

the **JOB**
RESOURCE
CENTRE BOW VALLEY

LABOUR MARKET REVIEW

SPRING 2012

5 Myths About Mature Workers

If you had to decide between hiring a candidate in his mid-30s and one who appeared to be 25 years his senior, assuming all things were equal, which would you choose?

As the workforce in Alberta and the rest of the developed world continues to age, employers will be seeing more mature workers in the coming years. Even here in the Bow Valley where we've grown accustomed to a young workforce, the impact of the coming demographic shift is going to be felt.

Mature workers, those 55 years and older, currently make up more than 25% of Alberta's population. They are a rich resource of valuable skills and experience. With people living longer and healthier lives, many wish to or need to stay active in the workforce.

Unfortunately it is not unusual for mature workers to be overlooked by employers. Negative stereotypes and myths about their abilities and potential abound. Here are just five of the many myths that stand in the way of mature workers when they are looking for work:

• **Mature workers are not as productive as young workers** –Productivity is a character trait, not a generational one. If someone was productive and efficient earlier in their career, chances are that they will continue to be, especially if provided with on-the-job training. The increasing good health of older workers, their accumulated knowledge and experience, and potential to mentor younger workers makes them valuable assets in any workplace.

• **Mature workers are not computer savvy** - Currently, older adults are the fastest growing group of computer buyers and Internet users. Research shows that they are open to learning and mastering the use of new technology, particularly if they feel it can be of use to them.

• **People are more inflexible and resistant to change as they get older** – Resistance to change and difficult personality traits occur at any age. Who hasn't met a stubborn 30 year old?

• **Intellectual functioning decreases as we age** – It is a common assumption that intellectual functioning declines with age. Studies however, have shown that general intelligence is not related to age. Older workers, particularly those who have had training and education throughout their lives continue to enjoy learning. Did you know that in 2009, over 58% of the Alberta labour force over age 55 held at least a post-secondary certificate, diploma or degree?

• **Older workers won't stay** – In truth, older workers are more likely to stay in a job longer than their younger counterparts. They are well past the career exploration and job-hopping stage of their working lives. Lower turnover means lower recruitment and training costs for employers. What Bow Valley employer wouldn't welcome that?

For resources and information on hiring and retaining mature workers talk to Bethany Peters at the Job Resource Centre 403-678-6601.



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BOW VALLEY LABOUR MARKET REVIEW

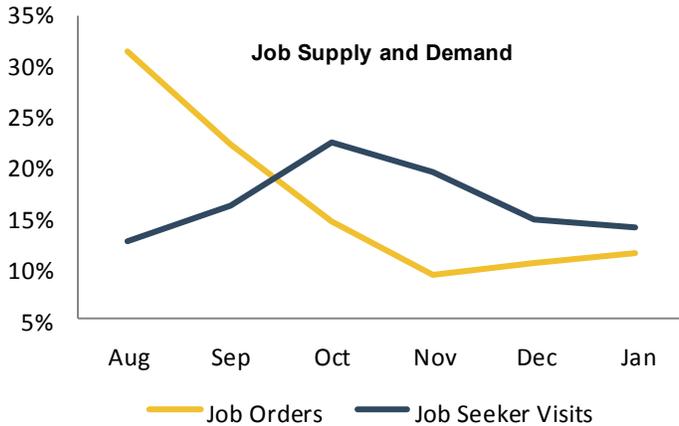
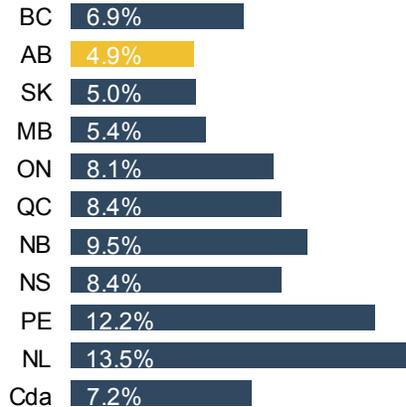
Labour Market Trends

Unemployment Rates: Alberta's unemployment rate was 4.9% in January 2012, down from 5.9% one year ago and the lowest in the country (Statistics Canada). While unemployment rates eased overall in Alberta in the past year, youth between the ages of 15 and 24 continued to face above average unemployment with 9.7% being unemployed. The Banff region's unemployment rate, historically lower than the provincial rate was 4.3%, down from 5.9% one year ago.

