

BEAUSEJOUR BROKENHEAD
VitalSigns®

Community Well-being Report 2025



Your Community
Your Voice
Our Future



Brokenhead River
Community Foundation
Growing our Community. Together. Forever!



Brokenhead River Community Foundation

Growing our Community. Together. Forever!

Message from the Vital Signs Committee

The Vital Signs report for the Beausejour Brokenhead community has been an effort of many individuals that we cannot thank enough. From the support of the Brokenhead River Community Foundation, Endow Manitoba and Gray Matter Insights to the many people from all corners of our community, we thank you for your efforts that result in assembling of this publication.

Most importantly, to all who took the time to complete the survey, we thank you. Our community once again demonstrated its vitality and involvement through the overwhelming number of survey responses. It was wonderful to have such a large response and we are so grateful for your time to do the survey - thank you!

This Vital Signs report is intended to gather our community together to understand where we are today and to build a better tomorrow. Within these pages you will find information that gives insights and perspectives into the fabric of your community. It is the intent of this report to give Beausejour Brokenhead an assessment of today, and more importantly, stimulate and inspire working towards the better future we all seek.

Feel free to use this report as a guide for insight, assessment or planning that you or your organization does to make our community better. We hope that it can be a valuable tool to building the better future that awaits our community.

Message from the Brokenhead River Community Foundation

Since 1998, the Brokenhead River Community Foundation (BRCF) has been a source of support for the community. The BRCF has helped support countless community groups and individuals for more than 26 years.

The ability to help our community through the return of financial support has continually grown through the generosity of donations from community members. With more than \$2 million in invested assets to date, the BRCF continues to grow and with this growth our community benefits through the return of financial support through its many

grants, scholarships and bursaries. Every donation received is invested with interest accrued from these donations returned back to the community through grants, bursaries and scholarships.

As BRCF embarks on the publication of this Vital Signs report, we do so in the hopes and dreams of building an even more vibrant and dynamic community in Beausejour Brokenhead. It is our intention that this report be used to the benefit and growth of our wonderful community and to create an even better today and brighter tomorrow.

Message from Endow Manitoba

Endow Manitoba, a program of The Winnipeg Foundation, was established in 2018 to “advance the sustainability, growth, and impact of Manitoba’s community foundation network.” As Canada’s most generous province, Manitoba exemplifies the spirit of giving, with the work of community foundations serving as a testament to this generosity.

Community foundations hold a special place within their communities. They represent a “meeting space” between smart and caring donors and the organizations undertaking critical community work, creating lasting impact that enhances community well-being now and into the future. These foundations embody the heart and soul of their communities, reflecting the shared values and aspirations of the people they serve.

The Brokenhead River Community Foundation’s efforts are not just strengthening the fabric of their community but also setting an inspiring example for others across our province and across our nation. Together, community foundations are building a brighter future for Manitoba.

Land Acknowledgement

The Brokenhead River Community Foundation is grateful to live, learn and play on this land recognized as the ancestral and traditional lands of the Saulteaux (Ojibway), Ininwok (Cree), Anishininew Okimawin (Oji-Cree), Sioux (Dakota) and Dene peoples, as well as, the national homeland of the Red River Métis People, currently known as the Province of Manitoba and includes Treaties 1 through 5. The Foundation offers heartfelt appreciation to the land stewarded for water on Treaty 1 Territory.

Brokenhead River Community Foundation's Board and Vital Signs Team



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What is VitalSigns?

Vital Signs is a community check-up conducted by community foundations across Canada that measures the vitality of our communities and identifies significant trends in a range of areas critical to quality of life. Vital Signs is coordinated nationally by Community Foundations of Canada. The Vital Signs trademark is used with permission from Community Foundations of Canada.

The Brokenhead River Community Foundation's 2025 Vital Signs initiative measures the vitality of the community, identifies challenges and opportunities, and supports action on issues that are critical to the community's well-being. The report draws on a comprehensive well-being framework and community engagement to reflect what matters in the community.

Using the evidence-based approach of this report, all community leaders and stakeholders can better understand the challenges in the community and collaborate on the opportunities. For the Brokenhead River Community Foundation, the report helps inform our governance, guides our responsive grant-making and fosters collaborative partnerships. The goal of the report is to empower decision-makers, policy-makers and residents alike to take action, aiming to improve the quality of life for all in the region.



**COMMUNITY
FOUNDATIONS
OF CANADA**
all for community

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How to Read the Report

This Vital Signs report highlights important data and insights to help understand our community's strengths and areas for growth. Here's a guide to navigating the content.

Domain

A domain is an area or category of community life that contributes to the overall well-being of the community. While there are multiple domains, they are all overlapping and interlinked, creating a robust picture of well-being.

Key Indicators

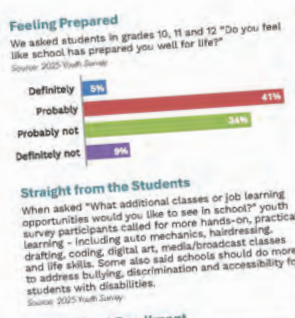
These are marked with a key icon and are crucial to calculating the overall grade for each domain. They provide essential insights into the most important aspects of each well-being domain.

Grade

Each domain is assigned a letter grade based on the score of key indicators compared to benchmarks (80%), combined with community survey scores (20%).

Community Perspective

Survey responses are ranked using average positive response levels, from high (very satisfied or strongly agree) to low (very dissatisfied or strongly disagree). High-scoring areas reflect aspects that residents take pride in, while low-scoring areas highlight opportunities for improvement.



Survey Results

We asked community members how satisfied they were with the following:

The quality of education provided in our schools	48%	31%
The support and resources available for students with learning disabilities or other special educational needs	37%	35%
How our schools prepare graduates for post-secondary education or the workforce	26%	42%
Personal interest opportunities (e.g., art classes, hobby groups or personal development courses)	22%	33%
Post-secondary education opportunities (e.g., colleges, universities, trades programs)	21%	41%
Skill development and vocational training programs	16%	51%
Flexible or part-time learning options for adults	16%	38%
Computer, internet and technology training	15%	42%
The affordability of child-care services in our community	15%	42%
The availability of child-care services in our community	9%	51%

Opportunities for Action

Some residents spoke with pride about the educational supports available, and a few said they chose to live in the area because of the strong programs. Several noted that the high school offers good resources and staff support.

At the same time, there was concern about the focus on sports that resources are stretched thin, and today's classrooms are increasingly complex. Parents described feeling disconnected from schools, while young adults said it can be hard to know how to earn in the right classes or on-site university programs. Some also felt the skills being taught don't always reflect the realities of today's work.

The rising cost of post-secondary education was a major concern. Many voiced a desire for more training opportunities closer to home—from university prep opportunities to trades and adult and early childhood education to trades and adult learning. There's strong interest in local programs that help people gain job-ready skills without leaving the region. COVID-19 disrupted programming, especially in arts and recreation, but there's hope to rebuild.

High School Graduation Rates

In 2023, the six-year high school graduation rate for the Sunrise School Division (Sunrise SD) was **94.8%**, meaning that nearly **95%** of students who started grade nine in 2017 graduated in a public or funded independent school in Manitoba by 2023, slightly above the provincial average of **89%**, and an improvement over the 2018 rate of **87%**.

This rate highlights the division's effectiveness in supporting students to complete their high school education, which is key to increasing future educational and employment opportunities.
Source: Manitoba Education and Early Childhood Learning

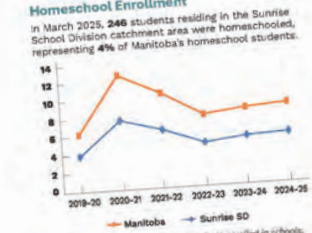


Pupil-to-Educator Ratios

In 2023, the pupil-to-educator ratio for Sunrise School Division was **13.2**, up from **11.8** in 2018 and still slightly higher than the Manitoba average of **13.1** in 2023.

This ratio includes all staff contributing to students' education, such as classroom teachers and school-based administrative staff (e.g., department heads, principals), offering a broader view of educational support.

This ratio does not represent average classroom size. A lower ratio generally means more educational support per student, which can enhance student engagement and learning outcomes.
Source: Manitoba Education and Early Childhood Learning



This chart shows that for every 100 students enrolled in schools, there are 23 homeschooled students in the area. (Note: 2024-25 figures are as of March 31, 2025. Manitoba numbers include public school divisions and First Nations schools under educational agreements.)
Source: Sunrise School Division, Manitoba Education and Early Childhood Learning



Post-Secondary Education Rates

Post-secondary education provides people with greater mobility and access to higher-paying employment opportunities, making this an important area for community development.
Source: Statistics Canada

"Paying gas is cheaper than paying rent in the city - that's how some manage university or college."

"Schools are expected to do everything these days - teach the curriculum, provide meals, act as mental health supports and even take over aspects of parenting. It's unrealistic."

Practical Nursing Program

The January 2025 cohort of Assiniboine College's rural rotating Practical Nursing Program has **25** students enrolled, saving students who live in the community travel cost and time. Launched in 1999, this is the first local cohort since 2003.
Source: Assiniboine College

Quotes

Throughout the report, you will find quotes from community reflection sessions and survey responses. These quotes provide personal insights that help bring the data, and the story of our community, to life.

Contextual Indicators

Some indicators, listed without key icons, are included to provide additional context and background information. While they help paint a fuller picture of the domain, they do not directly affect the grade.

Opportunities for Action

After analysing the data and survey results, we hosted focus groups with residents to discuss preliminary findings and to gather feedback. The Community Reflection sections include insights and experiences shared during these discussions, offering a local perspective on the data.

Legend

- Sunrise SD:** Sunrise School Division
- IERHA:** Interlake-Eastern Regional Health Authority

- Brokenhead:** Rural Municipality of Brokenhead (Census Subdivision - CSD)
- Beausejour:** Town of Beausejour (Census Subdivision - CSD)

Our Framework of Community Well-being



As you read through the report, ask yourself:

- 1. What gives you hope?**
- 2. How can you get involved in making our community stronger?**
- 3. Why is this area important to you and your family?**

If Beausejour or Brokenhead was a VILLAGE of 100

Citizenship

Canadian Citizens
 Beausejour 99
 Brokenhead 99

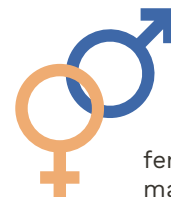
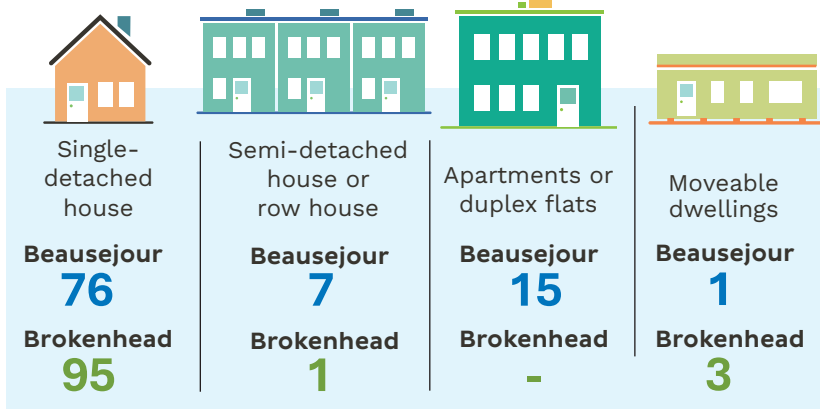


