

BOW VALLEY LABOUR MARKET REVIEW

FALL 2018

20 Years in the Bow Valley—a Look Back

In 1998 the Job Resource Centre opened its doors and began helping job seekers and employers in Banff and Canmore. We were curious to know how the labour market has changed over the last 20 years. These stats and stories are a great snapshot!

Hiring in the Bow Valley - what's changed?

We asked long-term local HR professionals about what is different in human resources in 2018 compared to 1998. Here's what Bow Valley recruitment specialists shared:

"Social media attracts candidates quickly. It is crucial to be up to date with your social media marketing. The market is much more competitive as many new job opportunities are available in the area."

"No shoulder season anymore at larger properties."

"Cost of housing still a concern and quite high. It's hard to find suitable accommodation for families."

"Wages do not align with cost of living in this area – not much has changed there."

"Overall, recruitment continues to be a challenge for the hospitality industry; however, the number and quality of resources that support recruitment and retention has improved significantly for job seekers and employers."

"Employment is a 'two-way street.' Being transparent and informative during the interview process is key to success. Back 10-15 years ago, the employer was in the 'driver's seat'; this is not the case anymore."

Bow Valley Then and Now

	1998	2018
Alberta minimum wage	\$5.00 per hour	\$13.60 per hour (\$15 per hour Oct. 1)
Average hourly wage for popular occupations	Sales Clerk \$7.35 Housekeeper \$6.95 Front Desk \$7.75	Sales Clerk \$16.05 Housekeeper \$15.50 Front Desk \$16.30
Average rental rates		
Banff	1 bedroom \$650 2 bedroom \$850	1 bedroom \$1,447 2 bedroom \$2,117
Canmore	1 bedroom \$600 2 bedroom \$750	1 bedroom \$1,449 2 bedroom \$1,906
# of jobs advertised at the JRC	1,162 jobs	1,903 jobs
Annual client visits to the JRC	9,280 clients	10,277 clients



Banff Avenue, 1998. Can you spot the differences? (Eric Praetzel)

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Labour Market Trends

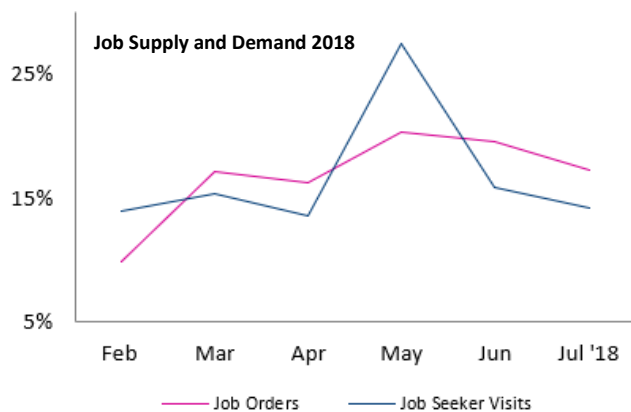
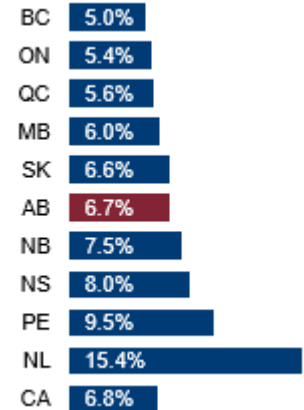
Unemployment Rates: In July, Alberta's unemployment rate dropped to 6.7% down from 7.8% one year ago. Once again, tourism industry jobs in the Bow Valley are expected to contribute to a much lower local unemployment rate than that of the rest of the province.

Occupational Demand: Between February 1 and July 31, 2018, the Job Resource Centre received 1,914 job orders from 425 employers for a total of 4,997 positions. The number of employers posting jobs was up 12% compared to last year at this time. Not surprisingly, demand was highest in the Food & Beverage sector; over 31% of all job orders were in this category.

Employee Housing: Forty-five per cent of all jobs posted at the Job Resource Centre over the past six months came with employee housing. More jobs offered employee housing in Banff (53%) than in Canmore (25%).

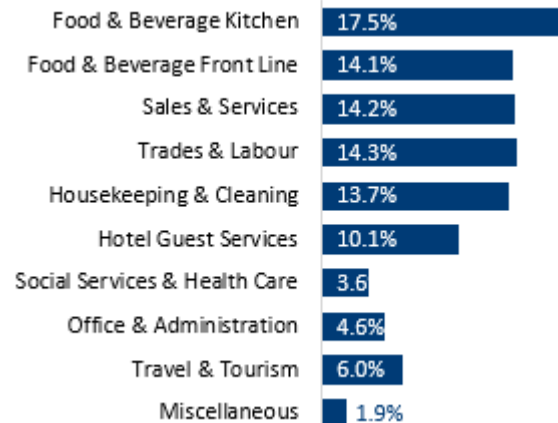
Average Advertised Starting Wages: The average starting wage in the Bow Valley was \$17.09 per hour — a 6.7% increase over the same period in 2017 and a 15% increase over the rate two years ago. These wages are based on the jobs posted at the Job Resource Centre.

Unemployment Rates
July 2018



Between February and July 2018 the Job Resource Centre served 11,007 job seekers and posted 1,914 jobs. The graph above is a monthly comparison between these two variables.