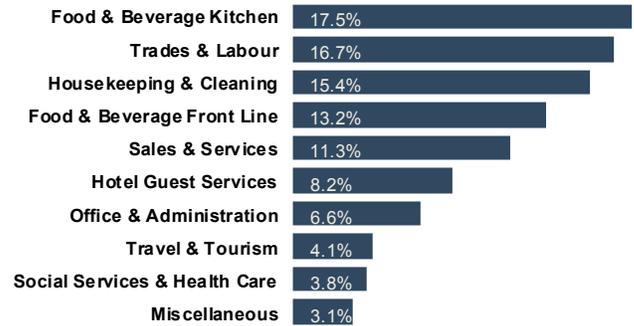
Occupational Demand: Between August 2011 and January 2012, the Job Resource Centre received 1,419 job orders from 312 employers for a total of 2,479 positions. Compared to one year ago, total job orders increased by 48%. Food & Beverage Kitchen was the leading occupational category accounting for 17.5% of all job orders followed by Trades & Labour at 16.7%.

Average Wages: Based on the Job Resource Centre Job Board, average overall wage levels rose slightly compared to last year. The highest wage growth was in Housekeeping & Cleaning (up 7%) and Trades & Labour (up 6.3%). Office & Administration positions had the highest average wage while the lowest was Food & Beverage Front Line (\$10.68 per hour before gratuities).

**Provincial Unemployment Rates
January 2012**



**Occupational Demand
Aug 2011-Jan 2012**



BOW VALLEY AVERAGE WAGES

	NUMBER OF JOB ORDERS	AVERAGE WAGE Aug-Jan 2012	AVERAGE WAGE Aug-Jan 2011
Food & Beverage Front Line (<i>servers, hosts, bus persons, delivery drivers</i>)	187	\$10.68	\$10.57
Housekeeping & Cleaning (<i>room attendants/housemen, laundry, cleaning</i>)	219	\$13.19	\$12.33
Food & Beverage Kitchen (<i>cooking jobs, dishwashers, kitchen helpers</i>)	249	\$12.77	\$12.46
Trades & Labour (<i>apprentices, hotel maintenance, labourers, landscaping</i>)	237	\$16.61	\$15.62
Miscellaneous (<i>security, fitness, pet groomers, language, arts & music instructors</i>)	44	\$14.47	\$13.26
Sales & Services (<i>grocery, retail, hairstylists, esthetics, marketing</i>)	160	\$12.05	\$12.46
Office & Administration (<i>clerical, reception, data entry, computer support</i>)	94	\$16.93	\$16.90
Hotel Guest Services (<i>front desk agents, night auditors, bellmen, hotel security</i>)	117	\$12.93	\$12.49
Social Services & Health Care (<i>social workers, caregivers, massage therapists</i>)	54	\$11.33	\$14.00
Travel & Tourism (<i>parks interpreters, guides, tour operators, bus/van/taxi drivers</i>)	58	\$14.10	\$14.65
TOTAL	1419	\$13.51	\$13.47

Based on job orders placed with the Job Resource Centre in Banff and Canmore (August 2011 - January 2012)

BOW VALLEY LABOUR MARKET REVIEW

Upcoming Events

Workshops for Employers

- **Employee Recruitment Strategies:** Learn about recruitment strategies used by Alberta employers. Review the recruitment planning process; explore how to customize your approach to engage frequently overlooked talent sources; increase your profile as an employer of choice. \$25 per person includes continental breakfast and materials.

Thursday, March 22nd in Canmore, 9am to noon

- **Employee Retention Strategies:** Increase your understanding of what your employees need and value in their work; learn more about the impact of generational differences in the workplace; expand your knowledge of the range of retention strategies being used by Alberta employers.

Free of charge.

Thursday, April 26th in Banff, 1:30 to 4pm

Register online for these workshops at:
www.investcalgaryregion.ca

Spring Hiring Fair

Taking place on May 10th in Banff at the Cascade Plaza from 2-4pm. A great opportunity for employers and job seekers to connect. Last year's hiring fair featured 18 employers and attracted over 200 job seekers. Call Bethany Peters at 403-678-6601 to find out more.

Bow Valley Rental Market

Compared to one year ago, average base rents decreased by approximately 5% in Banff and increased by about 10% in Canmore. The most abundant rental housing option was for shared accommodation in Banff and 2 bedroom units in Canmore.

