

the JOB RESOURCE CENTRE BOW VALLEY LABOUR MARKET REVIEW

SPRING 2009 ISSUE

Motivated Staff – The Key to Your Success

Even with the recent downturn in the economy motivating staff is still vital to your bottom line.

So how do you motivate your staff with little or no money to work with? There are plenty of low-cost and no-cost alternatives that show your appreciation for work well done – which is the biggest morale-booster of all. Here are some examples of ways to show your staff you appreciate their hard work:

Training- continuous learning is something valued by many so this idea is a win-win. Bow Valley College and the Bow Corridor Continuing Education Council offer many cost-effective and no-cost training opportunities locally. If your training budget is limited utilize your staff to research and present training.

Time Off- Allow staff to take personal days or surprise your employees with time off on a special occasion in their life such as their birthday, graduation or a family visit. Even spontaneously allowing them to leave early or come in late is a valuable reward. Allowing staff to take time off without pay is also appreciated.

Casual Dress Day- If your business allows for some flexibility in business wear this is an easy and appreciated break from routine.

One-on-One Coaching- Let your staff know you care by meeting and finding out what their goals are and how you can help them.



On the Spot Praise- Don't wait for the perfect time; give praise when the achievement is fresh in people's minds. A simple thank you is a great way of acknowledging a job well done.

Gift Cards: can be redeemed for a variety of merchandise ranging from gourmet food to ski passes. Because employees have the choice of how to use the reward the likelihood of satisfaction is that much greater.

Telecommuting- When possible, this option provides staff with flexibility to deal with things like child or elder care.

Bring You Pet to Work- Another perk that is easy to do if your work environment allows it.

Staff Lunches or Treats- Provide these on a regular basis or spontaneously. The element of surprise adds more meaning to the perk.

These examples won't necessarily work for all companies. You need to be creative and match your perks with the interests of your staff. A combination of motivation strategies, some applicable to all staff and some that are personalized to deserving individuals, has the most effect.

For more ideas on how to motivate your staff drop in at the Job Resource Centre in Banff and Canmore and request a complimentary copy of "*Finders and Keepers*" or talk to our employer specialist Amanda Coon 403-678-6601.

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BOW VALLEY LABOUR MARKET REVIEW

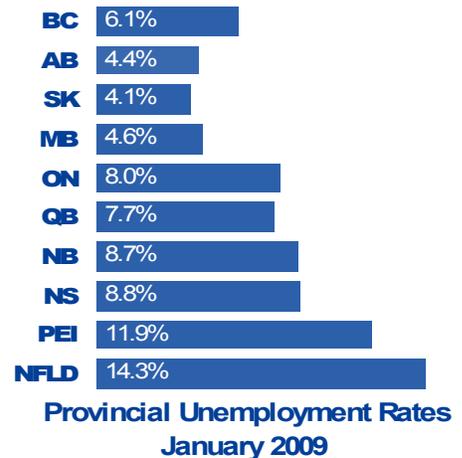
Labour Market Trends

What a difference a few months can make. Not long ago the dominant story was the staff shortage and how employers were struggling to find the labour they needed. Now, with a reversal in the economy it is the job seekers who are struggling. Many employers are saying they have more resumes than they know what to do with.

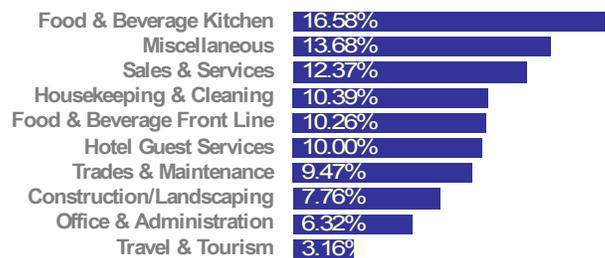
Unemployment Rates: According to Statistics Canada, Alberta's unemployment rate edged up to 4.4% in January. Banff's unemployment rate has historically been 1% less than Calgary's. We estimate it to be at 3.2%.

Occupational Demand: Between August 2008 and January 2009, there were 760 job postings on the Job Resource Centre Job Board. This is a sharp decrease, 32%, from one year ago. The greatest number of advertised job openings continued to be in the Food and Beverage – Kitchen Sector followed by the Miscellaneous category (including care providers, instructors and management).

