

BOW VALLEY LABOUR MARKET REVIEW

Build a Recruitment & Retention Strategy

After experiencing significant staffing challenges in the summer of 2022, Bow Valley employers are planning how best to attract staff for summer 2023. Adopting strong recruitment and retention strategies and following HR best practices can attract qualified staff and reduce turnover. Below we share some strategies to consider implementing:

Provide competitive compensation and benefits – Offering better-than-average wages is key to attracting and retaining staff. The Bow Valley is expensive, and employers that pay above average have a distinct advantage over those that offer average wages. Other perks and benefits may include discounts on products, staff meals, and local activities. Consider partnering with other businesses to extend benefits to your staff. Offering employees an Extended Health Benefits package also helps offset their cost of living.

Offer professional development opportunities and career paths – Provide opportunities for employees to improve their skills and advance within the company. Consider micro-credential offerings such as LinkedIn Learning or access the Canada/Alberta Job Grant to help fund training. Creating career pathways can encourage staff to stay long-term. See page 3 for ideas of how the JRC can assist.

Create effective job postings – Include details of your company's full compensation package in your job postings. A clear and concise snapshot of the open position describing the position and skills required is key. Not sure how this is done? The JRC's Employer Services Coordinator can help!

HR Best Practices – Offer paid sick days and schedule staff with sufficient notice so they can coordinate schedules with part-time work – many workers in the Bow Valley need two jobs to cover living expenses. Summer is short and most staff appreciate time off when the weather is warm – if possible, consider offering staff 3 consecutive days off on occasion.

Recruit from underrepresented populations – This includes seniors, Indigenous populations, individuals with disabilities, and other minority populations. Promote diversity, equity, and inclusion in your workplace and ensure everyone feels valued and supported.

Offer a supportive workplace culture – Check in with your staff members regularly to show you care – many are away from support networks, and a listening ear can work wonders and allows staff to share ideas, address concerns, and offer feedback that could be helpful to the success of your business.

Explore technology/automation options to fill gaps – Technology can help address labour shortages allowing your staff to focus on services and tasks that only a human can successfully deliver.

Housing Assistance – Providing staff housing is likely one of the best recruitment strategies an employer could offer in the Bow Valley. Recognizing this is not a possibility for all employers, consider assisting new recruits in their search for housing. Reach out to your network to find housing options that you could share with those just arriving or not well-connected.

Additionally, in Fall 2022, Banff Lake Louise Hospitality Association and Banff Lake Louise Tourism undertook a Labour Market Study and hosted the Converge Labour Summit, providing senior leaders with a strategic positioning exercise to tackle labour challenges in Banff and Lake Louise. The Town of Canmore is also set to release a Labour Market Study in Fall 2023. These studies will offer insights and pave the way for proactive steps to address labour market issues in the Bow Valley.

The JRC's Employer Services Coordinator can help fine-tune your Recruitment and Retention practices. Contact us to learn more.

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Labour Market Trends

Unemployment Rates The Alberta unemployment rate for January 2023 was 6%, down from 7.2% last January. The Banff-Jasper-Rocky Mountain House region showed a rate of 5.2% unemployment, little change from last January.

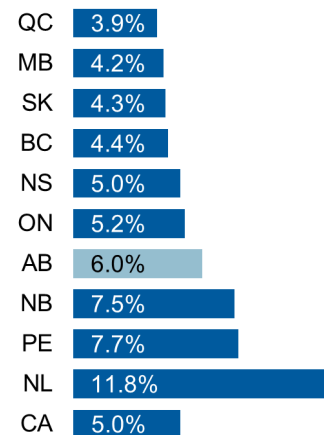
Source: Statistics Canada

Occupational Demand The JRC received 1,385 job orders from 293 Bow Valley employers between August 2022 & January 2023. This was a decrease of 18% over the same six-month period last year.

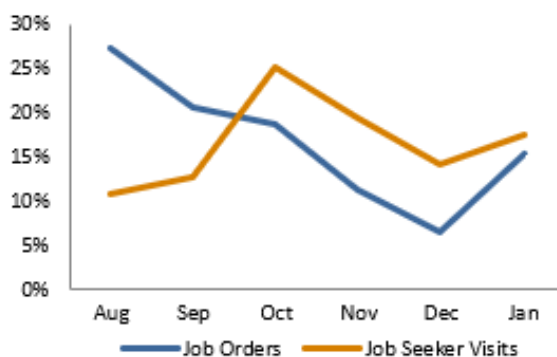
Staff Housing Thirty-seven percent of the jobs posted were advertised with staff housing, similar to the same period last year. More jobs in Banff (50%) came with staff accommodation than in Canmore (25%). The amount of jobs in Canmore with staff housing increased by 5% over the same duration last year.

Average Wages The average wage in the Bow Valley was \$21.86 per hour during this six-month period, up from \$20.70 per hour for the same time period last year. These wages are based on jobs posted at the JRC.