Indigenous Identity

Beausejour 19
 Brokenhead 16



Household Dwellings



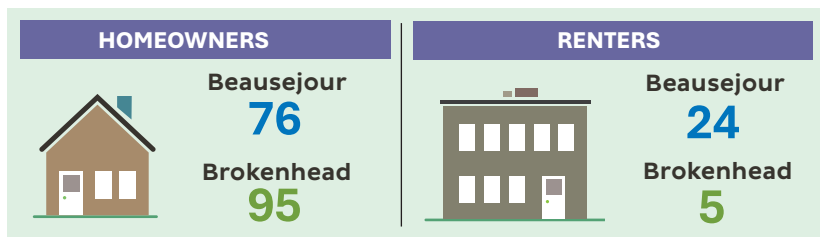
Gender

	Beausejour	Brokenhead
female	49	51
male	51	49

Age

Age Group	Beausejour	Brokenhead
0-14	15	20
15-64 (working age)	58	65
65+	27	16

Household Type by Tenure

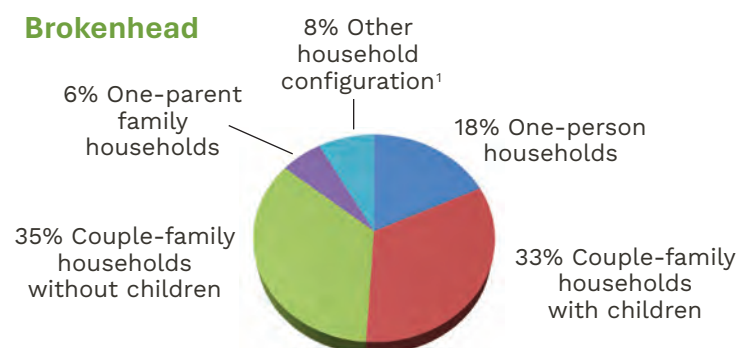
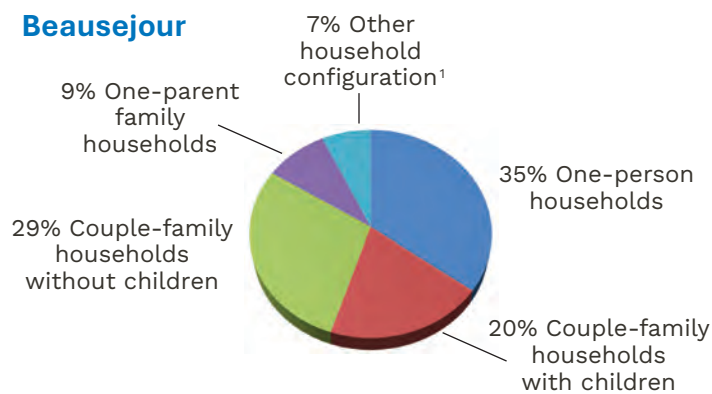


Marital Status

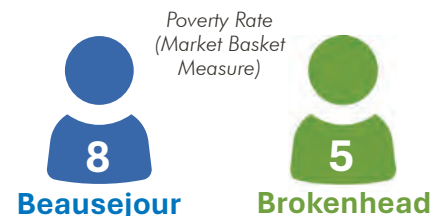
AGED 15 & OLDER

Marital Status	Beausejour	Brokenhead
Married	45	55
Living common-law	11	14
Never married	24	21
Separated	3	3
Divorced	7	4
Widowed	10	4

Household by Type



People in Low-Income Households



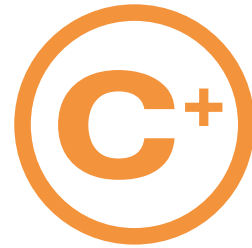
Population

Beausejour's estimated population reached **3,558** in 2024, a 9% increase over the past decade. Brokenhead grew to 5,867, up by 14%. Manitoba and Canada grew by 17% over the same period.

Source - Village of 100 is based on 2021 Census data

¹ "Other household configuration" includes multigenerational households, multiple-census-family households, one-census-family households with additional persons, and two-or-more-person non-census-family households

How is Beausejour Brokenhead doing?



Overall, Beausejour Brokenhead scored a **C+** for their performance across all eight domains, reflecting a generally positive but varied experience across the community's key areas of well-being.

Environment	This domain captures the community's commitment to sustainability, resource management and preparedness for environmental challenges. The key indicator score of 2.3 reflects improving soil conservation efforts, and lower levels of knowledge about disaster management and planning. The community satisfaction score of 3.4 ranks Environment 4th out of 8 well-being areas.	C
Community Resilience	This domain measures the community's ability to adapt and thrive amid challenges, focusing on public safety, transportation and the economy. The key indicator score of 3.1 reflects a low crime rate, strong business density, and higher unemployment. The community satisfaction score of 3.2 ranks Community Resilience 5th out of 8 well-being areas.	B-
Education & Learning	This domain assesses access to and quality of lifelong learning opportunities. The key indicator score of 2.8 reflects challenges in post-secondary attainment and pupil to educator ratios, though graduation rates are strong. The community satisfaction score of 2.4 ranks Education & Learning 8th out of 8 well-being areas.	C+
Standard of Living	This domain reflects economic stability, affordability and the balance between work and leisure. The key indicator score of 3.1 reflects relatively low poverty levels, good housing affordability, and is tempered by longer commute times. The community satisfaction score of 4.3 ranks Standard of Living 1st out of 8 well-being areas.	B
Health & Wellness	This domain measures physical and mental health, as well as access to health care. The key indicator score of 2.2 reflects ongoing challenges with health care access and family physician availability. The community satisfaction score of 2.5 ranks Health & Wellness 7th out of 8 well-being areas.	C-
Culture & Belonging	This domain focuses on building a close-knit, inclusive community through cultural participation. The key indicator score of 2.7 reflects challenges with political representation, low group membership, and low reported rates of discrimination. The community satisfaction score of 4.1 ranks Culture & Belonging 2nd out of 8 well-being areas.	C+
Civic & Democratic Engagement	This domain assesses civic and democratic involvement and engagement. The key indicator score of 3.4 reflects high rates of volunteerism, moderate but increasing charitable giving, and moderate voter turnout rates. The community satisfaction score of 2.6 ranks Civic & Democratic Engagement 6th out of 8 well-being areas.	B-
Arts & Recreation	This domain assesses opportunities for participation in arts, leisure and sports activities including shows, events, clubs and recreational facilities. The key indicator score of 3.0 reflects locals' relative rating of programming, access and opportunities in this area, with high scores for ease of registration, parks and playgrounds, and lower scores for childcare and music and fine arts offerings. The community satisfaction score of 3.5 ranks Arts & Recreation 3rd out of 8 well-being areas.	B-

Want to learn more?

Read on for detailed information about how Beausejour Brokenhead is doing in each domain of well-being, and to learn about ways to act.

Environment

Reflects care for nature, community spaces and natural resources, and includes resource conservation, waste management and readiness for environmental challenges.

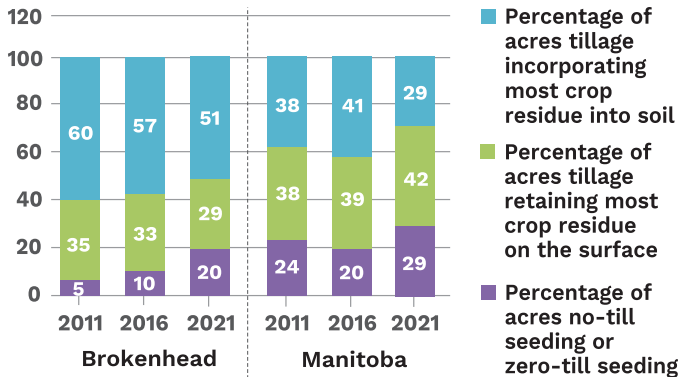


key indicator score: **2.3**

community satisfaction score: **3.4**

Soil Conservation & Carbon Storage

In 2021, **49%** of farmland in Brokenhead used conservation tillage practices, up from **43%** in 2016. This increase demonstrates a significant shift toward soil conservation in the region. For comparison, **71%** of Manitoba farmland used conservation tillage methods in 2021.



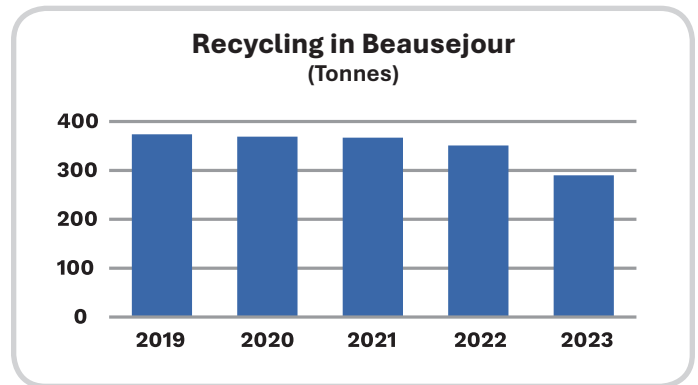
In farm production, conventional or traditional tillage methods plow plant material into the soil. Conservation tillage is a farming technique that minimizes soil disturbance and leaves more plant material on the soil surface, helping to maintain soil health, reduce erosion, and retain moisture.

Data Source: Statistics Canada - Census of Agriculture

Waste Management

The Town of Beausejour has curbside recycling and garbage pick-up, as well as a seasonal lawn and garden compost site. The RM of Brokenhead has its own recycling drop-off centre, and the Local Urban District of Tyndall-Garson has weekly curbside collection of recycling and garbage. RM of Brokenhead residents must use the RM of St. Clements landfill and transfer stations or the Oakwood Transfer Station, as the municipality does not offer garbage pick-up.

Source: Brokenhead Rural Municipality website



Beausejour Manitoba website

"There are planters on the street, but not many plants in them — it would be nice to see more flowers."

Water Management

In 2024, the Town of Beausejour distributed more than **5.5 million** litres of treated water—averaging 1 million litres per day to **1,525** customers. Water use peaked in August with more than **640,000** litres produced. Water demand rises in summer—highlighting the importance of smart, sustainable water management. The new water treatment plant, launched in October 2024, marked a major upgrade. It blends nanofiltration and manganese greensand filtration, cutting water hardness from **~380** ppm to **83** ppm, and improving overall taste and quality. Beausejour met **100%** of water quality standards in 2024. **Six** boil water advisories were issued due to maintenance or power issues, each resolved quickly.



The LUD of Tyndall-Garson receives its ground water from two existing wells that are located on the water

treatment plant facility property, and two newer wells located along May Street. As of 2024, the system has **768** metered services connected. These connections include **752** domestic and **16** commercial connections. An additional permit was issued in 2024 for water main extensions for the Evergreen development in Tyndall. This work is expected to be completed by September 2025. There were no boil water advisories issued for the Rural Municipality of Brokenhead's public water system in 2024.

Source: Brokenhead Rural Municipality website, Beausejour Manitoba website

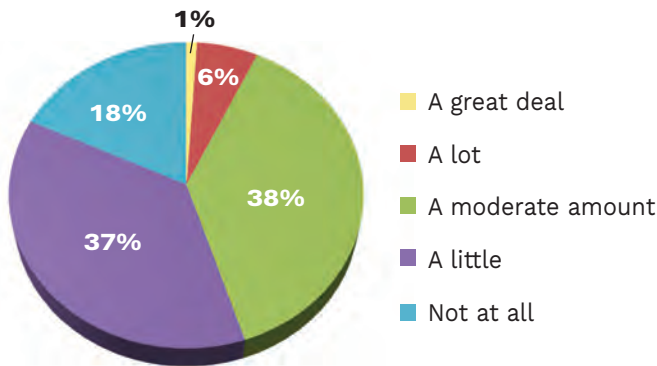
Emergency Preparedness

The Town of Beausejour and the Rural Municipality of Brokenhead developed a comprehensive Joint Emergency Operations Plan to enhance local emergency preparedness and response. Residents are encouraged to familiarize themselves with the emergency plan and stay informed about preparedness measures. More detailed information and resources can be found on the Emergency Preparedness page of the Town of Beausejour's website.

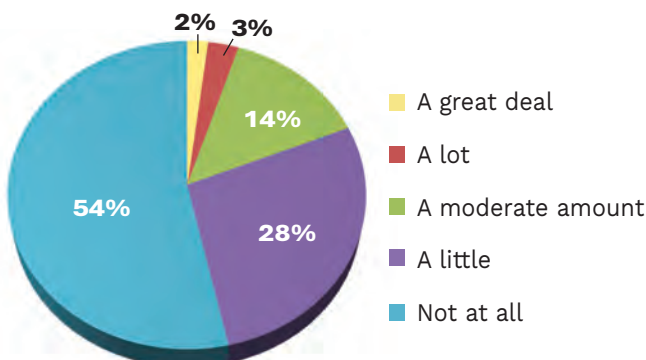
Nearly **82%** of community survey respondents reported knowing little or nothing about local plans and resources for environmental emergencies such as flooding, tornadoes, drought and heatwaves. **45%** believed the community is at least moderately prepared to handle these emergencies. These levels point to room for both increased awareness and education.

Source: 2025 Community Survey



How prepared do you think our community is to handle environmental emergencies such as flooding, tornadoes, drought and heatwaves?



How much do you know about local plans and resources for environmental emergencies such as flooding, tornadoes, drought and heatwaves?



Survey Results

We asked community members how satisfied they were with the following:		
Our air quality	88%	2%
Places where I can enjoy nature in our community	82%	4%
The quality of my drinking water	77%	8%
Garbage and recycling services for residents and businesses	72%	16%
Access to recycling, e-waste and hazardous materials disposal options	71%	14%
The way our walking paths and sidewalks connect the areas of community	68%	12%
Availability of garbage bins and recycling bins in public spaces	65%	15%
Gardening opportunities in our community	56%	10%
Our tree planting and maintenance efforts	53%	14%

"The emergency plan is solid, but if people don't know it exists, it's a communications problem."

Opportunities for Action

People spoke about their deep connection to the land—fresh air, open skies and space to grow. But they also shared frustration: public spaces are often overlooked and many properties are neglected or overgrown. Bringing back more flowers, garden boxes and clean-up days will revive the “five-bloom” spirit while expanding green efforts across the municipality.

