

LABOUR MARKET REVIEW

Spring 2022

Staff Drought

Recruiting challenges for Bow Valley businesses are part of a long-standing saga. Local employers, both small and large, have faced seasonal staffing challenges for decades. The issues that the Bow Valley labour market would commonly experience have escalated in breadth and depth, and have spread across many industries nation-wide. Locally, these shortages have grown from a seasonal challenge to a year-round problem, caused by the compounded disruptions from the pandemic.

The pandemic pendulum swung between tight public health restrictions to Alberta’s “Best Summer Ever”, before swinging back to tighter mandates as new COVID variants arrived in the Bow Valley during the fall and the busy Christmas season. These new variants infected high numbers of hospitality workers, overwhelmed the healthcare systems, and had travellers cancelling their holiday plans to visit the mountains. As the pendulum swung, it left business owners in a state of flux and employees over-worked and burnt out.

The intensifying labour shortage was magnified by ongoing federal delays in processing temporary foreign worker applications and, in early winter, a spike of COVID-19 infections that swept through front-line workers. Businesses coped by closing a day or two each week, reducing operating hours, offering limited restaurant menus and reduced seating capacity to maintain service levels and limit further stress on existing staff.

In addition to adjusting operational capacities, wages in the Bow Valley have trended upwards according to wage information collected by the Job Resource Centre. Employers that offer benefits and staff perks have more success in recruiting and retaining staff. Common perks include extended health benefits, retention bonuses to complete seasonal contracts, subsidized housing, free meals, free ski passes, professional development opportunities and fun staff events.

The demand for Career Exploration services at the Job Resource Centre increased early in the pandemic and continues to be a highly requested service as burnt-out employees take stock of their situations. Individuals are exploring new career options that provide a better work-life balance, increased pay, flexible work schedules, and work that offers opportunities for skill development and career growth.

This trend that we have observed in the Bow Valley is reflective of what’s happening across the country. The *Financial Post*, recently published an article citing a LifeWorks Mental Health Index that found nearly half of workers are rethinking their career goals. “Canadians continue to face many challenges, both within and outside of the workplace as a result of the pandemic... The decisions being made are largely due to people seeking opportunities to improve their overall wellbeing.”

Competition for staff will be stiffer than ever as we head toward the peak tourist season. A high number of visitors are anticipated after two years of travel plan disruptions. The Job Resource Centre, Bow Valley employers, and local and regional tourism organizations are busy spreading the word about the summer 2022 employment opportunities in the Rocky Mountains.



“Posthaste: Pandemic stress drives many Canadians to consider a career change” (Noella Ovid, 18 March, 2022, Financial Post)

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BOW VALLEY LABOUR MARKET REVIEW

Labour Market Trends

Unemployment Rates The Alberta unemployment rate for January 2022 was 7.2%, down from 10.7% last January. The Banff-Jasper-Rocky Mountain House region showed a rate of 5.3% unemployment, compared to 9.9% in January 2021.

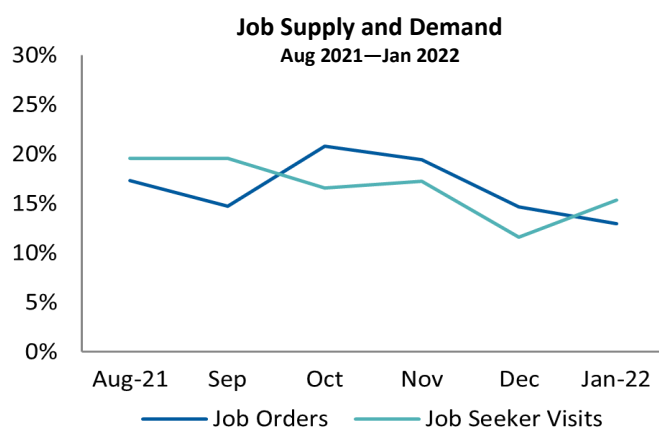
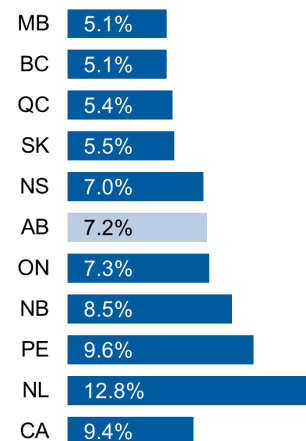
Source: Statistics Canada

Occupational Demand The JRC received 1,690 job orders from 321 Bow Valley employers between August 2021 & January 2022, on par with pre-pandemic job order counts. This was an increase of 67% over the same six-month period last year when COVID-19 travel and public health restrictions hit the Bow Valley accommodation and food service sectors the hardest.

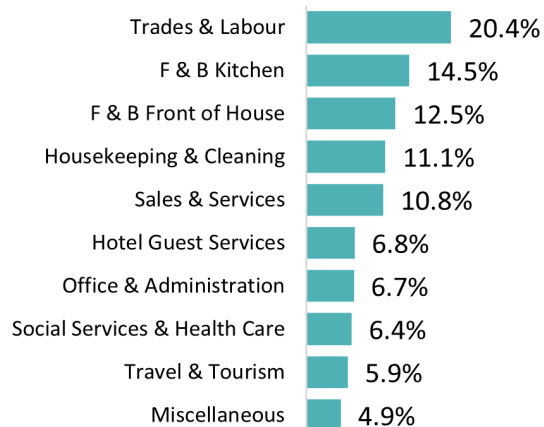
Staff Housing Thirty-eight percent of the jobs posted were advertised with staff housing, little change from the same period last year. More jobs in Banff (51%) came with staff accommodation than in Canmore (20%).

Average Wages The average wage in the Bow Valley was \$20.70 per hour during this six-month period, up from \$17.97 per hour for the same time period last year. These wages are based on jobs posted at the JRC.

Unemployment Rates January 2022



Occupational Demand Aug 2021—Jan 2022



Between August 2021 and January 2022 Job Resource Centre served 2,417 job seekers and posted 1,690 jobs. The graph above is a monthly comparison between these two variables.

BOW VALLEY JOB ADS & WAGES	JOB ADS	JOB ADS	AVERAGE WAGE	AVERAGE WAGE
	Aug 21-Jan 22	Aug 20-Jan 21	Aug 21-Jan 22	Aug 20-Jan 21
Food & Beverage Front-of-House	212	113	\$16.39	\$15.76
Food & Beverage Kitchen	245	108	\$17.87	\$17.25
Hotel Guest Services	115	58	\$17.64	\$16.96
Housekeeping & Cleaning	188	87	\$18.16	\$16.56
Miscellaneous	82	13	\$21.21	\$25.56
Office & Administration	113	46	\$23.35	\$20.57
Sales & Services	183	121	\$17.67	\$19.67
Social Services & Health Care	108	81	\$21.30	\$24.75
Trades & Labour	345	176	\$23.51	\$20.48
Travel & Tourism	99	101	\$20.70	\$17.97
Total Job Orders	1,690	904		

*Based on job ads placed with the Job Resource Centre between August 1, 2021 and January 31, 2022.

Workplace Inclusion Charter

Become A Workplace Inclusion Champion!

The Inclusion Charter is an employer toolkit and recognition program to create more inclusive workplaces in our community, led by the [Bow Valley Immigration Partnership \(BVIP\)](#).

To participate, local employers are invited to:

- Sign a Declaration of Principles for Workplace Inclusion
- Choose at least 5 of 17 commitments to implement in your business by September 30th
- Access free resources, training, and support to implement the commitments

To learn how this free local program can fit your business, visit: inclusioncharter.ca/bowvalley.



Housing Rental Rates

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,482	\$1,587
2 Bedroom	\$1,848	\$2,285
3 Bedroom	\$2,553	\$3,754
Studio/Bachelor	\$958	\$1,470
Roommate/Shared	\$918	\$986

*Based on listings in local media from August 2021 to January 2022. 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. Canmore data collected by Canmore Community Housing.

Workshops



The JRC presented workshops to jobseekers across the country to promote working in the Rockies. Keep posted on upcoming workshops at jobresourcecentre.com.

JRC Employer Services

- Bow Valley-specific job board available in our Banff & Canmore offices and [online](#).
- HR Assistance: General HR inquiries, referrals, job description development, employee recruiting & retention tips.
- Hiring Events at JRC offices in Banff and Canmore.
- Employer workshops and webinars.

Contact Andrea, our Employer Services Coordinator, with your inquiries: andrea@jobresourcecentre.com.



Start a new business recently or have a business idea? Town of Canmore Economic Development is pleased to offer SMARTstart to our community, in partnership with the Bow Valley Chamber of Commerce. Work with the guidance of a mentor and support from peer entrepreneurs to build a winning plan in this 8 month program. Apply by May 15. Visit the Town of Canmore [website](#) for full details.

Development News

Banff

Parks Canada has told the Town of Banff in no uncertain terms that an aerial gondola from the townsite to Mount Norquay flies in the face of existing federal legislation and regulations. (Rocky Mountain Outlook, September 9, 2021)

Banff development permit revenue up \$120K. Revenue from development permits in 2021 far exceeded budget projections. The total number of permits issued by Banff's planning and development so far this year is 88, compared to 64 in 2020. The bigger commercial permits were the former Melissa's and the change of use/façade at Cascade Shops. (Rocky Mountain Outlook, November 11, 2021)

Canmore

Early results of the Quarry Lake paid parking program showed early success. The preliminary numbers showed net revenues of \$220,000 pumped into the town coffers, nearly triple the projected \$80,000. The first-year program brought in revenue of \$292,000 and the incurred expenses were roughly \$70,000. (Rocky Mountain Outlook, September 23, 2021)

The Gateway commercial development in Canmore gets the go-ahead. The Gateway will be the largest commercial project in recent memory. The commercial aspect of the development has been of particular interest to residents of the Stewart Creek area who are mostly without commercial needs in the area. (Rocky Mountain Outlook, October 7, 2021)

An HBO show, The Last of Us, was filmed on Main Street, Canmore in mid-November. The Last of Us, starring Pedro Pascal of Game of Thrones and Mandalorian fame, was filmed in Canmore and other Alberta locations. Chris Bartolomie of Town of Canmore shared, 'This is the biggest filming in Canadian history.' (Rocky Mountain Outlook, November 4, 2021)



Evan Buhler RMO Photo

Bow Valley

Kananaskis user pass kicks \$9.9 million into provincial coffers. Introduced on June 1, the pass aims to bring additional dollars to the provincial coffers to offset costs of conservation efforts, search and rescues, services and infrastructure. (Rocky Mountain Outlook, October 14, 2021)

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

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