

# Living Wage: The Bigger Picture

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Vibrant Communities Calgary

Member of the Alberta Living Wage Network




**By the  
time we're  
done,  
you'll  
know all  
about...**

what a living wage is

how a living wage helps attract  
and keep employees

how a living wage affects  
communities





# What is a living wage?

A Living Wage is the amount of income an individual or family needs to:

- Meet their basic needs
- