

# LABOUR MARKET REVIEW

Spring 2021

## Hope on the Horizon

Employers in the Bow Valley are used to facing challenges including ongoing staff recruitment and retention concerns along with the influence of global factors that impact international travel such as the world economy, terrorism and viral outbreaks including SARS in 2003.

However, nothing has tested employers to the same extent as COVID-19. The global pandemic created a massive disruption to the Bow Valley labour market that relies so significantly on tourism. From restrictions on international travel to fluctuating mandatory public health measures that either limited or prohibited in-person restaurant dining, indoor social gatherings, weddings and conferences, access to fitness facilities and personal services such as massage, esthetics and hair salons, the past year has been a roller coaster for many businesses in the Valley.

Local employers have struggled to operate and constantly adapt amidst the pandemic. Fortunately, many local businesses have accessed government programs including rent and wage subsidies allowing them to stay afloat while many of their laid-off staff tapped into the Canadian Emergency Relief Benefit.

Following a tumultuous year for the tourism industry, Banff and Canmore employers are preparing for a busy summer in 2021. If last summer is any indication of what to expect, high visitor numbers for Banff National Park, the towns of Banff and Canmore, and Kananaskis Country can be anticipated. Albertans and Canadians have endured months of restrictions—limited access to restaurants and reduced occupancy levels in retail stores—and one can only surmise that everyone will be ready to get out and explore again this summer.

The towns of Banff and Canmore will once again be closing their main streets to vehicular traffic, providing restaurants additional outdoor seating and allowing retail stores to expand the shopping experience to the sidewalks providing ample room to physical distance. Similar to last summer, businesses can expect the majority of visitors to be Albertans

on day trips and weekend getaways or Canadians exploring their country’s backyard.



Motorists search for parking places at the Grassi Lakes trailhead, RMO

This summer, just as most visitors will not have crossed international borders in recent months, neither will the staff that cater to them. Local employers are having to redirect their recruitment strategies away from international sources and toward job seekers from across Canada.

At the Job Resource Centre (JRC) late winter and spring in the Rockies is typically the time of year when we welcome an influx of international travellers on Working Holiday Visas looking for seasonal employment. This spring, it is expected that with the current quarantine requirements for international travellers local employers will not be able to rely upon this program to fill their staffing needs for summer/fall 2021. Many employers are reaching out to other parts of the country and hospitality schools to recruit staff. Some businesses are finding students that are currently learning online as an unexpected staffing source as schooling can now be done remotely from any location.

The pandemic has forced businesses to adapt and make rapid shifts in how a business operates and delivers services. At the JRC we have had to do the same; all our services can now be accessed remotely and we continue to offer in-person services.

### What’s Inside

Labour Market Trends..... page 2  
 Job Supply and Demand ..... page 2  
 Unemployment Rates ..... page 2  
 Bow Valley Average Wages..... page 2

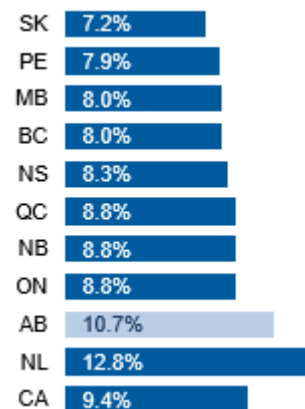
Employer Services..... page 3  
 Rental Housing & Workshops..... page 3  
 New Banff JRC Location ..... page 3  
 Development News .....page 4

# BOW VALLEY LABOUR MARKET REVIEW

## Labour Market Trends

**Unemployment Rates** The Alberta unemployment rate for January 2021 was 10.7% compared to 7.3% this time last year. The Banff-Jasper-Rocky Mountain House region showed a rate of 9.9% unemployment, compared to 6.6% in January 2020. *Source: Statistics Canada*

