

Manitoba Liquor & Lotteries

# Strategic Plan 2023-2026

# LAND ACKNOWLEDGEMENT

Manitoba Liquor & Lotteries benefits from being on the original territories of the Anishinaabe, Cree, Oji-Cree, Dakota, Lakota, and Dene peoples, lands now known as Treaties One through Five – and the homeland of the Red River Métis.

We commit to respecting the treaties made on these territories while acknowledging the harms of the past and moving forward in partnership with Indigenous communities and a spirit of reconciliation.

While we acknowledge that territorial acknowledgements are only one step in cultivating greater respect for and inclusion of Indigenous Peoples, these words will accompany actions invested in building a future and community better for all.



*Photo by Buddy Prince, a member of Brokenhead Ojibway Nation.*



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# MESSAGE FROM THE PRESIDENT AND CEO

On behalf of the Executive Team, I am pleased to present Manitoba Liquor & Lotteries' 2023-2026 Strategic Plan. This strategic plan gives us a roadmap that brings focus and clarity to our work and, ultimately, ensures that we reach the targets we have set.

As an organization, we will continue to meet the evolving needs of our province and ensure that our products and services are provided in a socially responsible manner. If we look to the best companies in the world, a common attribute they share is an organizational purpose that resonates with every employee. For Manitoba Liquor & Lotteries, that purpose is to Enrich the Lives of Manitobans, and you will find this at the heart of our strategic plan. When we succeed, Manitoba succeeds.

The Strategic Plan is part of Manitoba Liquor & Lotteries' strategic framework which helps us:

- **Communicate a shared purpose**
- **Provide context for our strategic direction**
- **Outline our approach to achieving our goals**
- **Ensure clear alignment with our purpose**
- **Align with Government priorities**

We have some exciting work ahead of us. The achievement of our goals will require our collective efforts. Together we will make it happen.

***Gerry Sul***

# OUR APPROACH TO STRATEGIC PLANNING

The Strategic Plan identifies Manitoba Liquor & Lotteries' strategic areas of focus for 2023-2026, and acts as a roadmap for work planning and priority setting for our employees. In short, it helps us focus our energy and resources to ensure we are all working towards common goals.



# WHO WE ARE

Manitoba Liquor & Lotteries is a Crown corporation of the province of Manitoba.

Rooted in a culture of corporate responsibility, we distribute and sell liquor, provide gaming and entertainment experiences in Manitoba, and source and distribute non-medical cannabis to private retailers in the province.

Our core mandate is to provide revenue to the Province of Manitoba and support provincial programs and initiatives in areas such as health care, education, social services, housing and infrastructure.

We employ almost 3,000 people in Liquor Marts, Casinos of Winnipeg, the Shark Club Gaming Centre, our distribution centre, multi-use warehouses and corporate offices in Winnipeg, Brandon and Morris.

## What We Value



### CARING

#### *Everyone Matters:*

We care about each other, our communities and the environment by being genuine, responsible and considerate.



### COMMITTED

#### *Keep Promises:*

We take pride and ownership in making and meeting our commitments.



### COLLABORATIVE

#### *Better Together:*

We work together in an open, respectful way to produce and deliver outstanding results.



### CREATIVE

#### *Courage to Explore:*

We foster an environment of idea sharing, continuous learning and improvement, and push beyond what we have today to what is possible tomorrow.



### CUSTOMER FOCUSED

#### *Great Experiences:*

We listen to our internal and external customers so we can anticipate, understand and respond to their needs.

## Our Purpose

A purpose is at the heart of every great company. It is why we are here. It remains consistent as our business changes. Our purpose is meant to engage and inspire employees, generate customer loyalty, and help chart a course towards sustainable and meaningful growth.

### To Enrich the Lives of Manitobans by:



Meeting the needs of the Government by making the greatest possible contribution to the economic and social well-being of the Province of Manitoba



Anticipating the needs of customers



Enabling our employees



Engaging private sector partners and suppliers in sound business practices and mutually beneficial relationships



Supporting local communities in a way that matters to Manitobans

# 2023-2026 STRATEGY

## Goals

1. **Provide a positive impact to Manitoba**
2. **Be a great place to work**
3. **Enhance customer and partner experience**
4. **Continually improve our operations**

## Organizational Priorities and Measures

To support achievement of these goals, we have set organizational priorities for each goal to guide the organization in planning initiatives and activities. Performance measures have been identified to measure progress and success of each of these priorities.





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**LIQUOR  
& LOTTERIES**