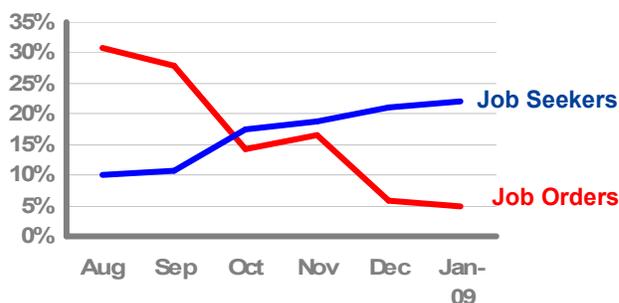
Average Wages: On average, across all sectors, the wages of jobs advertised on the Job Board increased by 5.7% from one year ago. The highest average wages were in Trades and Maintenance at \$17.82 per hour followed by Construction and Landscaping at \$16.19 per hour. Front-line Food and Beverage positions continued to pay the lowest average wage at \$9.30 per hour before gratuities.



Occupational Demand, Aug. 2008 - Jan. 2009



Job Supply & Demand



BOW VALLEY AVERAGE WAGES

	NUMBER OF JOB ORDERS	AVERAGE WAGE Spring 2009	AVERAGE WAGE Spring 2008
Construction & Landscaping (<i>labourers, trades helpers, grounds maintenance</i>)	59	\$16.19	\$15.01
Food & Beverage Front Line (<i>servers, hosts, bus persons, delivery drivers</i>)	78	\$ 9.30	\$ 9.58
Food & Beverage Kitchen (<i>cooks, dishwashers, kitchen helpers</i>)	126	\$12.69	\$12.14
Hotel Guest Services (<i>front desk agents, night auditors, bellmen, security</i>)	76	\$12.10	\$11.16
Housekeeping & Cleaning (<i>room attendants, housemen, laundry, cleaners</i>)	79	\$12.51	\$11.42
Miscellaneous (<i>care providers, instructors, management positions</i>)	104	\$15.98	\$14.97
Office & Administration (<i>clerical, reception, data entry, computer support</i>)	48	\$15.84	\$14.84
Sales & Services (<i>grocery, retail, hairstyling, aesthetics, fitness</i>)	94	\$12.07	\$11.90
Trades & Maintenance (<i>apprentices, journeymen, hotel maintenance</i>)	72	\$17.82	\$17.23
Travel & Tourism (<i>interpreters, guides, tour operators, bus/van/taxi drivers</i>)	24	\$13.27	\$12.14

Based upon six months of job orders placed with the Job Resource Centre in Banff and Canmore (August 2008— January 2009)

BOW VALLEY LABOUR MARKET REVIEW



Services for Employers

Over the past 10 years the Job Resource Centre has been known for its role in the community for helping people find jobs and new careers. We are pleased to announce that we've grown and are now able to offer **a range of new services to employers.**

All employers large or small face challenges related to hiring, developing or retaining staff at some stage. If you are an employer and are wondering about:

- low cost ways to find new staff
 - what questions to ask in an interview
 - the going rates of pay in the Bow Valley
 - how to hire or lay off a foreign worker
- or have other staffing-related questions, we would be pleased to assist you.

Amanda Coon is our new Employer Services Consultant. She has a background in recruitment and is knowledgeable of challenges unique to employers in the Bow Valley. Call her to find out how she can assist you. All of our services are available free of charge.

To find out more, contact:

Amanda Coon (*Employer Services Consultant*)
Banff (403) 760-3311 Canmore (403) 678-6601
Email: amanda@jobresourcecentre.com



Youth Connections

Youth Connections is designed to encourage and support young people between the ages of 16 and 24 in connecting to the workforce. Youth are helped with career planning, finding meaningful employment and researching educational institutions and funding options. Youth Connections also works closely with employers and the community to promote employment and learning opportunities. Youth Connections has been successfully helping youth in the Bow Valley for the past 10 years as a part of the Job Resource Centre.

In the past six months Youth Connections:

- Hosted the 9th annual Ski Hiring Fair in Banff which connected over 300 jobseekers with 8 local ski area employers.
- Made presentations at local high schools regarding job search techniques as well as personality profiling for students to help them choose the right careers.
- Conducted a mail out campaign to 205 career centres across the country to promote the Bow Valley as a place to live and work.
- Participated in the Canmore Collegiate Career Fair.

