



THE MANITOBA  
BAR ASSOCIATION  
A Branch of the  
Canadian Bar Association

Manitoba Bar Association  
**Strategic Plan**  
**2025-2029**



# ***“Empowering Legal Excellence: Your voice, amplified”***

## **Who are we?**

The Manitoba Bar Association (MBA) is dedicated to enhancing the professional and commercial interests of our diverse membership and to protecting the independence of the judiciary and the Bar. This strategic plan outlines our vision, strategic directions, and key initiatives for the next five years. It is crafted through collaborative efforts and reflects our commitment to accessibility, diversity, wellness, advocacy, and professional excellence.

## **Forward vision: the MBA in 2029**

By 2029, the Manitoba Bar Association (MBA) will continue to be a trusted advocate and ally for the legal profession, dedicated to upholding the rule of law. Our members will thrive personally and professionally, supported by a passionate team of staff and volunteers who continually exceed expectations, creating a vibrant community focused on excellence, inclusion and advocacy.

- Professional Excellence*
- Accessibility, Representation and Member Support*
- Wellness and Support*
- Effective Advocacy*

# Strategic Context and Member Insights

## How We Got Here

In developing the Strategic Plan for 2025-2029, the MBA undertook a comprehensive engagement process to ensure that the strategies and initiatives reflect the real needs and aspirations of our members. This process included:

- **Key Stakeholder Interviews:** Six key stakeholders, representing various facets of the legal profession in Manitoba, were interviewed. These interviews provided in-depth insights into the challenges and opportunities facing the legal community, particularly in areas such as professional development, equity, wellness, and advocacy.
- **Member Survey:** A survey was distributed to all members, receiving 160 responses. The survey was designed to gather broad-based feedback on member priorities, satisfaction levels with current MBA services, and ideas for future improvements.

## What We Learned

The data collected through this engagement revealed several key themes that have directly informed our strategic priorities:

1. **Need for Enhanced Professional Development:** Members expressed a strong desire for more innovative Continuing Professional Development (CPD) opportunities, particularly those that leverage emerging technologies and are available to those in rural or remote areas.
2. **Focus on Equity and Inclusion:** There is a clear demand for the MBA to continue and expand its efforts in promoting equity, accessibility, and inclusion. Members highlighted the importance of creating an environment that is welcoming and supportive for all, with particular attention to underrepresented groups.
3. **Prioritization of Member Wellness:** The well-being of members is a critical concern, with many calling for more resources and support to promote work-life balance, mental health, and resilience within the profession.
4. **Strengthening Advocacy:** Members emphasized the need for strong advocacy efforts, not only in terms of influencing legislative changes and supporting the judiciary but also in enhancing the public's understanding and appreciation of the legal profession's role in society.

## Methodology

The MBA Council and Staff convened in a collaborative session to develop a transformational strategy through the Technology of Participation (ToP) process. This method allowed us to effectively integrate the rich insights from stakeholder feedback and the collective experiences of our members into the strategic elements of the 5-year plan. The process was designed to ensure that our strategic direction is rooted in the real-world challenges and opportunities identified by our community, while also considering broader trends and priorities within the legal profession.

# Strategic Priorities

## Advancing Professional Excellence

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We will provide innovative professional development opportunities to help our members excel in their careers.



## Enhancing Equity and Accessibility

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We commit to making our programs accessible and inclusive to all members, ensuring no one is left behind.



## Fostering Member Wellness

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The well-being of our members is a top priority, and we will provide the necessary support and resources to promote a healthy work-life balance.



## Strengthening Effective Advocacy

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We will strengthen our advocacy efforts to support the legal profession and ensure justice and equality for all.




A photograph of three diverse business professionals in suits, smiling and celebrating with their fists raised in the air. The background is bright and slightly blurred, suggesting an office or conference setting.

# Advancing Professional Excellence

*We will provide innovative professional development opportunities, leveraging emerging technologies and organizing events across Manitoba to enhance our members' skills, knowledge, and career advancement.*

- **Innovative Continuing Professional Development (CPD) Opportunities:** Offer innovative learning opportunities, including the use of emerging technologies, to enhance members' practice.
- **Continuing Professional Development (CPD):** Continue to prioritize equal opportunities and access to CPD for all members throughout the geographical region, with a focus on virtual and hybrid formats.
- **In-Person Networking:** Commit to getting involved with and building stronger relationships/partnerships with regional bar associations.



# Enhancing Equity and Accessibility

*We are dedicated to fostering an inclusive environment that reflects the diversity of our Manitoba community.*

- **Internal Policies:** Enhance and expand equity accessibility, and inclusion within the MBA.
- **Annual Feedback Mechanisms:** Conduct annual “town halls” or surveys to gather member feedback and adapt services accordingly.
- **Equity Advancement:** Focus on advancing equity through all programs and services offered by the MBA.

# Fostering Member Wellness



*Recognizing wellness as a critical workplace issue, we will promote holistic well-being through targeted support programs, mentorship, and inclusive social events, ensuring a healthier, more resilient legal community.*

- **Wellness as a Priority:** Advocate for well-being initiatives and promote well-being for members through educational programs and services.
- **Resiliency Support:** Offer targeted support for articling students and new lawyers, as well as mentorship programs at all levels to build resilience and well-being.
- **Networking Events:** Host casual networking events that are welcoming to all members, as well as volunteer and leadership opportunities, to foster positive social interactions.





# Strengthening Effective Advocacy

*Through strategic marketing, educational initiatives, and robust advocacy for legal aid and judicial reforms, we will enhance public awareness of the legal profession's contributions and strengthen support for justice and equality.*

- **Public Relations Campaigns:** Launch marketing campaigns to promote public understanding of the positive contributions of lawyers to society, and how the legal profession and justice system work.
- **Educational Initiatives:** Partner with Robson Hall and high schools to advocate for enhanced civics education, strengthening our advocacy efforts.
- **Access to Justice through Advocacy:** Advocate for improved funding of the justice system, and legislative reforms that support the legal profession and access to justice. Monitor and respond to legislative and regulatory updates.
- **Advocacy Leadership:** Develop tools and resources for Section advocacy engagement.

## Conclusion

The Manitoba Bar Association's (MBA) Strategic Plan for 2025-2029 is a forward-looking blueprint designed to amplify our legal community by prioritizing professional excellence, wellness, and advocacy.

Developed through a collaborative process that engaged a broad spectrum of voices from within the legal community, this plan emphasizes key areas critical to the MBA's mission: advancing professional excellence, fostering inclusivity, prioritizing member wellness, and amplifying advocacy efforts. By focusing on these strategic priorities, the MBA is committed to creating a dynamic, supportive, and equitable environment that empowers its members to excel both personally and professionally while upholding the core values of the legal profession.



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