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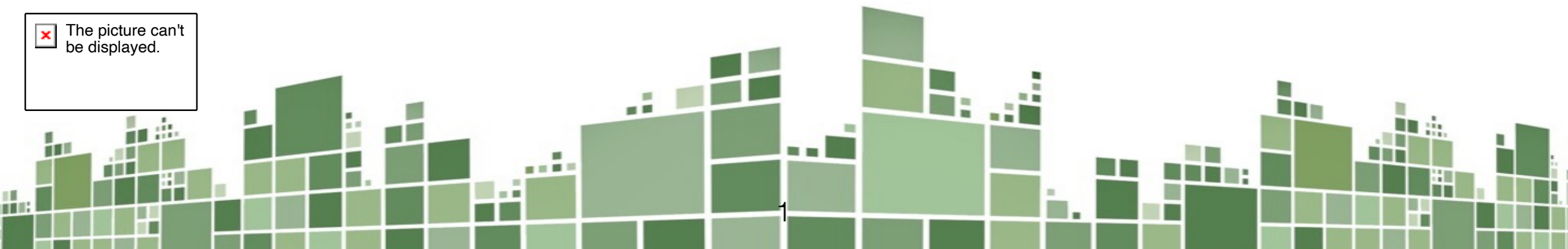
Busting Myths about the Labour Market


November 15, 2022

Heather Stewart

Leslie D'Andrea

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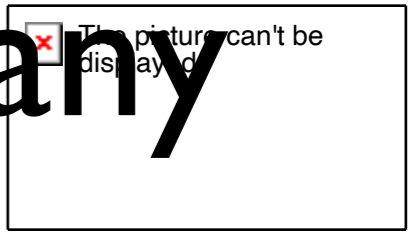
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Agenda

- The Myths
- The Research
- The Labour Market Reality
- Options and Suggestions
- Small group activities

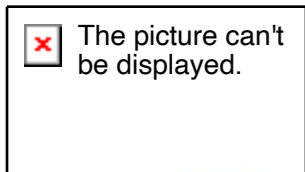
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“Nobody wants to work any more”




The refrain that is making a comeback these days is just not true.

- Unemployment rates are at half-century lows
- Job vacancies are at record highs
- More people are working longer hours at their paid work than before the pandemic, particularly women



“Labour Shortages are Temporary”

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- The single biggest factor behind today's labour shortages is an aging population.
- More exits than entrants to the labour force.
- Almost 600,000 Canadians aged into the over-65 bracket since the pandemic began.
- Fewer potential workers coming into the workforce because the population in the 15-24 age bracket is shrinking.

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“Workers don’t want to work from home”

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BC Business Council expects an approximate quadrupling in the proportion of paid work in B.C that will be done remotely once the pandemic is over. This is equivalent to 400,000–450,000 jobs on a work from home basis going forward

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Employees want to return to workplaces

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Among employees who were able to choose their work location

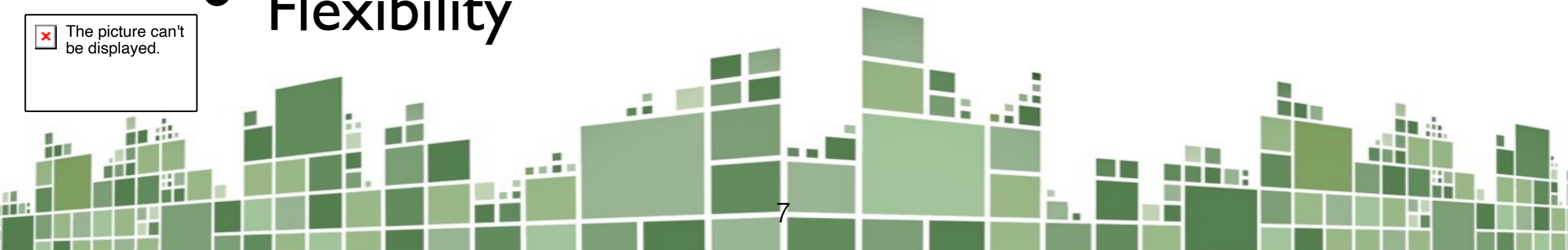
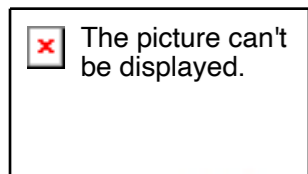
- 45.0% reported that they work exclusively from home,
- 1 in 6 (15.7%) had a hybrid work arrangement.

