



Strategic Plan 2025-2028

Vision

A future where Manitobans receive quality care delivered by qualified, regulated practitioners.

Mandate

The College of Physiotherapists of Manitoba is mandated by The Physiotherapists Act to serve and protect the public interest. We assure public safety and confidence by fostering excellence, accountability, and ethical care through effective regulation, education, and collaboration.

Our work is guided by the following principles and values:

Integrity: We strive for excellence. We are consistent, fair, trustworthy, evidence informed, and inclusive.

Accountability: We take responsibility for our decisions and actions. We set and uphold clear expectations for our registrants.

Respect: We foster a culture of trust, mutual respect, and professionalism.

Transparency: We provide timely and clear communication. We are open, honest, and responsive in fulfillment of our regulatory and operational responsibilities.

Collaboration: We value input, and we seek opportunities to collaborate with others.

At its core, the plan is anchored by four strategic goals:

Culture and Connections

Build and maintain a culture that supports regulatory and operational responsibilities.

- Build and maintain trust and credibility with the public
- Enhance registrant engagement with the College
- Cultivate relationships with external partners
- Develop and implement a multi-tiered communications plan

Regulatory Excellence and Innovation

Develop and implement modern regulatory practices

- Influence and implement new legislation
- Implement a process of review and continuous quality improvement for regulatory processes
- Increase data available for evidence informed decision

Operational Efficiency

Ensure efficient and effective operations

- Ensure organizational sustainability
- Recruit and retain qualified staff
- Ensure staff and Council have the resources to do their best work
- Strengthen governance practices

Equity, Inclusion, and Reconciliation/Advancing Reconciliation, Equity, and Inclusion

Promote meaningful progress through respect, fairness, and cultural understanding.

- Embed the principles of the TRC and EDI into the College's regulatory mandate, culture, and partnerships to foster a more inclusive and culturally safe profession.
- Strengthen Indigenous and EDI data collection
- Review and Adapt regulatory practices
- Build internal capacity and accountability
- Embed trauma-informed principles across internal and external programming to foster safe, responsive environments for staff, the public and profession