Occupational Demand
Feb - Jul 2018



BOW VALLEY AVERAGE WAGES

	NUMBER OF JOB ORDERS	AVERAGE WAGE Feb-Jul 18	AVERAGE WAGE Feb-Jul 17
Food & Beverage Front Line (servers, hosts, bus persons, delivery drivers)	270	\$14.66	\$13.84
Food & Beverage Kitchen (cooks, dishwashers, kitchen helpers)	335	\$16.79	\$15.22
Hotel Guest Services (front desk agents, night auditors, bellmen, hotel security)	193	\$16.28	\$15.13
Housekeeping & Cleaning (room attendants/housemen, laundry, cleaning)	263	\$15.50	\$14.52
Miscellaneous (fitness instructors, pet groomers)	36	\$18.78	\$16.83
Office & Administration (clerical, reception, data entry, computer support)	89	\$20.31	\$18.09
Sales & Services (grocery, retail, hairstyling, esthetics, marketing)	271	\$16.06	\$15.37
Social Services & Health Care (social workers, caregivers, massage therapists)	68	\$19.48	\$21.29
Trades & Labour (apprentices, hotel maintenance, labourers, landscaping)	274	\$18.94	\$19.05
Travel & Tourism (park interpreters, guides, tour operators, bus/van/taxi drivers)	115	\$22.29	\$17.54
Total Job Orders	1,914		

*Based on job orders placed with the Job Resource Centre in Banff and Canmore between Feb 1 and July 31, 2018

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Staffing: HR Planning Tips for Next Summer

Ask! Toward the end of the season, ask employees if they would like to return the following year.

Keep in Touch. Once staff leave, keep in touch with social media or a newsletter.

Offer Incentives to returning employees such as higher wages, bonuses, supervisory training.

Be a Top Employer. Provide a fun, flexible and positive work environment.

Make Connections. Ask if top employees have friends or family who might be interested in working for you.

Conduct Exit Interviews. Find out why some employees are keen to return while others are not.

Expand Your Focus. Consider alternate labour pools – retired individuals, indigenous youth, newcomers to Canada.

Credit – Tourism HR Canada Blog , September 5, 2018.

Renting a Home

Banff rental rates have increased by 8% over the same period last year. Shared accommodation accounted for 77% of the listings counted.

Canmore saw a 5% increase in average rental rates compared to the same period last year. Shared accommodation accounted for 44% of rental listings with a 3% increase to the rental rate. Two-bedroom units—28% of the listings—had a 10% increase in rental rate.

A total of 875 rental listings were counted between February and July 2018, a 37% increase from last year and a 25% increase from 2016. Canmore had 581 rental listings compared to 431 in 2017, while Banff had 294 compared to 208 in 2017.

AVERAGE RENTAL RATES*	BANFF	CANMORE
1 Bedroom	\$1,447	\$1,499
2 Bedroom	\$2,117	\$1,906
3 Bedroom	\$2,729	\$2,294
Studio/Bachelor	\$1,191	\$1,121
Roommate/Shared	\$ 904	\$ 834
Total Listings	294	581

**Based on listings in local media between February and July 2018. (Rocky Mountain Outlook, Bow Valley Home Finder & Kijiji.ca)*

Workshops

Free-of-charge workshops starting October 2

Ace The Hiring Fair Get a preview of attending employers and the available jobs. Learn what to do before, during and after a hiring fair so you can make a great impression and increase your chance of being hired.

Tuesday, October 2, 1:30-3:30 pm Banff

Interviewing Skills Learn a few insider tips and head to your next interview feeling prepared and confident.

Tuesday, October 16, 9:30-11:30 am Canmore

Resumes That Work You only have a few seconds to impress an employer. Make it count! Our experienced career coaches will show you how a targeted resume can get you hired sooner.

Tuesday, October 23, 1:30-3:30 pm Canmore

Sign up in person or call the Job Resource Centre at 403-678-6601.

Alberta minimum wage

On October 1, Alberta's minimum wage rose by \$1.40 to \$15.00 per hour. Alberta now has the highest minimum wage in Canada.

Development News

Bow Valley



Camper vans parked near the railway in Canmore, summer 2018

Canmore deemed the least affordable place to buy a home in Alberta while Fort McMurray is the most affordable, according to a recent analysis of housing prices and incomes in two dozen cities and towns across the province. (CBC News, August 28, 2018).

Choosing between food and rent in Canmore is a growing reality for those earning less than the estimated living wage of \$17.16/hr (Labour Market Review Spring 2018). The town has seen a significant increase in the number of citizens choosing to live out of their vehicles due to the cost of living and lack of available staff housing. (Rocky Mountain Outlook, August 23, 2018).

Greyhound Canada renounces its reign over the Western provinces, leaving approximately 300 communities without the intercity bus service. (CBC News, August 15, 2018). These changes will have serious effects on the labour mobility of job seekers across Canada, leading to implications for the employers who rely on these employees. Cancellations are to take effect on October 31, 2018. (Edmonton Journal, July 9, 2018).

The Olympic 2026 games might be the answer to Canmore's housing crisis according to the CBC news. If Calgary's bid gets approved, plans would include building condo-style housing for 1,200 athletes. These living quarters would then be used as affordable housing converting to 240 units total. (CBC News, August 20, 2018).

With the upcoming legalization of cannabis, Banff and Canmore are discussing possible measures to address the impact it could have in the workplace. One possible way that was discussed, published by CBC news, is a drugs and alcohol policy for the town workers. This method would be used sparingly, in cases where employees demonstrate behaviour that suggests they are intoxicated. (CBC News, Jan 17, 2018).



Banff Job Resource Centre



Canmore Job Resource Centre

About the Job Resource Centre

The Job Resource Centre is a leading career and employment service. With offices in Banff and Canmore, our mandate is to help people find jobs and new careers, and employers to hire and retain employees. Services are available in English and French and are free of charge.

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

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

CANMORE
710 10th Street, (403) 678-6601

the **JOB**
RESOURCE
CENTRE

BANFF
314 Marten Street, (403) 760-3311