

Taking Action: Wage Gap Solutions

Moving New Brunswick toward the long-term goal of ensuring that women and men are economic equals.

Everyone has a role to play

It's been identified that the wage gap is caused by outdated societal attitudes and beliefs about the place and value of women in the workplace. Therefore, the wage gap can only be reduced with the full participation of as many people as possible.

Reducing the wage gap in New Brunswick is a collaborative effort among government, employers, and the general public.

We will be successful if we all work together.

Government and Partners' Role *Lead Educate Support*

What government and partners can do:

- Engage partners and stakeholders in the initiative
- Create and promote business cases and employer tools
- Promote gender-based analysis in policies and programs
- Promote family-friendly workplace initiatives and pay equity practices
- Achieve pay equity in the public service
- Provide scholarships and mentorship for students, women and men, entering non-traditional training programs in NBCC/CCNB
- Promote career exploration to youth and develop and distribute information, tools, resources for career planning
- Assist and provide support for employers to reduce the wage gap
- Recognize best practices and success stories

Employer's Role *Participate Publicize Celebrate*

What all employers can do:

- Familiarize yourself with the new set of attitudes
- Participate in wage gap public education campaign initiatives
- Undertake workplace assessments
- Develop and implement a workplace wage gap reduction plan for your workplace
- Promote family-friendly workplace initiatives
- Introduce pay equity in your workplace at an appropriate pace
- Promote equal access to benefits for all employees
- Hire more women in non-traditional jobs and trades
- Promote success stories and best practices learned among the employer community

Public's Role *Gain Awareness Participate Celebrate*

What the general public can do:

- Learn more about the wage gap
- Create awareness through discussion of the wage gap and its issues
- Recommend or suggest more family-friendly workplace initiatives to your manager or supervisor
- Encourage youth to explore a wider diversity of careers

"With increasing pressures on employers to compete for workers, employers must effectively position and market their businesses as an 'Employer of Choice'. Through the Wage Gap Reduction Initiative, employers can implement processes and share their successes which will help to position them to prospective employees."

*- Luc Erjavec, Vice President, Atlantic Canada
Canadian Restaurant and Foodservices Association*

Benefits of Reducing the Wage Gap

Workplace wage gap strategies can:

- Increase retention & reduce turnover of staff
- Strengthen recruitment efforts
- Lower absenteeism
- Decrease workplace stress
- Improve workplace morale
- Secure a stable workforce
- Solve workplace skills needs / shortages

These benefits can lead to increased workplace productivity.

Employee benefits include:

- Increased levels of job satisfaction
- Improved employee health and well-being
- Increased level of engagement at the workplace
- Decreased work-related stress
- Increased sharing of family responsibility
- Improved work-life balance
- Wider career diversity for women
- Equal pay for work of equal value

An Opportunity for Economic Growth

By reducing the wage gap, not only will women's economic productivity be improved, their economic contribution will in turn strengthen New Brunswick's overall economic growth.

This will benefit all of New Brunswickers. New Brunswick will need to fully utilize the working potential of all of its labour force in order to maximize its economic productivity. By closing the wage gap, New Brunswick will move towards a more competitive economy and progressive society.

Does Your Attitude Reflect the New Set of Attitudes?

Take the first step in reducing the wage gap – try the checklist to determine how your attitude measures up!

Want To Know More About The Wage Gap?

For more information or to learn more about what government and employers are doing to address the wage gap, visit our website at:

www.gnb.ca/economic_security

Or contact us at **1-877-253-0266** or web-edf@gnb.ca and sign up for our WomenFemmes NB newsletter.

When addressing the wage gap, it is critical that we address the root cause of the wage gap – the outdated societal attitudes and beliefs about the place and value of women in the workplace.



Check all statements that you agree with.

1. It is alright for women to work outside the home even if the family does not need the money.
2. Couples should share equally in household chores and family responsibilities if they are both working outside the home.
3. It is important to have more women representatives in key decision-making positions in the workforce. (Includes provincially appointed judges, members of government appointed agencies, boards and commissions, members of cabinet and MLAs.)
4. It is essential for New Brunswick families to have access to a range of quality, affordable child care arrangements, based on the choice most suitable for the child and their family.
5. I'm supportive of employers assisting their employees with access to child care, either through direct child care subsidies or through actual support of child care facilities.
6. My workplace is supportive of work-life balance, and family-friendly workplace options are offered for employees.
7. It is alright for women and men to work in non-traditional jobs. (ex. female carpenter, male nurse).
8. Our workplace uses gender-sensitive (genderneutral) job evaluations to determine equal pay for work of equal value.
9. It is important that the wage gap be reduced in New Brunswick.

Congratulations!

The more statements you agree with, the closer you are to championing this new set of attitudes in your workplace and in your community. If you've left any unchecked, you may be interested to learn more about the wage gap, its issues and solutions by visiting our website at www.gnb.ca/economic_security