMASH IT! Volleyball Tournament 2025

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

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

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

STRENGTHS

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



Recreation Leader Training Camp 2024

OPPORTUNITIES

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

MEET THE TEAM- 2025/2026

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



President
Erin Porter

“As a kid growing up in the north, I benefited from the MRA and its members' hard work. As an adult, I appreciate it and THANK YOU!”



Monfwi Director
Samantha Migwi



Akaitcho Director
Emily Prescott



Dehcho Director
Ivan Landry



Nahendeh Director
Kali Norn



Director at Large
Holly Fantasque



Director at Large
Scott Clouthier

NWT ALF SECTOR

ACTIVE LIVING FRAMEWORK

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

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

NWT ALF SECTOR PARTNERS

Active, living framework

PROGRAMS & SERVICES:

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

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

www.isc Northwest.ca



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

FUNDING: recreation initiatives & professional development

www.mranwt.ca | 867-686-5377 | ed@mranwt.ca

PROGRAMS & SERVICES:

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

FUNDING: Get Active grants

www.nwtrpa.org



PROGRAMS & SERVICES: NWT Sport Hall of Fame, annual awards, coaching, physical literacy, Team NT, [TSO](#) assistance

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

www.sportnorth.com

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

Contact MRA for more information: www.mranwt.ca | 867-686-5377 | ed@mranwt.ca

THEMES & GOALS & ACTIONS

Based on the Active Living Framework

1

Prioritize
Indigenous
Cultures and
Practices

1.2 Adopt measures to implement the TRC Calls to Action to advance reconciliation.

1.3 Honour and continually strive towards decolonization and reconciliation approaches throughout the active living sector.

- Implement the MRA's Decolonization and Reconciliation Strategy.



2

Build sector
capacity

2.3 Support an effective and efficient active living sector by increasing coordination and collaboration among partners.

2.4 Develop a culture of monitoring and evaluation that allows all partners to easily monitor progress and implement improvement.

- Building capacity within the MRA regions
- ALF development and implementation,
- Rely on partner instructors
- Funding results in reporting



3

Celebrate and
support local
champions

3.1 Support and develop active living volunteers in all communities of the NWT.

3.3 Recognize and celebrate the efforts of individuals, organizations, businesses, and communities who volunteer and/or contribute to the active living sector.

- Rec Leader Training Camp (RLTC)
- Rec Leader Spotlight



4

Improve access to,
and increase
opportunities
for, participation in
recreation, sport, and
physical activity

4.1 Lead and support efforts to ensure that all aspects of NWT active living opportunities are safe and free of abuse, harassment, or discrimination.

4.2 Increase the levels of participation by NWT residents in active living throughout the life course.

4.3 Ensure that there are active living programs which are accessible for all NWT residents, including but not limited to youth, seniors and Elders, women and girls, individuals experiencing a disability, and 2SLGBTQIA+ people.

- Safe Sport Policies, Safe Sport Training
- Support promotion of other events
- E-newsletter
- Family and individual grants
- Nine signature events



THEMES & GOALS & ACTIONS

6

Invest in active living with sustainable, flexible funding

6.1 Support program delivery with transparent, accountable, flexible and user-friendly funding and reporting processes

6.2 Support communities to develop and deliver programs that reflect and respond to their unique needs and interests.



- Annual Report,
- Online application and reporting,
- Hosting guide,
- Recreation Initiatives Grant
- Aquatics and water safety promotion and events
- Summer camps (as requested),
- PD development grant,
- Recreation initiatives grant

ROAD BLOCKS

The roadblocks identified by the MRA team include: increasing expectations, turnover of community leaders, burnout of volunteers, lack of new volunteers, funding less available in the current economy, government priorities not aligning/supporting MRA, understanding the interests of youth today, and addictions.



HAVE ANY QUESTIONS?

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