AVERAGE RENTAL RATES	BANFF	CANMORE
1 Bedroom	\$1,029	\$1,000
2 Bedroom	\$1,269	\$1,289
3 Bedroom	\$1,457	\$1,616
Studio/Bachelor	\$1,127	\$ 856
Roommate/Shared	\$ 741	\$ 566

(Based on a survey of local classified advertisements from August 2011 to January 2012.)

2011 Municipal Census Highlights

Banff

- **Population:** 8,244, comprised of 7,251 permanent and 993 temporary residents. Nearly 40% of Banff residents have lived in Banff for 10 years or more; 17% for less than a year. More than one quarter of the people who moved to Banff in the past five years came from outside Canada. (Note- it is believed that a significant number of residents are not accounted for due to the transient nature of the workforce).

- **Age Distribution:** Banff has a relatively young population with more than half (56.1%) between the ages of 20 and 49. The largest age group was 20-29 at 22.6%.

- **Employment:** More than 60% of adult residents were employed full-time, 8.4% held seasonal positions and 3.1% reported being unemployed. The three main industries were Food/Beverage (22.9%), Accommodation (18.5%) and Retail Trade (11.1%).

Find out more at <http://www.banff.ca>

Canmore

- **Population:** 18,299 residents, up 1.8% from 2009. The permanent population numbered 12,317, up 0.7%; The non-permanent population increased by 4.1% to 5,982 and makes up more than 30% of Canmore's total population.

- **Age Distribution:** Over 45% of the population was between 25 and 54 years of age. There were close to twice as many residents 55 years and older (22%) as there were youth between 15 and 24 (10%).

- **Employment:** 58% of permanent adult residents were employed full-time and 2.7 per cent were unemployed. Almost 15% were retired. The leading industries were: Accommodation and Food (17%), Personal Services (12%) and Construction (10%).

Find out more at <http://www.canmore.ca>



Hiring? Post your jobs for FREE
Reach 100's of local candidates

Post online at www.jobresourcecentre.com
or call **Bethany 403-678-6601**

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BANFF & CANMORE

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Development News

Banff

- Public transit between Canmore and Banff is set to launch in September 2012. Future bus routes may include Parks Canada attractions, internal services in Canmore and transit routes to ski hills. (*Rocky Mountain Outlook, January 19, 2012*)
- A chain store's plans to open a new location by the end of the month touched off a storm of controversy. Over the last two decades, public outcry over chain stores has centred on the loss of Banff's character as a small mountain tourist town and a threat to locally owned mom-and-pop businesses. (*Rocky Mountain Outlook, Jan. 19 2012*)
- Canada's minister for environment approved Brewster Travel Canada's proposed Glacier Discover Walk along the Icefields Parkway. "As you are aware, our government has made the economy its top priority and one of the ways to do this is by investing in Canada's tourism." There are those who have raised concern about privatization of a view point in a national park that places commercial rather than ecological values front and centre. (*Rocky Mountain Outlook, February 9, 2012*)

2011 Alberta Wage Survey Now Available

Visit the Job Resource Centre for your copy of the summary report or go online to alis.alberta.ca/wageinfo

Canmore

- Building permits in Canmore for 2011 totaled \$57,971,000; a 51% increase over 2010, yet the third lowest total in the past decade. Institutions/Government projects accounted for the majority of the permit value total at 54% followed by residential construction at 38% and commercial at 5%. (*2011 Town of Canmore 10 Year Building Permit Statistics Report*)
- The average vacancy rate of apartment rentals in Canmore at October 2011 decreased to 0% from 2.4% one year ago, while the average rental cost decreased by 1.3% to \$895 per month. Lower vacancy rates were seen in most of the rental markets surveyed across Alberta and were attributed to increased employment levels and inter-provincial migration. (*Canada Mortgage and Housing Corporation, Rental Market Report, Fall 2011*)
- Public dollars spent on capital projects such as the \$39 million Multiplex are helping the local economy, according to Canmore Mayor Ron Casey during annual state of the community address to the Bow Valley Builders and Developers Association. Looking to the future Canmore needs to recognize that even if the economy turns around there is a shortage of land ready for development. (*Rocky Mountain Outlook, Jan 26, 2012*)

About The Job Resource Centre

We specialize in helping people find jobs and new careers. We are also dedicated to supporting employers in their efforts to hire, develop and retain employees. Services are available in English and French and are *free of charge*.

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

Services for Employers: free-of charge job posting service, HR guidance, hiring fairs, workshops, labour market information, an interview room for employer use.



CANMORE
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the **JOB**
RESOURCE
CENTRE

BANFF
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Government
of Alberta ■