Rural residents called for more garbage and recycling options, easier access to transfer stations and better care of trails and community spaces. Many appreciated the improved drinking water, compost site and e-waste drop-off—but wanted clearer communication about what's available and how to use it.

People also talked about emergency preparedness. While plans and teams do exist, most residents said they weren't aware of them. They want better communication about where to find local emergency plans and what to expect in events like tornados, floods or toxic spills.



Community Resilience

The community's ability to withstand challenges and prosper, with a focus on access to services, a robust local economy and job market, public safety and transportation infrastructure.



🔑 Unemployment Rate

The unemployment rate, which is the percentage of people in the workforce who would like to have jobs but do not, is a key indicator of economic health and resilience. In 2021, the unemployment rate in Beausejour was **10.1%** and **7.8%** in Brokenhead, slightly higher and in line with the Manitoba rate of **8.3%**, and higher than the 2016 local rate of **6.7%** in Beausejour and **5.4%** in Brokenhead.

Source: Statistics Canada

Employment Rate, 2021

	Total	♂	♀
Beausejour	55	59	52
Brokenhead	62	69	54
Manitoba	59	63	55
Canada	57	61	53

♂ Men ♀ Women

Self Employment

In 2021, **13.3%** of workers in Beausejour and **14.4%** of workers in Brokenhead were self-employed, compared to **12.2%** in Manitoba.

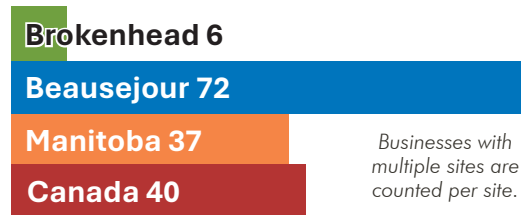
Source: Statistics Canada

🔑 Businesses with Employees, per Capita

This is an indicator of the health of the local economy, reflecting the density and diversity of businesses in the area. In December 2024, there were **216** businesses with employees in Beausejour, and **28** in Brokenhead.

"There's no transportation for me — there's no taxi, no shuttle, nothing if you can't drive."

Businesses with employees per 1,000 people aged 15+, 2024

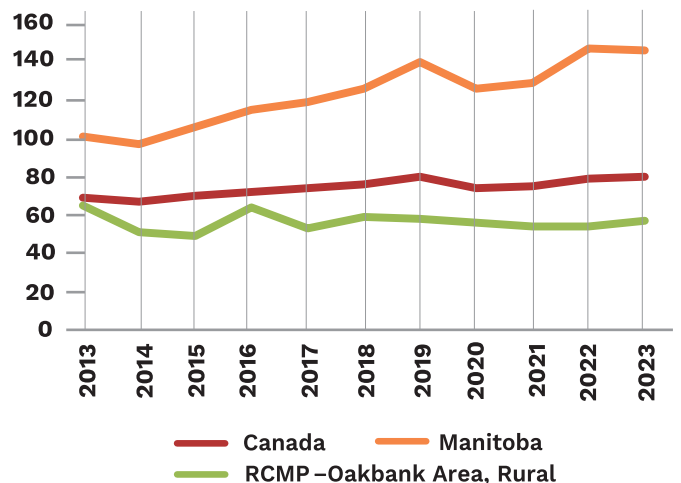


Source: Statistics Canada - Table 33-10-0763-01

🔑 Crime Severity Index

The Crime Severity Index (CSI) measures police-reported severe crimes, providing insight into the community's policing, safety and security. While RCMP data is not available for Brokenhead or Beausejour specifically, the following numbers are the Oakbank Area RCMP's detachment's rural data. In 2023, the local CSI was **57**, compared to Manitoba's **146** and Canada's **80**. The local CSI has remained relatively steady over the past 10 years.

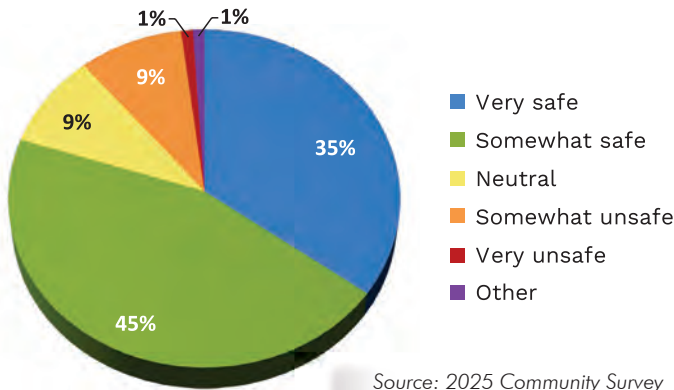
Source: Statistics Canada



Perceptions of Safety

When asked “How safe do you feel in your community”, **80%** of survey takers felt “very safe” or “somewhat safe”.

How safe do you feel in your community?



“I feel very safe here. Everybody is always willing to help.”

Supporting Young Families Through Early Years Programming

Network 4 Change’s programming plays an important role in building community resilience by supporting families with young children. In 2024, their programs reached **196** families, including **100** adults and **196** children, through a mix of special events and day programs. From April 2024 to March 2025 alone, **1066** adults and **1424** children attended various drop-in programs.

Source: Network 4 Change Correspondence

Funded Child Care Capacity

Manitoba introduced **\$10-a-day** child care targets in alignment with federal child care agreements, aiming to improve affordability for families. While these efforts have reduced costs for many, local demand continues to outpace supply.

The centres listed below were licensed and included in Manitoba’s funded child care system as of May 2025. While Tyndall Play and Learn Centre has the physical space for **74** children, it is facing a staffing shortage and is losing potential staff to areas that can pay higher wages.

Centre Name	Infant Spaces	Preschool Spaces	School Age Spaces	Open Spots
Beausejour Kids Centre Inc.	8	32	20	0
Gillis Play and Learn Centre Inc.	4	37	24	0
Tyndall Play and Learn Centre	8	32	0	0
Happy Time Nursery Co-Op	0	20	0	0

Survey Results

We asked community members how satisfied they were with the following:		
My work	74%	8%
My connection and access to the internet	71%	15%
My vehicle/transportation options	71%	11%
My commute to work or school	71%	10%
Winter maintenance and snow clearing of our streets and local roads	64%	16%
Winter maintenance and snow clearing of our sidewalks and pathways	53%	23%
The sidewalks and pathways in our community	41%	35%
Existing or potential business opportunities in our community	27%	30%
Being able to meet shopping and supply needs locally	24%	52%
Employment opportunities for young adults in our community	17%	46%
The public transportation options in our community	7%	64%

“Signs say handicap parking, but the snow isn’t removed - so we can’t actually use it.”

Opportunities for Action

Beausejour and Brokenhead know how to pull together. People described strong informal networks—neighbours checking in, volunteers stepping up and a general sense that “someone will help if you need it.”

Still, many said it’s getting harder to bounce back. Rising costs, limited services and aging infrastructure make daily life more difficult—especially for families raising kids, seniors aging in place and those with lower incomes.

Residents were eager to see more collaboration, better job opportunities for youth—especially those without a car—and fresh energy on Park Avenue.

While most said the area feels safe, gaps in infrastructure made everyday tasks harder and sometimes less dignified. Issues like poor lighting, inaccessible sidewalks and entrances and a lack of public transit came up often. People emphasized that basic things—like snow removal, ramps and safe paths—aren’t extras. They’re what make communities work for everyone.



Education & Learning

The educational landscape of the community, from early childhood to adult programs, focusing on accessibility and quality for lifelong learning.

key indicator score: **2.8**

community satisfaction score: **2.4**

High School Graduation Rates

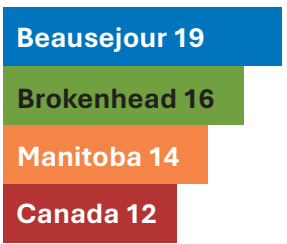
In 2023, the six-year high school graduation rate for the Sunrise School Division (Sunrise SD) was **94.8%**, meaning that nearly **95%** of students who started grade nine in 2017 graduated in a public or funded independent school in Manitoba by 2023, slightly above the provincial average of **89%**, and an improvement over the 2018 rate of **87%**.

This rate highlights the division's effectiveness in supporting students to complete their high school education, which is key to increasing future educational and employment opportunities.

Source: Manitoba Education and Early Childhood Learning

No High School Diploma or Equivalency Certificate

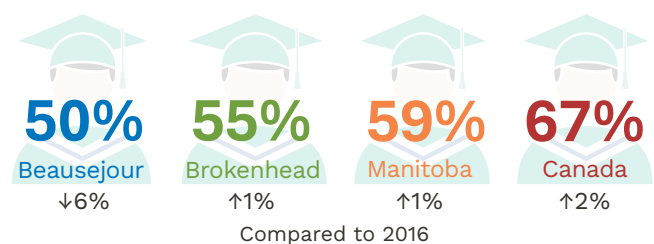
% of population aged 25-64, 2021



Source: Statistics Canada

Post-Secondary Certificate, Diploma or Degree

% of population aged 15-64, 2021



Pupil-to-Educator Ratios

In 2023, the pupil-to-educator ratio for Sunrise School Division was **13.3**, up from **11.8** in 2018 and still slightly higher than the Manitoba average of **13.1** in 2023.

This ratio includes all staff contributing to students' education, such as classroom teachers and school-based administrative staff (e.g., department heads, principals), offering a broader view of educational support.

This ratio does not represent average classroom size. A lower ratio generally means more educational support per student, which can enhance student engagement and learning outcomes.

Source: Manitoba Education and Early Childhood Learning

"Schools are expected to do everything these days - teach the curriculum, provide meals, act as mental health supports and even take over aspects of parenting. It's unrealistic."

Practical Nursing Program

The January 2025 cohort of Assiniboine College's rural rotating Practical Nursing Program has **25 students** enrolled, saving students who live in the community travel cost and time. Launched in 1999, this is the first local cohort since 2003.

Source: Assiniboine College

Post-Secondary Education Rates

Post-secondary education provides people with greater mobility and access to higher-paying employment opportunities, making this an important area for community development.

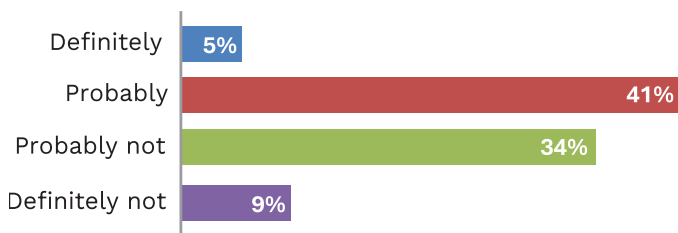
Source: Statistics Canada

"Paying gas is cheaper than paying rent in the city - that's how some manage university or college."

Feeling Prepared

We asked students in grades 10, 11 and 12 “Do you feel like school has prepared you well for life?”

Source: 2025 Youth Survey



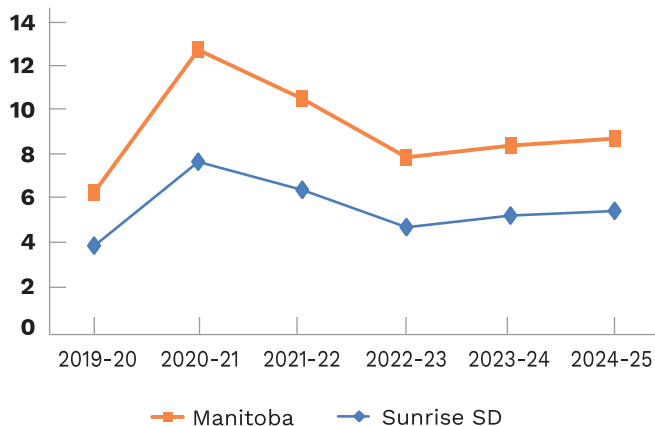
Straight from the Students

When asked “What additional classes or job learning opportunities would you like to see in school?” youth survey participants called for more hands-on, practical learning - including auto mechanics, hairdressing, drafting, coding, digital art, media/broadcast classes and life skills. Some also said schools should do more to address bullying, discrimination and accessibility for students with disabilities.

Source: 2025 Youth Survey

Homeschool Enrollment

In March 2025, **246** students residing in the Sunrise School Division catchment area were homeschooled, representing **4%** of Manitoba’s homeschool students.



This chart shows that for every 100 students enrolled in schools, there are 5.3 homeschool students in the area. (Note: 2024-25 figures are as of March 31, 2025. Manitoba numbers include public school divisions and First Nations schools under educational agreements.)

