

What is the Wage Gap?

New Brunswick's demographics point to not only a shrinking labour force, but also a rise in demand for skilled workers. An increase in skilled workers is critical to sustain our economy. Women are a key element of the solution because they represent nearly half the labour force, yet many are not employed to their full potential. It has been proven that strategies to reduce the wage gap also increase the number of skilled workers, create a stable workforce and improve a company's bottom line.

What is Wage Gap?

Wage gap refers to the difference between the average wages earned by men and the average wages earned by women.

The wage gap is caused by outdated societal attitudes and beliefs about the place and value of women in the workplace.

Contributors to the wage gap are:

1. the balancing of work and family responsibilities of working women,
2. the job/industry clustering of working women, and
3. the under-valuation of traditional female occupations.

Why Address Wage Gap?

Women who are not employed to their full potential represent more than just a wage gap – they represent a productivity gap. Addressing the wage gap can help businesses to increase their productivity and their competitive advantage by better utilizing the working potential of women. This will also address New Brunswick's skills and labour shortages.

Benefits for employers

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.



"Good human resources planning that includes addressing the wage gap within the workplace will help to ensure that a stable and qualified workforce will be developed to meet current and future human resource needs."

*- Sandra Mark, Executive Director
Cities of New Brunswick Association*

How it Works:

Everyone has a role to play.

- Government's role is to lead, educate, and support.
- Employer's role is to participate, publicize, and celebrate.
- Public's role is to gain awareness, participate, and celebrate.

12 Stakeholder strategies include:

Goal 1: Change Societal Attitudes

1. Define a new set of attitudes;
2. Publicize new attitudes;
3. Promote new attitudes.

Goal 2: Increase Sharing of Family Responsibilities

4. Adopt policies that balance work and family responsibilities;
5. Expand flex-time/part-time work options;
6. Increase access to quality daycare services.

Goal 3: Reduce Job Clustering of Women

7. Ensure young women explore a wider variety of career options from an early age;
8. Re-orient/retrain women to move into a wider range of jobs;
9. Create gender-inclusive workplaces.

Goal 4: Increase Use of Pay Equity Practices

10. Encourage the use of pay equity tools;
11. Celebrate leaders and winners;
12. Share lessons learned and best practices.

A Winning Scenario:

- ☑ Employees win from positive changes in the workforce;
- ☑ Employers win by meeting their human resource challenges;
- ☑ Society wins by creating attitudes to support a progressive society.

And New Brunswick's Economy Prospers

Want To Know More About The Wage Gap?

Visit our website at:

www.gnb.ca/economic_security

For more information, contact us:

1-877-253-0266

Or email us at web-edf@gnb.ca and sign up for the WomenFemmes NB newsletter.



“Employers need to ensure that the right people, with the right skills, are in the right places to successfully implement their business strategies. By investing in and supporting initiatives that promote education and training to all groups, we will ensure that we meet our labour force needs. The Wage Gap Reduction Initiative provides information and tools that encourage both women and men to explore all of their career options, both traditional and non-traditional work.”

*- Hilary Howes, Executive Director
Construction Association of New Brunswick*