For further information contact:

Jill Pratt (*Youth Connections Coordinator*)
Phone: (403) 760-4447
Email: youthconnections@jobresourcecentre.com

Renting a Home

What does it cost to rent a home in the Bow Valley? According to a survey of advertisements in Bow Valley newspapers from August 2008 to January, average monthly rental rates were as follows:

RENTAL RATES	BANFF	CANMORE
1 bedroom	\$1057	\$1077
2 bedroom	\$1420	\$1498
3 bedroom	\$2130	\$1810
Basement/ Studio	\$991	\$790
Roommate/Shared	\$629	\$620

After months of escalating rental rates and scarce availability, compared to one year ago, average base rents decreased by 4% overall in Canmore and remained stable in Banff. Availability increased by 55% during this period to a total of 1,957 rental accommodation listings.

ALBERTA MINIMUM WAGE

Alberta's minimum wage will increase to \$8.80 per hour on April 1, 2009

Development News

Banff

- Banff is bracing for a large drop in tourism, and local businesses are scrambling to adjust to the impending slow-down. “We’re deeply concerned for the fall of 2008 and 2009 as a whole,” said Julie Canning, executive director of Banff-Lake Louise Tourism. Canning said the closure of Zoom airlines removes 14,000 potential visitors to Banff. (*Rocky Mountain Outlook, September 18, 2008*)

- The Bow Valley is now showing national trends in a lack of work opportunities. “What we know is just before Christmas and the Christmas season, we had an all-time low number of job orders at the office” said Job Resource Centre director Michel Dufresne. Fewer businesses are hiring and more employees are holding onto their jobs instead of hopping from one to another. (*Banff Crag & Canyon, January 13, 2009*)

- The YWCA of Banff was praised for being the first to provide housing for those least able to afford it. “You are the very first community – the YWCA of Banff – that has ever targeted affordable housing to entry level workers,” said Minister of Housing and Urban Affairs Yvonne Fritz. (*Banff Crag & Canyon, October 21, 2008*)

- Parks Canada made a fundamental shift in support of tourism. The approval of the dragon boat festival on Lake Minnewanka and a bike race around the Minnewanka Loop was highly praised by tourism promoters as a boon for business and a necessary way to bring new Canadians to the parks. (*Rocky Mountain Outlook, January 1, 2009*)

Canmore

- The total value of building permits for 2008 was \$101,281,760, down 54% from \$220,613,000 in 2007. In 2008, 84% of those permits were for residential construction and 14% were for commercial construction. (*Town of Canmore 10 Year Stat Report, 2008*)

- Gary Buxton, senior manager of planning for the Town of Canmore, said that the growth that Canmore saw over the last two years is not sustainable. Large projects that added hundreds of new condos to the Canmore market have stopped and some of those approved and even built have shut down or are in receivership. All of that impacts the town, both in revenues and in appearance. (*Canmore Leader, November 26, 2008*)

- The Town of Canmore and its partners celebrated the official beginning of a major housing project expected to bring 60 units of affordable rental and 74 units of ownership accommodation to the community. Minister of Housing and Urban Affairs Yvonne Fritz as well as local MLA Janis Tarchuk were present at the much-lauded sod turning for the Palliser Village project. (*Rocky Mountain Outlook, October 23, 2008*)

- The downturn in the American housing market finally reached Canmore this week. A receiver was appointed for Three Sisters Mountain Village by the corporation’s creditor. “The decline in the North American housing market and the substantial debt load of many resort developments has led to this unfortunate situation” said the president of TSMV. (*Rocky Mountain Outlook, March 5, 2009*)

About The Job Resource Centre

At the Job Resource Centre we help people find jobs and new careers. We also support employers in their efforts to hire, develop and retain employees. All of our services are available free of charge.

Services for Job Seekers: one-on-one career coaching, professional resume writing assistance, a job board with local opportunities, student advice, training opportunities, access to computers, fax machines, telephones, resource library and more.

Services for Employers: job posting service, HR consulting, employer spotlights and hiring fairs, foreign worker information services, labour market information, workshops and an interview room for employer use.



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the **JOB**
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Alberta Employment and
Immigration