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What employees look for from workplaces



- Living Wage
- Clear job ads/position descriptions
- Training and development
- Benefits
- Flexibility




What is a Living Wage

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- The living wage calculation is based on a two-parent family with two children – [the most common family unit in BC](#) – and each parent working full-time
- These basic expenses include: Food, Clothing, Rental housing, Childcare, Transportation, Small savings to cover illness or emergencies

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Living Wage in the Okanagan

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- Can you commit to a living wage after a probationary period?
- For Penticton - \$18.55
- For Kelowna - \$18.49

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“We don’t have time to create job ads/descriptions”

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- Can be simple
- Once you have one – it’s easier to do others
- And templates help
- See link on final slide

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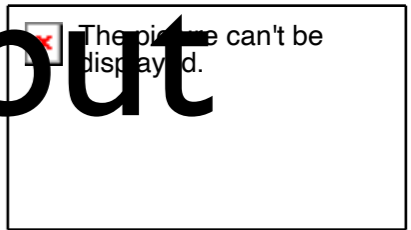
What employees want to know

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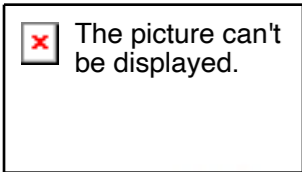
- Starting hourly wage
- Opportunities for advancement
- Flexible schedules
- Benefits
- Paid time-off
- Organizational Culture

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The wage matters most, but so do other elements



- An opportunity to make more money (64%)
- Work-life balance (61%)
- Recognition and ability to do what they do best (58%)
- Stability and job security (53%)
- Diverse and inclusive organization (42%)



What benefits can you provide?

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Recognize different levels and kinds of contribution

Set up an employee referral program

- Current employees refer, and get bonuses if they stay

Ensure health and safety on the job


- Use what we learned with COVID

Offer flexibility

- IE - Childcare, students, older workers

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Pay systems that use technology

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Use Technology

- On-demand pay apps – more flexibility in pay schedules
- App-based application – makes it easy for candidates to apply

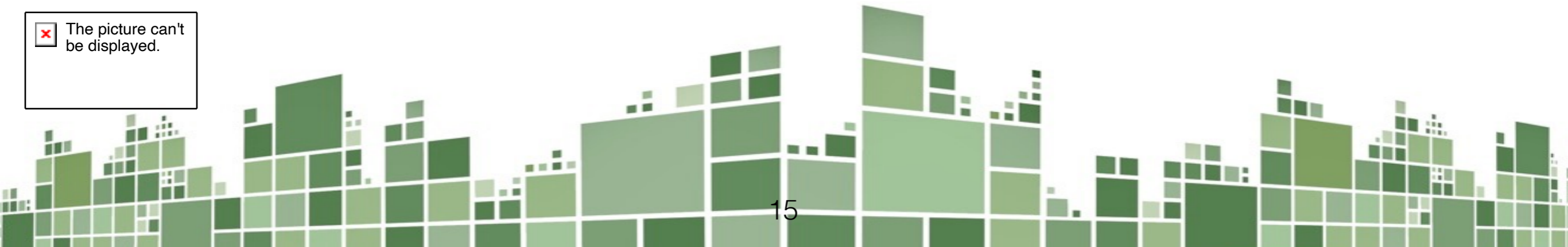
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“Some people just aren’t a good fit”