Source: Sunrise School Division, Manitoba Education and Early Childhood Learning

We asked community members whether they agreed with the following statements:	Thumbs Up	Thumbs Down
I am satisfied with my level of education.	75%	10%
Distance and online learning courses are, or could be, a good option for me.	71%	8%
I can afford to take the courses I want.	48%	31%
My schedule allows me to take the courses I want.	41%	39%

Survey Results

We asked community members how satisfied they were with the following:	Smiley Face	Frowny Face
The quality of education provided in our schools	46%	31%
The support and resources available for students with learning disabilities or other special educational needs	37%	35%
How our schools prepare graduates for post-secondary education or the workforce	26%	42%
Personal interest opportunities (e.g., art classes, hobby groups or personal development courses)	22%	33%
Post-secondary education opportunities (e.g., colleges, universities trades programs)	21%	41%
Skill development and vocational training programs	16%	51%
Flexible or part-time learning options for adults	16%	38%
Computer, internet and technology training	15%	43%
The affordability of child-care services in our community	15%	42%
The availability of child-care services in our community	9%	61%

Opportunities for Action

Some residents spoke with pride about the educational supports available, and a few said they chose to live in the area because of the strong programs. Several noted that the high school offers good resources and staff support.

At the same time, there was concern at the focus groups that resources are stretched thin, and today’s classrooms are increasingly complex. Parents described feeling disconnected from schools, while young adults said it can be hard to know how to enrol in the right classes or navigate university programs. Some also felt the skills being taught don’t always reflect the realities of today’s world.

The rising cost of post-secondary education was a major concern. Many voiced a desire for more training opportunities closer to home—from university prep and early childhood education to trades and adult learning. There’s strong interest in local programs that help people gain job-ready skills without leaving the region. COVID-19 disrupted programming, especially in arts and recreation, but there’s hope to rebuild.



Standard of Living

This domain reflects economic stability, affordability of living essentials and the balance between work and leisure.



Median Household Income

Median after-tax household income in both Beausejour and Brokenhead grew faster than inflation between 2015 and 2020. In Beausejour, the median income rose to **\$61,200**, a **9%** increase from 2015 after adjusting for inflation. In Brokenhead, it reached **\$80,000**, up **7%** from 2015.

Manitoba's median income was **\$69,000** in 2020, representing an **8%** increase over the same period.

Note: 2020 figures include income support benefits provided during the COVID-19 pandemic.

Source: Statistics Canada Table 98-10-0057-01

Poverty Rates

Percent of people with incomes below the poverty line (Market Basket Measure – based on ability to afford food, housing, transportation).

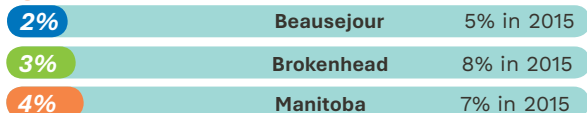
Overall



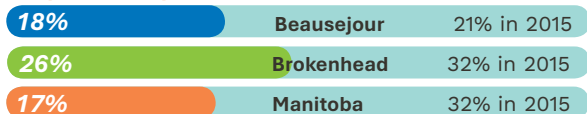
Youth



Ages 65+



People in one-parent households



Source: Statistics Canada

Financial Hardships

We asked survey participants the following: In the past year, have you experienced any of the following financial hardships?

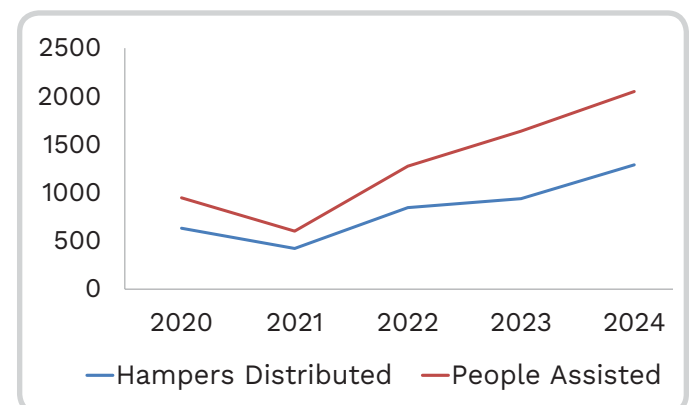
Cutting back on family recreational/sports activities	25%
Working overtime or multiple jobs to make ends meet	18%
Working when sick for lack of paid sick days	18%
Missed/late mortgage, loan or rent payments	8%
Delaying or withdrawing from education courses	7%
Foregoing essential medication or treatment	6%
Regularly missing meals	5%
Risk of becoming houseless	2%
Housing that did not meet my needs	2%
None of the above	56%



Source: 2025 Community Survey

“Groceries aren’t the problem if you can drive. If you can’t, you’re stuck with whatever’s close or expensive.”

Beausejour & Area Food Bank

In 2024, the Food Bank distributed **17.4 tonnes (38,276 pounds)** of food.



We asked community members how they felt about the following:		
Your current financial situation	45%	15%
Your future financial situation in 10 years	47%	15%
Your financial management and knowledge	55%	7%

🔑 Housing Affordability

In 2021, **14%** of households in Beausejour and **11%** of households in Brokenhead spent **30%** or more of their before-tax income on shelter, slightly below the Manitoba average of **17%**. This rate has dropped since 2016 for both areas. Shelter costs include rent, utilities and municipal services for renters, and mortgage payments, property taxes, condo fees and utilities for homeowners.

Source: Statistics Canada

Housing Snapshot

Most survey respondents owned their homes, but a smaller share rented or lived in other arrangements.

Over half (**56%**) of respondents said they owned their home with a mortgage, another **27%** owned theirs outright and **9%** rented, while **4%** lived with family or friends without paying rent. Fewer than **2%** reported living in social housing, co-operative housing or other shared arrangements. No respondents reported experiencing homelessness.

Source: 2025 Community Survey

Home Prices

The average home sale price in 2021 was **\$280,000** in Beausejour, **\$230,000** in Brokenhead and **\$300,000** in Manitoba.

First-time home buyers paid an average of **\$250,000** in Beausejour, **\$260,000** in Brokenhead and **\$310,000** in Manitoba for their first homes, at the median age of **27** in Beausejour, **28** in Brokenhead and **32** in Manitoba.

Source: Statistics Canada Table 46-10-0062-01

"We need more affordable housing; it's an ongoing trend in this community."

🔑 Commute Time

In 2021, **55%** of commuters from Beausejour and **38%** of those from Brokenhead spent 30 minutes or less commuting, compared to **73%** in Manitoba.

Getting Around: Commuting Modes

Main Mode of Commuting, 2021 (% of working population)



	Beausejour	Brokenhead
Car, truck or van - as a driver	83	90
Car, truck or van - as a passenger	5	6
Walked	10	3
Other method	2	1



Source: Statistics Canada

Walking, Riding, Carpooling

In the past year, **50%** of survey participants walked or biked to get to work, school, or go shopping. **23%** said they carpooled to reach these destinations.

Survey Results

We asked community members whether they agreed with the following statements:		
If I need help, there are community support organizations that can help me (e.g., Food Bank, Togs n Treasures, Meals on Wheels, Network 4 Change).	65%	9%
I can afford nutritious food to feed myself and my family.	63%	20%
Our community is an affordable place to live.	50%	23%
In general, there is enough housing available to purchase or rent to meet local needs.	25%	50%

We asked community members how satisfied they were with the following:		
My housing situation	85%	4%
The hours I work	71%	13%
The quality of food I can afford	63%	19%
The time I spend commuting	59%	18%
The time I spend caregiving	52%	11%
The amount of free time I have	51%	26%
The amount of sleep I get	48%	30%
Accessible food options	45%	29%
My savings for the future	35%	39%

Opportunities for Action

The rising cost of living is wearing people down. Residents described being priced out of healthy food, spending time and money driving out of town for groceries. While local programs like Network 4 Change were praised, others—like TOGS and the food bank—were seen as under-resourced or difficult to access due to limited hours.

Affordable housing, particularly for seniors, is in short supply. Many worry about how they'll manage as they age, especially with fixed incomes and rising prices. People described a widening gap between those doing well and those just scraping by—not necessarily in poverty but feeling squeezed by inflation and limited local options.

Still, there's a strong desire to make things better. Residents are ready to support solutions—whether that means adding a second grocery store, improving service hours or expanding housing options that fit local incomes. People want to stay in the community they love, but they need a standard of living that's more affordable, more reliable and within reach.



Health & Wellness

Reflects the physical and mental health of community members and aspects of the local health-care system, including access to health care, home care and long-term care.



key indicator score: **2.2**

community satisfaction score: **2.5**

Local Health System

Beausejour Brokenhead is located in the Interlake-Eastern Regional Health Authority (IERHA).

Family Physicians per 100,000 Population

In 2023, the IERHA region had **82** family physicians per **100,000** people, up from **70** in 2018. During the same years, Manitoba's ratio decreased from **110** in 2018 to **107** in 2023, and Canada's decreased from **123** to **120**. The median age of family physicians in IERHA decreased slightly from **48** years in 2018 to **47** in 2023.

Source: Canadian Institute for Health Information

Primary Care & Family Doctors



The survey showed **63%** of participants had a family doctor or primary care provider at the time of the survey (February/March 2025). For those with children under the age of seventeen, **37%** reported having a doctor or primary care provider for their children.

Source: 2025 Community Survey

Long-Term Care Facilities

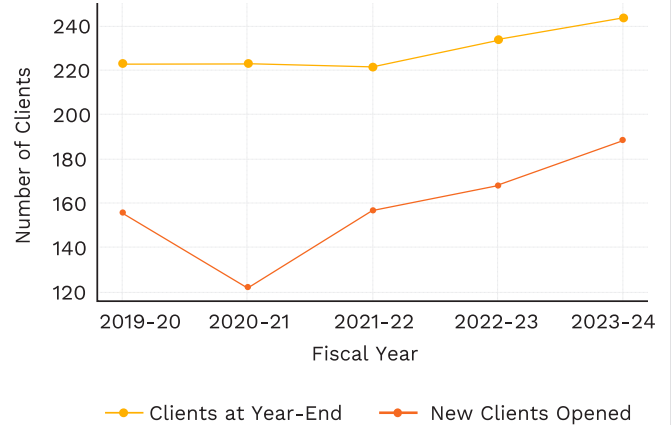
East Gate Lodge Personal Care Home has 80 beds, but demand continues to exceed availability. In March 2025, **26** people were waiting in hospital and community for East Gate Lodge as their preferred choice, with an average wait time of **146** days. The waitlist peaked at **41** people in 2023.

Source: Interlake-Eastern RHA

"You can't build a community without health care and child care. That's the starting point."

Home Care Services

Beausejour Home Care Client Trends



Source: Interlake-Eastern RHA

Childhood Immunization Rate

The Childhood Immunization Rate measures the average percentage of children immunized by age seven for nine critical childhood diseases. In 2023, the average immunization coverage in IERHA was **72%** across vaccines, slightly above the provincial average of **69%**, but below the highest regional rate of **76%** in Prairie Mountain Health. IERHA's average immunization rate has dropped from **80%** in 2017.

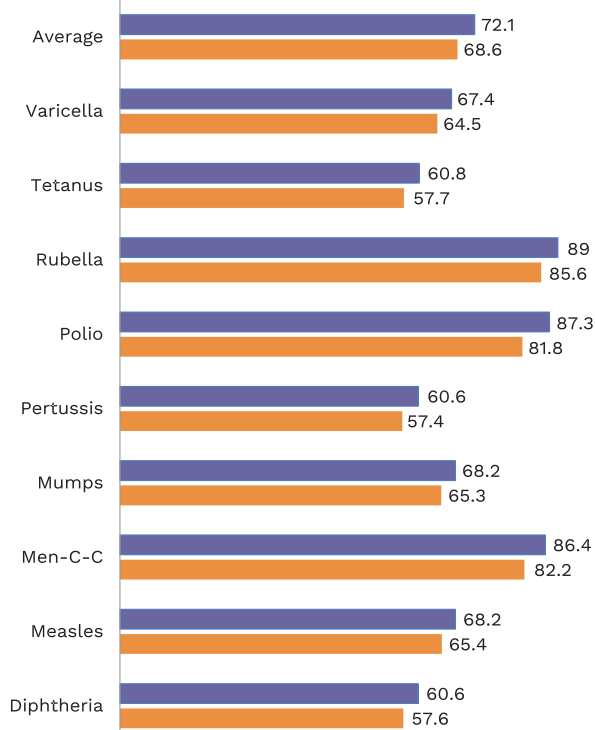
In 2023, only **68%** of seven-year-olds in IERHA had been fully immunized for measles, a highly contagious and vaccine-preventable illness. According to the World Health Organization, measles caused **136,000** deaths globally in 2022, mostly among children under five despite the availability of a safe and cost-effective vaccine.