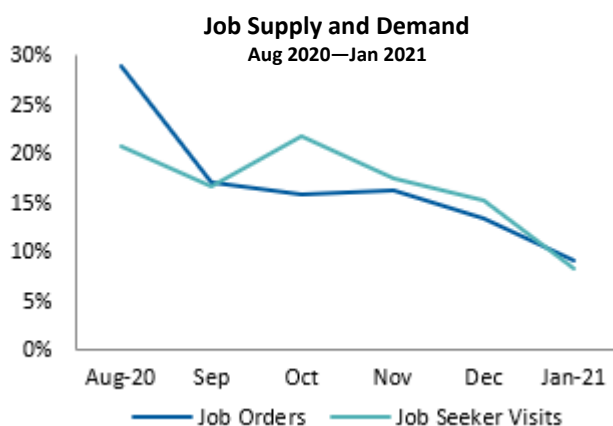
### Unemployment Rates Jan 2021



**Occupational Demand** The Job Resource Centre received 904 job orders from 192 Bow Valley employers between August 2020 and January 2021. Job orders decreased by 48% compared with the same period last year. According to the Alberta Treasury Board and Finance, accommodation and food services bore the brunt of the ongoing public health measures in Alberta with 17,900 less jobs in this sector in January 2021 than in January 2020.

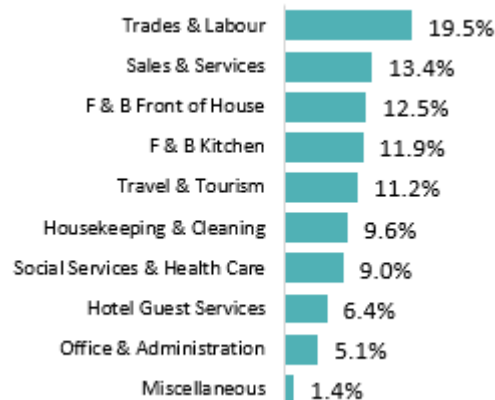
**Staff Housing** Of all jobs posted at the Job Resource Centre, 39% were advertised with staff housing, down 6% from 2021. More jobs in Banff (47%) came with staff housing than in Canmore (25%).

**Average Starting Wages** The average starting wage in the Bow Valley was \$18.97 per hour during this six month period, almost the same as it was in 2020.



*Between Aug 2020 and Jan 2021 the Job Resource Centre served 11,842 job seekers and posted 904 jobs. The graph above is a monthly comparison between these two variables.*

### Occupational Demand Aug 2020—Jan 2021



BOW VALLEY JOB ADS & WAGES	JOB ADS	JOB ADS	AVERAGE WAGE	AVERAGE WAGE
	Aug 20 - Jan 21	Aug 19 - Jan 20	Aug 20 - Jan 21	Aug 19 - Jan 20
Food & Beverage Front-of-House	113	262	\$15.76	\$16.06
Food & Beverage Kitchen	108	295	\$17.25	\$17.60
Hotel Guest Services	58	103	\$16.96	\$16.56
Housekeeping & Cleaning	87	190	\$16.56	\$17.25
Miscellaneous	13	71	\$25.56	\$21.27
Office & Administration	46	98	\$20.57	\$23.30
Sales & Services	121	208	\$19.67	\$17.02
Social Services & Health Care	81	120	\$24.75	\$21.53
Trades & Labour	176	300	\$20.48	\$21.42
Travel & Tourism	101	74	\$17.97	\$21.28
<b>Total Job Orders</b>	<b>904</b>	<b>1,721</b>		

*\*Based on job ads placed with the Job Resource Centre between Aug 1, 2020 and January 31, 2021*

## Employer Services

### Employer Services Coordinator

We are pleased to introduce Andrea Edgar as the JRC's Employer Services Coordinator. After four years as an Employment Advisor at the JRC, Andrea knows the Bow Valley labour market well and she looks forward to assisting employers with their staffing needs and general HR inquiries.



**The Canada Alberta Job Grant** is a training program where an employer applies on behalf of their present or future employee(s) for eligible training costs.

Eligible employers are required to contribute a minimum of one-third of the total training costs for existing employees. Government contributes two-thirds of the cost to a maximum of \$10,000 per trainee per fiscal year. If hiring and training an unemployed Albertan, up to 100% of training costs could be covered, up to \$15,000 per trainee.

February 18, 2021 until February 28, 2022 program changes will expand eligibility to help businesses access the training they need. Also, permanent operational changes will make the application process more efficient. Source: <https://www.alberta.ca/canada-alberta-job-grant.aspx>

## A Snapshot of Housing Rental Rates

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,506	\$1,452
2 Bedroom	\$1,749	\$2,022
3 Bedroom	\$2,281	\$3,525
Studio/Bachelor	\$1,013	\$1,075
Roommate/Shared	\$ 834	\$ 844

\* Based on listings in local media from August 2020 and January 2021. Banff data sourced by JRC from Kijiji and Facebook Bow Valley Homefinder. For more information on Banff Housing visit [banff.ca/1060/Housing-in-Banff](http://banff.ca/1060/Housing-in-Banff). Canmore data collected by Canmore Community Housing from Asset West, PEKA, ReMax, RMO, The Peaks, Rent Faster & Kijiji.