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Reducing options

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Small groups

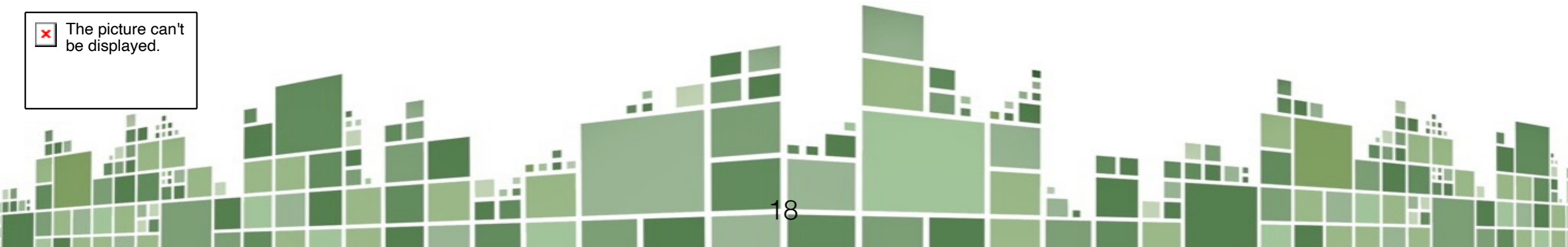
- Share current reality in recruiting and hiring
- Challenges?
- Opportunities?


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Reporting back

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Some other ideas

- Place jobs ads in multiple places/spaces
- Hire based on traits, attitude and essential skills
- Train on industry specific skills
- Any other ideas?


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Job Ad Ideas

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- Winery: Indeed; Wine Jobs Canada (James Cleurr)
- Tasting Room: NOT Indeed (too broad); Wine Jobs Canada; Wine Growers BC; Rhys Penders' Wine + site


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Power of collaboration

Bread & Butter Collective is a Vancouver Island based peer-driven collective aimed at providing resources and tools to hospitality based business owners in B.C. for improved levels of performance, peer accountability, learning & growth, political advocacy along with guidelines for operating businesses and managing lifestyles that are meaningful and lasting.

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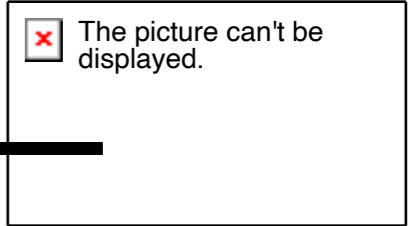
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Some ideas for recruiting

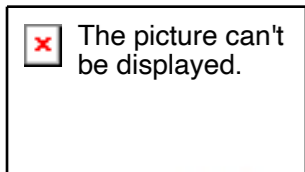
- Place jobs ads based on where candidates get their info
- Hire based on traits, attitude and essential skills
- Train on industry specific skills
- Any other ideas?


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Value your employees and they'll tell others



- Valued as an individual – use specifics that differentiate
- And a team member
- Clear job description
- Good and caring supervision




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Individual

- Can you think of one thing that you can do in recruiting and hiring employees?
- Be specific
- Commit to a date to start and finish

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Q & A

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Links to articles

- <https://www.thestar.com/business/2022/09/05/nobody-wants-to-work-anymore-and-other-falsehoods-on-labour-day.html>
- <https://www.cbc.ca/news/canada/ottawa/ottawa-workers-covid-retirements-1.6529325>https://www.livingwageforfamilies.ca/living_wage2021
- <https://www.thestar.com/business/2022/09/05/nobody-wants-to-work-anymore-and-other-falsehoods-on-labour-day.html>
- <https://www.restaurantdive.com/news/why-arent-restaurant-workers-coming-back-heres-what-the-data-shows/606198/>
- <https://www.indeed.com/hire/how-to-write-a-job-description>
- <https://www.gallup.com/workplace/389807/top-things-employees-next-job.aspx>