Source: Manitoba - Report of Immunization Surveillance, WHO

Childhood Immunization Coverage, 2023

% of Age 7 Population

■ IERHA ■ Manitoba



Source: Manitoba Health, Seniors and Long-Term Care - Annual Report of Immunization Surveillance 2023

Counselling Services

Mental health counselling needs are rising in the region. Voth Family Therapy supports about **700** clients across Beausejour, Selkirk, Lockport and virtual sessions—up from four therapists with no waitlists five years ago. Some clients now wait **8 to 10** months for therapy. Counselling for Women and Girls in Beausejour sees **30 to 40** active clients with two local counsellors. The organization is working to expand services to better support men, couples and families, but future growth depends on available counsellors and space.

Getting from A to B

In the past year, **84%** of survey participants drove more than **40** km to visit a hospital or attend a medical appointment. **22%** needed a ride to visit a hospital or attend a medical appointment more than **40** km away.

Source: 2025 Community Survey




Self-Rated Physical & Mental Health & Lifestyle

In the survey, **85%** of survey participants rated their health as good, very good or excellent, **74%** rated their mental health as good, very good or excellent, and **67%** rated the healthiness of their lifestyle (e.g., exercising, eating well, sleeping well, reducing stress, socializing enough for themselves) as good, very good or excellent.

Source: 2025 Community Survey

Survey Results

We asked community members how satisfied they were with the following:		
The care provided by my family doctor or primary care provider	71%	10%
Other health services available in our community (e.g. physiotherapy, massage, podiatry, optometry)	62%	10%
My access to a local family doctor or primary care provider	50%	34%
Local programs that promote healthy living, such as exercise classes or nutritional education	38%	20%
Family/ parenting supports and programs	32%	20%
Local hospital facilities	28%	42%
Local primary care facilities	23%	36%
Emergency care for our community	17%	62%
Clinic care availability	16%	55%
Mental health services	13%	41%
Long-term care facilities	13%	52%
Access to medical specialist services	11%	60%
Addictions and substance use treatment programs	10%	39%
Our community's efforts relating to mental health and addictions support	10%	41%
Home-care services	9%	54%
Walk-in care	8%	74%

Opportunities for Action

Access to care is one of the biggest challenges in the region. Residents shared how hard it is to find or keep a family doctor—and how quickly things can unravel. The local emergency department is not reliably open and people have to drive to Selkirk or Winnipeg for urgent care — a dangerous situation.

Home care and long-term care are stretched thin, making aging residents worry and putting extra strain on caregivers. Mental health supports are limited, and many described long wait times and nowhere to go in a crisis, particularly for youth.

But the community hasn't given up. Residents praised free, inclusive wellness programming for parents and children, the walking trails, fitness classes and small businesses like local gyms and clinics that promote health everyday.

People want healthcare they can count on because this is a growing region—and residents are asking for a system that grows with them.



Culture & Belonging

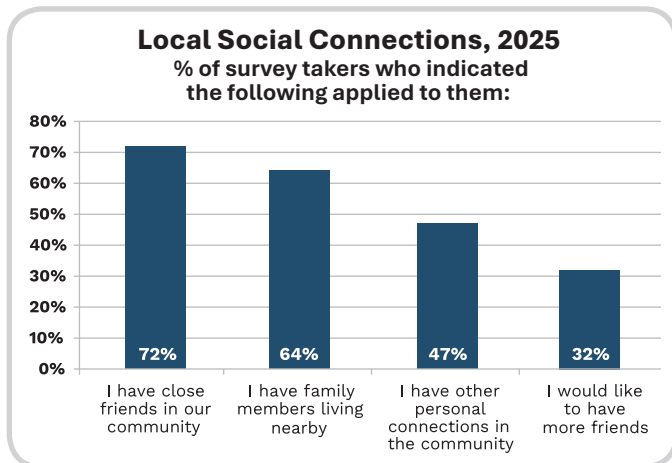
Recognizing the importance of diversity, equity, inclusion and belonging. Building a close-knit and welcoming community through events, activities celebrating culture, identity and faith, and public spaces that make everyone feel like they belong.



Key Sense of Belonging

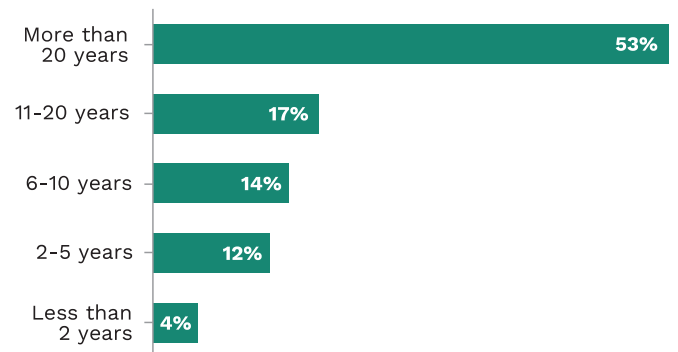
A strong sense of belonging is important for personal well-being and the overall health of a community. People who feel connected to their community tend to engage more in civic activities, volunteerism and local initiatives, strengthening the social fabric. Nearly **74%** of survey respondents strongly agreed or agreed that “I feel like I belong here in our community.”

Source: 2025 Community Survey



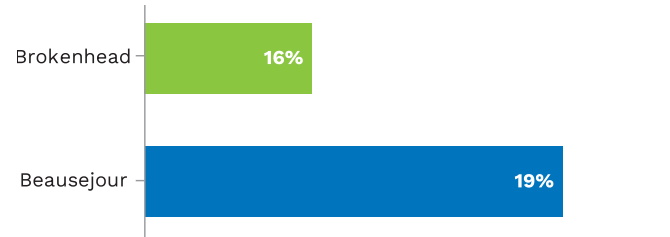
Source: 2025 Community Survey

How long have you lived in the area?



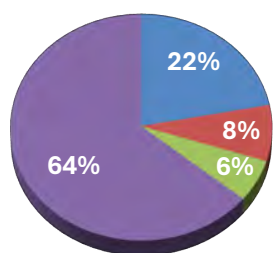
Source: 2025 Community Survey

Indigenous Identity, 2021



Source: Statistics Canada

Participation in Cultural, Faith & Community Groups



Are you an active member of a local cultural, faith or community group? How often do you participate?

- 10+ times per year
- 3-10 times per year
- 1-2 times per year
- Not at all

Source: 2025 Community Survey

“We need more ways for people from different backgrounds to get to know each other — not just events, but real relationships.”

Inclusion and Indigenous Representation

When asked if the region is inclusive and welcoming to all backgrounds, including Indigenous peoples, **26%** of community survey respondents said “yes, very

much,” while over half (**52%**) said “somewhat.” One in five did not feel the region is welcoming.

Views on Indigenous representation in community boards and leadership were mixed:

- Just **17%** felt there is enough representation.
- Of participants, **20%** said there is little to none.
- Over half (**52%**) weren’t sure.

Several participants noted that Indigenous identity is often invisible unless someone “looks” Indigenous, and that racist assumptions still occur in public settings. Others expressed resistance to prioritizing Indigenous voices, with some calling for “merit-based hiring” or questioning the need for further inclusion.

Some survey takers and focus group participants praised the role of the Sandy-Saulteaux Spiritual Centre in building bridges and providing visible leadership in the area.

“I’m Métis, but most people don’t know that. Sometimes I hear things they wouldn’t say if they knew.”

Experiences of Discrimination

In the 2025 surveys, **9%** of adults and **28%** of youth reported experiencing discrimination in the past year. Adults most often cited race or ethnicity, age, disability and gender as the basis for discrimination. Youth pointed to gender, 2SLGBTQIA+ identity, disability and family or language background.



Some described exclusion, slurs or bullying in schools, public spaces and online. Others pointed to concerns about being judged for their appearance, beliefs or not being “from here.”

Local Political Representation

Balanced political representation is important for including diverse perspectives in decision-making. In 2022, there were two women of five councillors (**40%**) elected at the municipal level in Beausejour and zero out of five (**0%**) representing Brokenhead. In 2023, women represented **31%** of municipal elected officials in Canada and **20%** in Manitoba. In addition, the federal Member of Parliament (James Bezan) and the provincial Member of the Legislative Assembly (Wayne Ewasko) are both men. While the gender gap at the municipal, provincial and federal level is significant, this is not the case in other areas. For instance, five of the nine (**55%**) of the elected Sunrise School Division trustees are women.

“Belonging isn’t just about being born here. It’s about being seen, welcomed and included.”

Survey Results

We asked community members whether they agreed with the following statements:		
I can be myself in public places (such as parks, libraries, downtown)	86%	4%
I am treated fairly in our community	84%	6%
Many people in our community would offer help if somebody needs it	80%	7%
People are friendly here	75%	7%
I feel like I belong here in our community	74%	8%
If I had an emergency, even people I do not know would be willing to help me	66%	9%
I feel comfortable being open about my culture, identity and beliefs	65%	10%
There are many activities here to support my cultural and spiritual needs	48%	16%
It’s easy to meet new people and make friends here	38%	26%

Opportunities for Action

Many people who’ve lived in Beausejour Brokenhead for a long time feel a strong connection to their community. At the same time, some residents joked that even after 10 or 20 years, they’re still seen as newcomers. People are friendly, but old social circles can feel hard to enter.

New Canadians are contributing to the local economy and helping to revitalize community life. But some residents shared examples of exclusion—especially on social media—as well as occasional comments that reflect underlying racism or assumptions about people. Many residents don’t realize that lots of Indigenous people live in Beausejour Brokenhead, or that their workplaces or schools are already more diverse than they may appear.

People living with disabilities said that community events, local businesses and even sidewalks are often not designed with them in mind.

Several said there’s potential to improve how public spaces and businesses welcome everyone, with better design and more awareness.



BEAUSEJOUR BROKENHEAD

OUR HOME, YOUR HOME

Civic & Democratic Engagement

involvement in democratic processes, government responsiveness and generosity with charitable giving and volunteering.



key indicator score: **3.4**

community satisfaction score: **2.6**

Volunteering Activity

Approximately **87%** of survey respondents reported volunteering at least once in the past three years—whether through coaching, instructing or serving on a committee or board.

- **59%** volunteered frequently or a moderate amount
- **63%** intend to volunteer in the coming year
- **36%** of Grade 10 to 12 students said they plan to volunteer this summer

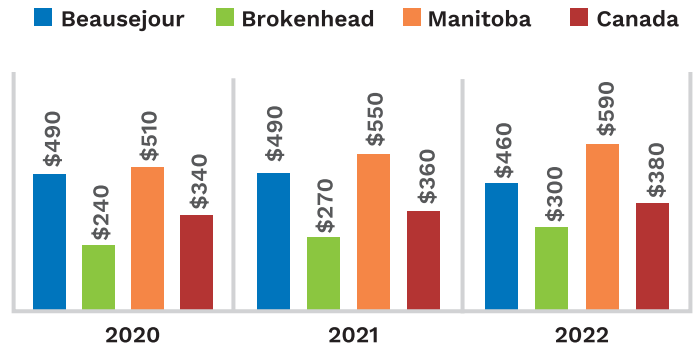
For context, **49%** of Manitobans and **41%** of Canadians reported volunteering in 2018.

Who's Most Active?

- Adults aged **55 to 74**
- Those with household incomes over **\$80,000**
- People with graduate degrees or post-graduate education
- Those with no children at home

"We could always use more volunteers. It's the same people stepping up again and again - we need fresh energy."

Median Charitable Donation (\$)



Source: Statistics Canada - Center for Income and Socioeconomic Well-being Statistics - T1 Family File Reference 25016 - 1187557

Charitable Donations

In 2022, the median charitable donation per tax filer was **\$460** in Beausejour, and **\$300** in Brokenhead, compared to the provincial median of **\$590**, and the national median of **\$380**. Beausejour's median donation was slightly lower than its 2020 median donation of **\$490**, but Brokenhead's had increased from the 2020 median of **\$240**, indicating a growing trend of generosity within the community.

Manitoba is the most generous province in the country, positioning Manitobans as leaders in charitable giving and demonstrating an exceptional commitment to supporting charitable causes locally and beyond.