Unemployment Rates January 2023

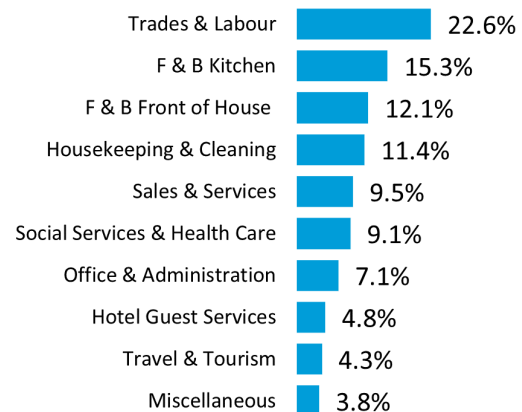


Job Supply and Demand



Between August 2022 and January 2023, the Job Resource Centre served 3,971 job seekers and posted 1,385 jobs. The graph above is a monthly comparison between these two variables.

Occupational Demand Aug 2022—Jan 2023



BOW VALLEY JOB ADS & WAGES

	JOB ADS Aug 22-Jan 23	JOB ADS Aug 21-Jan 22	AVERAGE WAGE Aug 22-Jan 23	AVERAGE WAGE Aug 21-Jan 22
Food & Beverage Front-of-House	167	212	\$17.71	\$16.39
Food & Beverage Kitchen	212	245	\$19.35	\$17.87
Hotel Guest Services	67	115	\$19.13	\$17.64
Housekeeping & Cleaning	158	188	\$19.07	\$18.16
Miscellaneous	53	82	\$23.23	\$21.21
Office & Administration	98	113	\$26.97	\$23.35
Sales & Services	132	183	\$18.82	\$17.67
Social Services & Health Care	126	108	\$25.76	\$21.30
Trades & Labour	313	345	\$25.71	\$23.51
Travel & Tourism	59	99	\$21.43	\$20.70
Total Job Orders	1,385	1,690		

*Based on job ads placed with the Job Resource Centre between August 1, 2022 and January 31, 2023.

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Employer Services

Employer Services Coordinator

We are pleased to introduce Coline Mazoyer as the JRC's Employer Services Coordinator. Through her time as an Employment Advisor at the JRC, Coline understands the Bow Valley labour market and she looks forward to assisting employers with their staffing needs and general HR inquiries.



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.

Call, email: coline@jobresourcecentre.com, or drop by our Banff or Canmore office with your inquiries.

JRC's online job board attracts thousands of job seekers

Over 55,000 — That's the number of views the JRC's [online job board](#) received between August 1, 2022 and January 31, 2023 (or an average of 2,116 visits per week).

Housing Rental Rates

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,749	\$2,123
2 Bedroom	\$2,142	\$2,771
3 Bedroom	\$2,613	\$4,203
Studio/Bachelor	\$1,092	\$1,235
Roommate/Shared	\$1,102	\$935

*Canmore data collected by Canmore Community Housing and Banff data collected by the Banff Housing Corporation. Rentals rates are based on listings from August 1, 2022–January 31, 2023.

Workshops



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

Career Development Services at the JRC

Career Development Services at the JRC are offered by our experienced Career Coaches. The personalized service consists of discussions about the client's career needs and aspirations. Through assessments the client will also gain valuable insight into their character traits, career values, motivated skills, and interests. Clients will walk away with a better understanding of themselves, and what is important to them in their career. It will allow them to make informed career decisions and create a pathway of how to achieve their professional ambitions. Offering career development opportunities can demonstrate a company's commitment to the growth and success of its employees, thereby increasing the chances of retaining top talent.

If you would like to offer a staff member the opportunity to explore career pathway options, contact the JRC for more details – all services offered through the JRC are free of charge.

Development News

Banff

The new management plan that sets direction for Banff National Park over the next 10 years has been approved.

The 2022 plan was officially released on August 22, 2022. At the heart of the new Banff Park management plan are nine high-level key strategies, including climate change targets and moving people sustainably in the face of skyrocketing visitation of more than 4 million tourists a year – 30 per cent more than a decade ago. (RMO, August 25, 2022)

Lake Louise

The Upper Lake Louise road will undergo a \$9.8M redesign

to improve the experience for visitors, private vehicles, and cyclists, to accommodate transit infrastructure and help grizzly bears and other wildlife travel safely throughout the busy area. The bulk of the work will likely take place in summer of 2024. (RMO, January 26, 2023)

Bow Valley

The Roam Transit 2023-25 operating and capital budgets received the thumb's up

from the Bow Valley Regional Transit Services Commission. The new budget will have increased service for certain routes and new positions to help the growing organization. Service is expected to go to about 67,000 hours – a jump of roughly 1,800 hours from last year – and three new support positions. (RMO, October 20, 2022)

Canmore

A 10-unit visitor accommodation on 10th Street will move forward

after Canmore's Subdivision and Appeal Board (SDAB) upheld approval. The board issued its decision for the second time on the same property in 15 months. The board added 13 revisions to the conditions the developer has to follow including having a minimum of 10 parking spots that will be managed by the property owners. (RMO, December 15, 2022)

A public hearing will be held to redesignate a portion of the Staircase Lands

– near Quarry Lake and Peaks of Grassi – following a court order to the Town of Canmore. Canmore council voted to give first reading to redesignating the lands from natural park district to future development district. The public hearing will take place on February 28, 2023. (RMO, December 1, 2022)

The Town of Canmore's finance committee has voiced support for continuing to use paid parking funds for fare-free public transit.

From June 29 to September 29, the paid parking program brought in about \$836,000 in gross revenue. (RMO, November 17, 2022)



Photo: Nick Fitzhardinge

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