## Banff JRC is Moving

April 2021 the Banff Job Resource Centre is moving to 304 Caribou Street in Caribou Corner.



Drop by to check out our brand new space. We look forward to saying hello!

### JRC's online job board attracting thousands of job seekers

Over 30,000 – That's the number of views the JRC's [online job board](#) received between August 1, 2020 and January 31, 2021 (or an average of 1,182 job seekers per week).

## Workshops

Register now!

### JOB SEARCH WORKSHOPS

via Zoom

**JOB SEARCH**  
Mar 11 or Apr 15, 10—11:30 am

**RESUMÉS**  
Mar 18 or Apr 22, 10—11:30 am

**INTERVIEW SKILLS**  
Apr 29, 10—11:30 am

the  
JOB  
RESOURCE  
CENTRE

Experienced, professional career coaches provide content, proven tips and strategies tailored to gaining employment in the Bow Valley.

To book any or all workshops:  
[canmore@jobresourcecentre.com](mailto:canmore@jobresourcecentre.com)  
 403-678-6601

Job Resource Centre  
We are here for your success.

To register for any or all of the Job Search workshops call 403-678-6601 or email [canmore@jobresourcecentre.com](mailto:canmore@jobresourcecentre.com).

## Development News

### Banff

**The YWCA Banff has officially begun construction** of its \$10.4 million Courtyard Project to develop 33 units of self-contained affordable housing. Construction is expected to create more than 50 jobs and the project is on schedule to welcome tenants in October 2021. *(RMO Today, August 2020 and Global News, September 23, 2020)*

**The Bear Street redevelopment** aims to help the street become a growing tourist attraction and boost business. However, due to construction delays council has asked administration to review a report of the project by April 30. It is hoped that this will set a new vision forward in completing the project. *(RMO, January 14, 2021)*

### Bow Valley

**Parks Canada will strike an expert panel** to look at how to deal with soaring visitation in Banff National Park. It will advise on a long-term framework for how visitors will get around the busy Bow Valley and experience Banff National Park into the future. *(RMO, November 5, 2020 and February 20, 2021)*

**A provincial government decision to limit temporary foreign workers** in order to give jobs to unemployed Albertans comes at a cost to the Bow Valley's tourism industry. Local tourism industry officials say its aim is always to hire Canadians first, but like other resort towns

around the world, Banff and Lake Louise depend on the contribution of international visitors, and workers, to make their tourism economies function. *(RMO Today, November 5, 2020)*

### Canmore

**Three Sisters Mountain Village** area structure plans (ASPs) are set for first reading February 9. The submission of the final two ASPs will likely result in a contentious community debate about what has been proposed for Canmore council to consider over the next several months. TSMV represents 80 per cent of the developable land left inside the town of Canmore's municipal growth boundary. *(RMO Today, September 11, 2020 and January 15, 2021)*

**Town of Canmore council** approved the appointments to the Business Recovery Task Force and the Tourism Task Force. The two new task forces will develop a plan for the community's economic recovery from COVID-19 and as a tourism-based economy. *(RMO Today, September 24, 2020)*



Hello from the JRC team.

## About the Job Resource Centre

The Job Resource Centre is a leading, Banff and Canmore based, career and employment service. Our mandate is to help people find jobs and new careers and assist employers with hiring and retaining workers. Services are available in English and French and are *free of charge*.

**Services for Job Seekers and Career Changers:** job search support, professional resumé writing assistance, physical and online job boards with local opportunities, career coaching, student advice, training information, access to computers, copiers, telephones and resource areas. All our services can now be accessed remotely including virtual appointments with a Career Coach.

**Services for Employers:** job posting service, employee referrals, hiring fairs, workshops, HR guidance, labour market information and an interview room for employer use.

**CANMORE**

710 10 St. 403.678.6601

the **JOB**  
**RESOURCE**  
**CENTRE**

**BANFF**

304 Caribou St. 403.760.3311