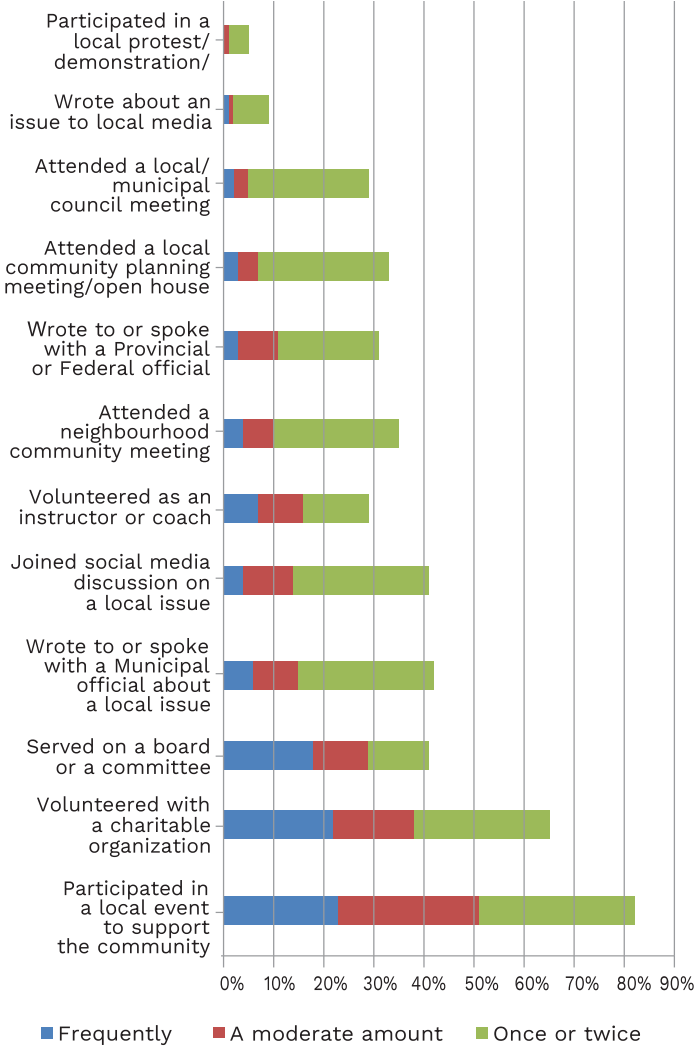
Source: Statistics Canada

Community Participation in Civic & Democratic Activities

Engagement is important for community well-being as it empowers residents to influence decisions, hold leaders accountable and ensure diverse voices guide the future. Without active participation, people may miss the chance to contribute to local issues and be part of key conversations shaping their community.

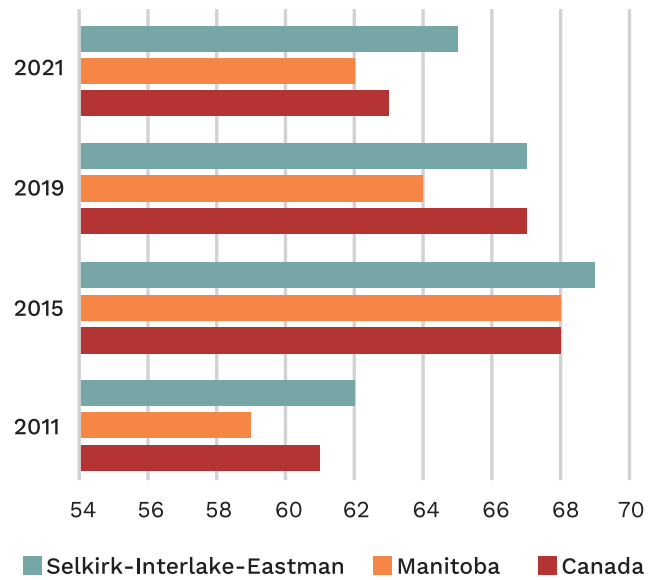
"There's a lot of pride here when big events happen. People really do come out to support community projects."

How often did you do the following in the past three years?



Source: 2025 Community Survey

Voter Turnout % (Federal Election)



Source: Elections Canada

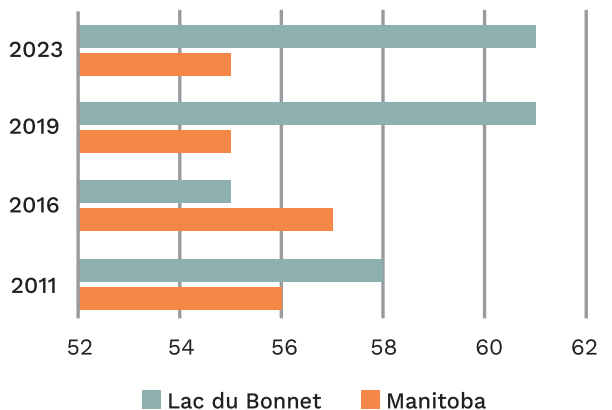
Survey Results

We asked community members whether they agreed with the following statements:	Thumbs Up (%)	Thumbs Down (%)
I plan to volunteer in the next year	57%	12%
People in our community are generous in donating their time and money to others	55%	12%
I plan to donate money to a local charity in the next year	53%	17%
It is easy to reach out to community and municipal officials when I need information or help	40%	20%
I feel very informed about local government's projects and plans	20%	47%

🔑 Voter Turnout

Voter turnout is a key indicator of civic engagement and reflects the health of a democracy. Higher turnout suggests a more active and involved community where citizens feel empowered to influence decisions that shape their lives. Conversely, lower turnout can signal disengagement, disenfranchisement or barriers to participation.

Voter Turnout % (Provincial Election)



Source: Elections Manitoba

Opportunities for Action

Some participants spoke highly of local leadership, calling the town and RM councils “impressive” and “approachable”. Others described disengagement and a lack of responsiveness. Some had reached out and never heard back, while others felt their feedback wasn’t welcome.

Local government communication was a recurring theme. Many people said they don’t know how to find out what’s happening, and information can be hard to come by. Some suggested regular updates in the local paper or mailed newsletters would help.

Volunteering came up in every focus group. Residents described a small core of volunteers carrying a heavy load, often over many years. Some said that people want to help but don’t know where to start or don’t feel welcome when they do. While youth participants noted they often volunteer to fulfill school requirements, some said the experience could be more meaningful with better outreach and coordination.



Arts & Recreation

Opportunities for participation in arts, leisure and sports activities including shows, events, clubs and recreational facilities.

key indicator score: **3.0**

community satisfaction score: **3.5**

Top Outdoor Recreation Spaces

(% of respondents who used a space “frequently” or “a moderate amount” in the past 3 years)

18-39 YEARS OLD

- 1. Parks & greenspaces **76%**
- 2. Trails & walking paths **75%**
- 3. Playgrounds **58%**
- 4. Swimming pools or splash parks **45%**

40-64 YEARS OLD

- 1. Trails & walking paths **56%**
- 2. Parks & greenspaces **52%**
- 3. Sports fields & courts **26%**
- 4. Playgrounds **23%**

65 YEARS + OLDER

- 1. Trails & walking paths **53%**
- 2. Parks & greenspaces **52%**
- 3. Golf course **13%**
- 4. Museum **12%**

Source: 2025 Community Survey

Top Indoor Recreation Spaces

(% of respondents who used a space “frequently” or “a moderate amount” in the past 3 years)

18-39 YEARS OLD

- 1. Public library **43%**
- 2. Community centres **37%**
- 3. Arenas - ice activities **36%**
- 4. Walking track **23%**

40-64 YEARS OLD

- 1. Community centres **32%**
- 2. Public library **28%**
- 3. Arenas - ice activities **24%**
- 4. Walking track **14%**

65 YEARS + OLDER

- 1. Community centres **34%**
- 2. Public library **34%**
- 3. Seniors' centres **32%**
- 4. Walking track **21%**

Source: 2025 Community Survey

“There’s a lot on offer now — when I moved here, I thought we’d be driving to the city for everything.”

Library Usage

In 2024, the Beausejour Regional Library served **5,386** active patrons and welcomed **850** weekly visitors. More than **40,000** items were checked out, including digital content. Programs like Mother Goose (**372** children, **244** parents) and summer school-age programs (**72** children) show strong community engagement.

Source: Brokenhead River Regional Library

Recreation Program Registrations by Club or Activity (2024)

Recreation Program Registrations by Club or Activity (2024)

ICE SPORTS

Program/Club	2024 Registrations	Trend/Notes
Beausejour Skating Club	101	↑ 33% since 2022
BBMHA Minor Hockey	190	Steady
Ringette	67	↓ 6% since 2022
Junior Curling	25	↑ 13% since 2022
Beausejour Curling Club	150	↑ 20% since 2022
Commercial Hockey League	140	Steady

FIELD SPORTS

Program/Club	2024 Registrations	Trend/Notes
Beausejour Brokenhead Baseball	124	↑ 11% since 2022
Beausejour Slo Pitch	~410	360-460 players/year
Predators Athletics Club	80	↓ 27% from 2022

COURT SPORTS

Program/Club	2024 Registrations	Trend/Notes
Pickleball (Registered Members)	85	
Pickleball (Drop-In Attendance)	3,551	↑ 62% since 2022
Floor Curling	30	Stable

AQUATICS

Program/Club	2024 Registrations	Trend/Notes
Swimming Lessons	699	↑ 15% since 2022

Source: Town of Beausejour

“The Recreation Commission is doing a great job making things more accessible. You can sign out snowshoes, equipment, and find programs you wouldn’t expect in a small town.”

Participation Across the Region

In 2024, **953** people took part in programs offered by the Brokenhead River Recreation Commission (BRRC). From sports and arts to heritage and leisure activities, BRRC’s offerings support community connection, health and well-being.

While Beausejour (**334**) and the RM of Brokenhead (**251**) saw the most registrations, BRRC programs attracted residents from more than **25** locations, including Garson, Tyndall, Anola, Cooks Creek, East Selkirk, Selkirk, Oakbank, Pine Falls, Seven Sisters, St. Andrews, Whitemouth, Steinbach, Gillam and Winnipeg. Some children were visiting from out of town, spending time with grandparents and attending BRRC’s popular summer camps, which brought in **190** registrations in 2024.

Source: Recreation Commission

Barriers to Participation

While **56%** of survey respondents were able to register themselves and their families for all the programs they wanted, many faced obstacles. The most common barriers were:

- affordability (**42%**)
- capacity - programs being full (**25%**)
- lack of awareness, inconvenient timing and limited options

Open-ended responses also pointed to challenges like child care, transportation, online registration difficulties and programs not being suited to individual needs or schedules—especially for shift workers and newcomers.

Source: 2025 Community Survey

“Affordability is the biggest barrier when it comes to participating in arts and recreation programs - many families just can’t cover the costs involved.”

What new programs, classes or events would you like to see offered in our community?

More than **350** of the community survey takers shared a wide range of suggestions, with strong demand for:

- affordable programs for families, kids and seniors
- evening, weekend and online classes to better suit people’s schedules
- more arts, culture and music – including classes on acting, improv, photography, digital art, pottery, stained glass, water colour/oil painting

and carving; drumming group; concerts in the park; local musician drop-in jam sessions; street dances; local history lectures

- Expanded fitness and wellness options, especially yoga and meditation in the park, aquafit, tennis, community walks/runs, strength-training classes, Pilates, Zumba, year-round swimming lessons and free swims, gymnastics, , tai chi, chair yoga, fly-fishing classes and indoor archery in winter months
- Non-sport activities for youth – like STEM, cooking, gardening, games nights, dances, book and hobby clubs, paint nights, LEGO nights, art classes and social meet-ups
- Inclusive and accessible programming for people with disabilities, sensory needs and low incomes
- Community events like movie nights, festivals, live performances, trivia nights, cultural “all welcome” celebrations, “Come out and try” events (sampler classes, activities), meet and greets
- Recreational leagues and drop-in sports for adults, youth and children; old timers’ hockey; women only recreation leagues

Source: 2025 Community Survey

Where People Find Out About Arts & Rec

Most residents rely on Facebook and social media (**75%**), word of mouth (**46%**) and the newspaper (**42%**) to access information. Only **22%** use the town website and just **13%** use the RM website. Nearly **1 in 10** don’t know where to look. Several suggested better visibility via email newsletters, community bulletin boards and centralized listings.

Source: 2025 Community Survey

Arts & Recreation continues on next page . . .

Opportunities for Action

Focus group participants highlighted the value of local events and programs—especially the library, seasonal festivals and volunteer-led classes — that bring people together across generations and offer chances to connect beyond sports.

At the same time, arts and recreation options felt limited for teens, working adults and those with disabilities. Participants wanted more low-cost programs outside standard work hours, options with less structure such as open gyms, and better maintained and inclusive infrastructure. Rural residents wanted better access to trails, bathrooms and play spaces.

Several participants said it’s hard to know what’s happening, even when they want to get involved. They called for better promotion, a newsletter, a central hub for event information and stronger coordination between town and RM to support access across the region.

There was also broad support for new investment in amenities like an indoor pool, upgraded parks and a permanent dog park, with an emphasis on making these spaces usable and welcoming for everyone.

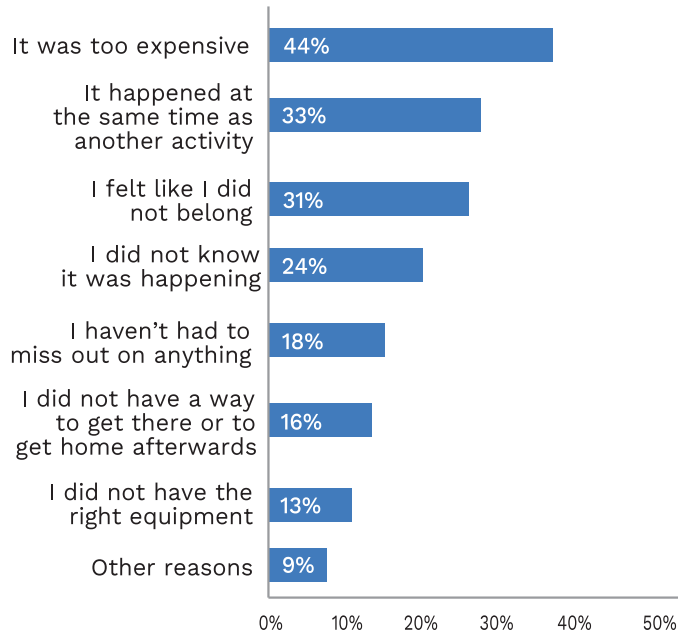
Arts & Recreation

continued...



Youth Voices on Access & Opportunities in Arts and Recreation

In the 2025 Youth Survey, Grade 10, 11 and 12 students reported missing or choosing not to participate in a sports activity, club or event over the past two years for various reasons. The most common reasons included:



Source: 2025 Youth Survey

Under other reasons, while some youth simply weren't interested, several commented on feeling unsafe or excluded due to bullying.

When asked what they wished was available in their community, youth called for:

- Indoor recreation spaces, including an indoor pool and open gyms
- Creative outlets, like art, rock music, video-making and journalism clubs
- Non-sport clubs, such as Girl Guides, book clubs and study groups
- Culturally-inclusive options, including Indigenous drum classes
- Programs for older youth, especially those out of high school

Source: 2025 Youth Survey

"A lot of people don't know what's available unless someone tells them directly."



Photo credit: Haystack Productions

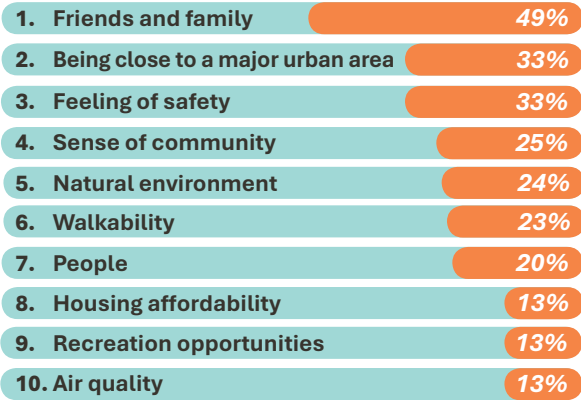
Survey Results

We asked community members whether they agreed with the following statements:		
There is a suitable park or playground nearby that is easy for me to access.	75%	7%
The facilities and spaces are easy for me to access.	64%	11%
The facilities and spaces feel welcoming to me.	58%	9%
It's easy to register for classes, sports leagues and programs offered in our community.	56%	16%
I am aware of and know how to access arts and recreational programs and services in our community.	50%	24%
There are enough arts and recreation opportunities for me in the warm months (May - October).	43%	21%
Activities and programs (and the required equipment) are affordable for me and my family.	39%	23%
Programs (e.g. classes, leagues, shows) are offered at times that are convenient to me.	33%	29%
There are enough arts and recreation opportunities for me in the cold months (November - April).	32%	34%
There are lots of opportunities to enjoy music and other fine arts in our community.	21%	43%
Childcare is available when I need it so I can attend or participate in arts and recreation activities.	8%	62%

Local Voices

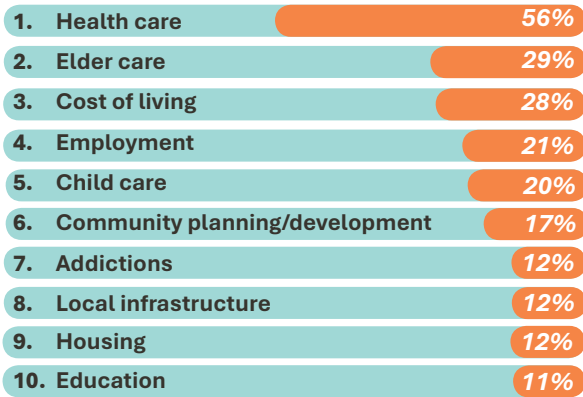
What are the best things about the Beausejour Brokenhead area?

Community survey respondents were asked to pick three options.



What are the most important issues facing the Beausejour Brokenhead area?

Community survey respondents were asked to pick three options.



2025 Community Survey: Participant Profile

10% identified as a person with a disability

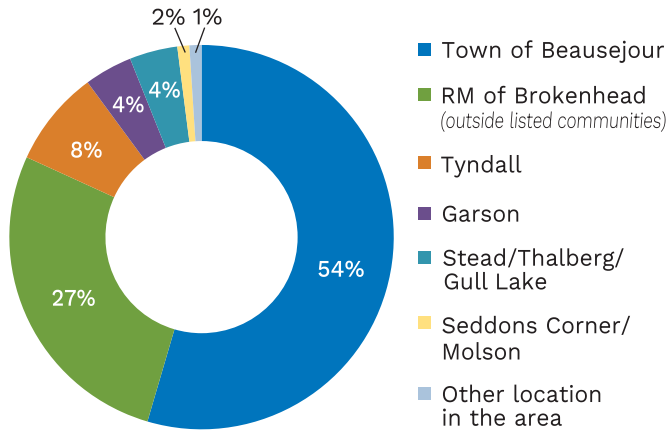
7% identified as a member of a visible minority

3% identified as belonging to the 2SLGBTQIA+ (two-spirit, lesbian, gay, bisexual, transgender, queer and/or questioning, intersex, asexual +) community

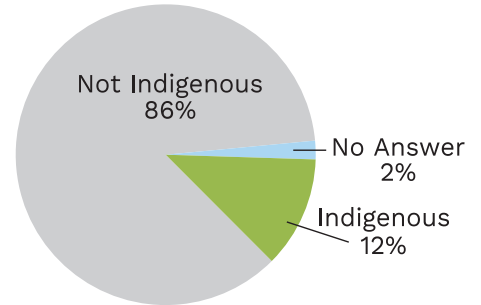
95% born in Canada

See next page for participation counts and more

Where do you live?



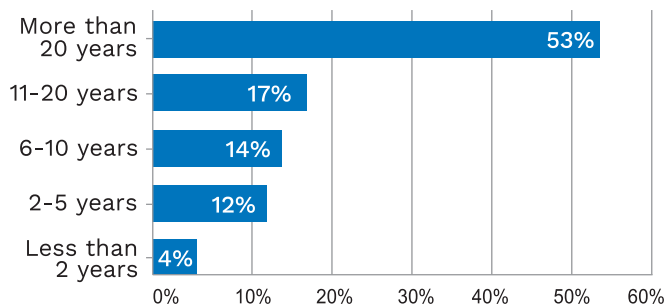
Indigenous Identity



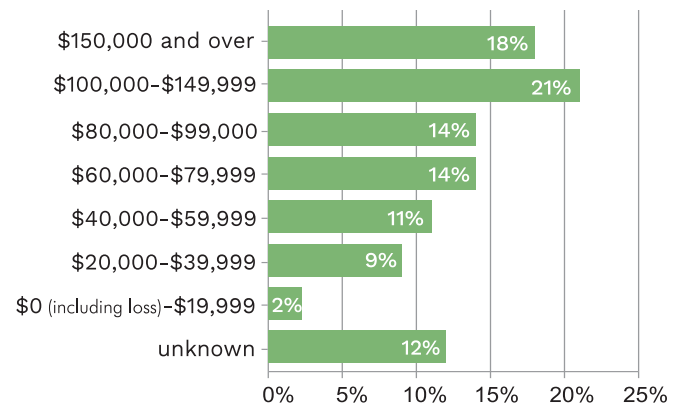
Highest level education completed

No certificate, diploma or degree	3%
High school diploma or equivalency certificate (e.g., GED, ABE)	28%
Certificate of apprenticeship or certificate of qualification	8%
Other trades certificate or diploma	22%
University certificate or diploma below bachelor level	13%
Bachelor's degree	13%
University certificate or diploma above bachelor level	5%
Master's degree	4%
Doctorate/PhD	1%
Other	2%
Prefer not to answer	2%

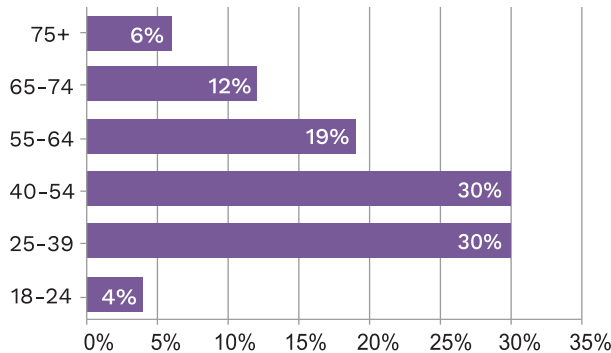
How long have you lived in the local area?



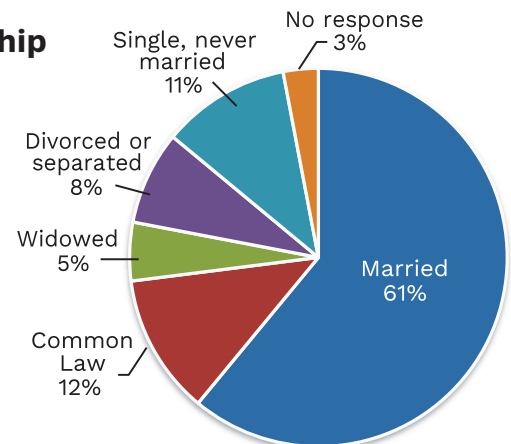
Household income, before taxes



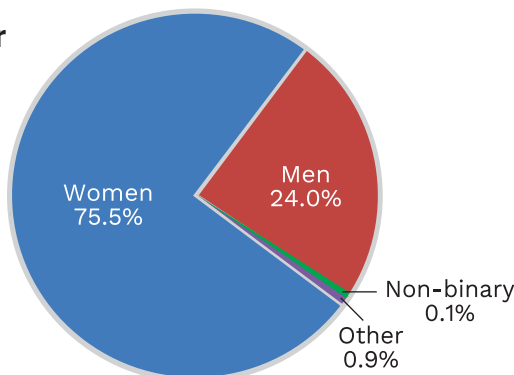
Age



Relationship Status



Gender



Methodology & Sources

Primary Data Collection

The primary data for this report was collected through multiple community engagement events community surveys. These include:

- **Community Conversation:** An initial community conversation with local leaders that introduced the Vital Signs project and gathered initial qualitative insights into priority domains and pressing issues.
- **Roundtable Discussions:** Two focused group sessions with diverse stakeholders across sectors such as education, health, business and local government, aimed at identifying key local issues and attributes. Affinity mapping and voting were used to organize responses.
- **Surveys:** See page 26
- **Reflection Sessions:** After analysing the data and survey results, we hosted four focus groups with residents to discuss preliminary findings and to gather feedback. These sessions encouraged open dialogue about local concerns and aspirations.

Secondary Data

The secondary data used in this report comes from a range of reliable sources, including:

- **Statistics Canada:** Census data from 2021, as well as updates on key economic, social and demographic indicators, provided a foundation for understanding long-term trends in the region.
- **Local Service Providers:** Data on service usage and community needs were provided by local organizations and governments. These sources contributed valuable localized data on issues such as recreation services, community supports, and local services.



Grade Scores

Each domain is scored on a scale from 1 (F) to 5 (A+), based on:

- **80%:** Key indicator scores, evaluated against provincial or national benchmarks, or in some cases, against scores for other Manitoba Vital Signs Reports, and adjusted for recent trends. Improving key indicators are adjusted up to one point upwards, and deteriorating key indicators are adjusted up to one point downwards.
- **20%:** 2024 Community survey satisfaction scores (values are curved and normalized)

Grades reflect both current performance and changes over time.

Acknowledging the Canadian Index of Wellbeing

We would like to acknowledge Dr. Bryan Smale, creator of the Canadian Index of Wellbeing (CIW), along with the many collaborators who contributed to its development. Housed at the University of Waterloo, the CIW was developed through extensive collaboration with experts across various fields, ensuring a robust, comprehensive and credible framework for measuring well-being in a Canadian context.

In 2023, Manitoba Blue Cross published *How Are Manitobans Really Doing? A Report Based on the Canadian Index of Wellbeing*, written by Dr. Smale and Dr. Gao, which applies the CIW framework to Manitoba. The well-being framework used in this Vital Signs project builds upon that work, particularly its balanced approach to looking at community well-being across eight inter-connected areas, ensuring that no single aspect of community life is viewed in isolation.

Learn more...

Visit the Brokenhead River Community Foundation www.brcfoundation.ca or scan the QR code



SURVEY PARTICIPATION

Community Survey (open to ages 18+)

Delivery: January 27 – March 3, 2025, online and print copies

Survey length: 81 questions

Average completion time: 23 minutes

Responses: 737 complete surveys
+ 204 partially complete

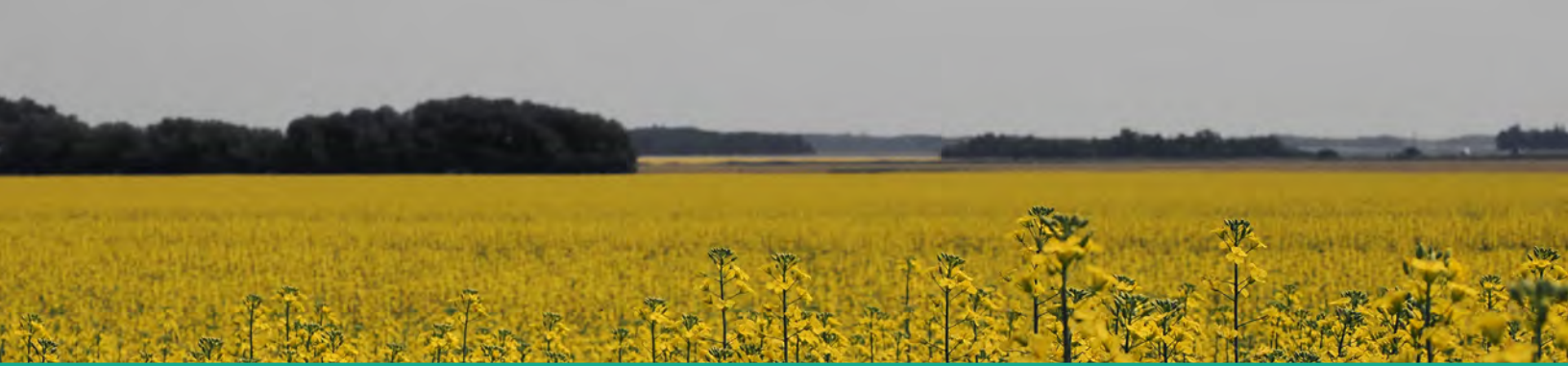
Youth Survey (grades 10-12)

Delivery: January 27 – March 3, 2025, online only

Survey length: 40 questions

Average completion time: 11 minutes

Responses: 42 complete surveys
+ 4 partially complete



Why Does Data Matter in a Community?

In today's world, claims and "facts" are often thrown around casually, but finding reliable evidence to back them up is not always straightforward. This can lead to confusion or even division within a community. However, when a community relies on data, it creates a shared understanding that everyone can trust.

One way to foster this unity is through this Vital Signs report – a report full of measurable indicators of a community's well-being. These are metrics that everyone can get behind. This shared knowledge helps build stronger connections among community members by providing a clear picture of what's actually happening. For example, tracking data on health, education, employment or housing can reveal trends and challenges that may otherwise go unnoticed.

By focusing on evidence-based insights, a community becomes more informed and better equipped to make decisions that benefit everyone, especially when viewed through an equity lens. This means ensuring that policies and actions promote fairness and support for all community members, particularly those who are most vulnerable.

So, why should you care?

Because the truth matters. In a community where decisions are based on real data, political agendas are set aside and the voices of citizens take centre stage. This empowers individuals and leaders alike to take meaningful action. With accurate information, you can make choices that improve the quality of life for everyone in the community, driving positive change that is rooted in facts rather than assumptions.

Find Your Passion & Take Action!

Committed to building a safe and welcoming community?

Your children freely explore your community, building friendships and creating memories that will last a lifetime. Your community is more than a place to live. However, you know not everyone has this same experience. Your community is growing and you want to contribute to a sense of belonging for all.

Here are some things you can do today, to help build a safe and welcoming community:

- Introduce yourself and build relationships with those around you to foster a sense of trust and community. Seeing your neighbours builds a sense of social capital. Why not take it one step further by collaborating with your neighbours to plan a block party?
- Reach out to community outreach groups that are focused on providing neighbourhood support. Learn about their work and see how you can join them in their community support.
- Communities feel safer when you see lots of people on the streets. Be one of those people who gets out in community, participates in programming and supports local businesses.
- Use social media to spread positive messages and promote community initiatives.
- Leave your front door light on at night! This will make your community brighter and increase perceptions of safety.
- Did you know good green space makes a community safer? Advocate for the protection and renewal of our tree canopy, ask for increased municipal spending on green spaces and maintain your own yard.

Dedicated to breaking down the stigma around mental health?

You may have struggled with anxiety and depression throughout much of your teenage years. And now, after seeking help and building a strong support system, you are passionate about using your own experience to break down the stigma surrounding mental health in your community.

Here are things you can do today to create a safe space where others can feel empowered to seek help without fear of judgment:

- Connect with a school and volunteer to share your story with the students.
- Volunteer to organize a peer support group through a local organization offering mental health support services.
- Raise your voice and educate those around you about the realities of mental health.
- Write letters to the editors in local papers and post positive messages of support on social media.
- Make a donation to charities working in this area.

Passionate about the environment?

You feel alive when your feet are in the grass and the wind in your hair. Being in nature fills you up and restores your passion. However, you feel a heavy weight on your shoulders when you think about climate change. How can your actions make a dent in such large challenges affecting the beautiful green spaces and clean fresh air you love to enjoy?

Here are some things you can do today to support a healthy environment for the future:

- Write to your elected official. Share insights noted in this Vital Signs report and advocate for policy changes that protect our environment.
- Participate in local environmental efforts like clean-ups, tree-planting events or sustainability projects.
- Contribute financially to organizations that are working to combat climate change, support water conservation or enhance waste management.
- Offer your time and expertise (e.g., graphic design, event planning, social media) to help environmental groups spread their message and grow their impact.
- Share your passion for the outdoors with your community by mentoring or sharing your experiences with others.

Motivated to reduce the impact of the rising cost of living?

You are a local business owner who has seen firsthand how the rising cost of living is affecting your customers and employees. You want to be a part of the solution and support your community.

Here are some things you can do today to help your community thrive by ensuring basic needs remain accessible, despite the economic challenges:

- Ask questions and learn more about the drivers and impacts of the rising cost of living in your community.
- Volunteer to help provide essential services like food, clothing and shelter to individuals and families experiencing homelessness or economic hardship.
- Organize or contribute to events that raise money for organizations working to ensure essential services remain accessible.
- Share stories, statistics and information about economic challenges in your community to inspire collective action and compassion.
- Collaborate with local businesses to create greater opportunity for community to access essentials.

Enthusiastic about giving back to your community?

Your community has given you so much during the time you have called it home. Now you are excited to give back. You have been told that your enthusiasm for helping others is boundless! You believe that staying active and engaged keeps you young at heart.

Here are some things you can do today to make a positive impact on the lives of those around you:

- Volunteer your time and skills to local charities, schools, shelters or community centres.
- Organize or participate in community events like potlucks, sports games or neighbourhood clean-ups to build stronger connections among neighbours.
- Donate to or participate in a local charity event, fundraiser or community project to help address immediate needs.
- Consider leaving a gift to your favourite charity in your will or estate plan.
- Do something thoughtful for a neighbour, friend or stranger, such as buying coffee for someone, leaving a kind note or helping someone with their groceries.
- Share uplifting, kind or encouraging content on social media to spread positivity and inspire others.



Brokenhead River Community Foundation



ENVIRONMENT

Using a grant received from the Brokenhead River Community Foundation in 2020, the Beausejour Active Transportation Committee was able to complete the construction of two natural prairie parks, located along the Rail Trail between First and Third streets. The plants include a variety of hardy, low-maintenance prairie plants perfect for the location and climate. The design of the parks was based on the Active Transportation Master Plan. Additionally, funds have been granted to fund lake/river research and to ensure best environmental practices.



COMMUNITY RESILIENCE

The pandemic changed lives everywhere, and Beausejour Brokenhead was no different. Emergency COVID-19 funding was granted by the Brokenhead River Community Foundation to several groups to keep them up and running during uncertain times. Additional cleaning supplies to help stop the spread of illness in the community as well as a new COVID area for the Breach Youth Drop-in Centre helped keep community members safe while still allowing them to connect. The BRCF has been able to grant **\$84,000** towards community resilience . . . half of which was used to help stabilize and sustain organizations during the COVID-19 pandemic, supporting projects that are important to youth.



EDUCATION & LEARNING

The Brokenhead River Community Foundation offers scholarships and bursaries to graduating high school students residing in the École Edward Schreyer School catchment area as well as grants for various educational needs within the community. The foundation has funded **\$159,253** to education and learning. This amount includes an incredible **156** scholarships and bursaries awarded to local graduates. The BRCF now administers **14** funds strictly dedicated to scholarships and bursaries.



STANDARD OF LIVING

Through their efforts, the Brokenhead River Community Foundation has helped its residents to improve and/or maintain current standards of living. Past fund recipients include the Association for Community Living, Beausejour and Area Food Bank and Lions Manor, reflecting the rising demand in affordable living essentials. Whether it was computer equipment, visual supports, tools, or program supplies, the BRCF has been pleased to help make a difference in the programs in our community.

@ WORK in the community

HEALTH & WELLNESS

Several health-and-wellness-related organizations have received funding from the Brokenhead River Community Foundation over the years. The BRCF has disbursed **\$80,432** in funding to the Beausejour Hospital and East Gate Lodge providing support for new beds, equipment and most recently a Saebo machine for stroke rehabilitation (Saebo Glove System for the rehabilitation program at Beausejour Hospital). This system is the gold standard for stroke recovery and has proven to be effective for upper and lower extremities for persons suffering from other neurological and/or orthopedic injuries.



CULTURE & BELONGING

The Sandy-Saulteaux Spiritual Centre offers many community events for local groups and community members. The Brokenhead River Community Foundation believes in the spirit of Truth and Reconciliation and has disbursed **\$5,524** to the Sandy-Saulteaux Spiritual Centre to date. This has enabled free programming, which removes cost barriers for those who might not otherwise be able to go to the Centre for teachings, time on the land or connections (both old and new). The centre hosts seasonal ceremonies, monthly sweat lodges and drum circles.



ARTS & RECREATION

From green spaces and community centres to recreation facilities and programs, the BRCF has funded numerous projects in Beausejour Brokenhead. As of December 2024, the Foundation has distributed **\$242,515** alone to initiatives in this domain and is heavily involved in arts and recreation in the community.



CIVIC & DEMOCRATIC ENGAGEMENT

In 2024, the Brokenhead River Community Foundation received its single largest one-time donation of \$202,055 to establish the "Clinton Orr and Jodi Ruta Community Builder Fund." This fund will provide post-secondary funding to eligible graduating students within the École Edward Schreyer School catchment area who have demonstrated active volunteer involvement in school-sanctioned activities or in the community. The goal is to get more kids involved in local organizations and their community. Additionally, the BRCF partners with the Beausejour Brokenhead Development Corporation and the Chamber of Commerce to enhance and support business development in the area. The Foundation also works with other local non-profits and charities to support collaboration, learning opportunities and development.



Brokenhead River Community Foundation

Growing our Community. Together. Forever!

About the Brokenhead River Community Foundation

The Brokenhead River Community Foundation is a local non-profit charitable organization that provides financial grants to charitable, educational, cultural, and recreational projects within the Beausejour and Brokenhead community. It accepts donations from individuals and organizations, invests those funds, and distributes the generated revenue back into the community through grants, scholarships, and bursaries. This model allows the Foundation to give back—supporting community well-being and growing our community together, forever.

Acknowledgements

We would like to thank our project sponsors, the Rural Municipality of Brokenhead, the Town of Beausejour and Manitoba Blue Cross:



We would also like to thank and acknowledge the following organizations for their participation and support:

Assiniboine College, Beausejour Active Transportation Committee, Beausejour and Area Foodbank, Beausejour Kids Centre, Brokenhead River Recreation Commission, Brokenhead River Regional Library, Gillis Play and Learn Centre, Happy Time Nursery Co-op, Interlake-Eastern Regional Health Authority, Manitoba Education and Early Childhood Learning, Mental Health Manitoba, Network 4 Change, Tyndall Play and Learn Centre, Sunrise School Division and Voth Family Therapy

Message from Manitoba Blue Cross

Manitoba Blue Cross is a trusted health and wellness partner for Manitobans. To assess and address wellbeing needs, we commissioned the first-ever Manitoba Index of Wellbeing, an extension of the Canadian Index of Wellbeing (University of Waterloo). This report provides insights into quality of life from 1994 to 2020. Released June 2024, it marks a key milestone in our wellness efforts. Through our partnership with Endow Manitoba, we remain committed to evidence-based, community-focused practices and supporting meaningful change across the province.

Brokenhead River Community Foundation
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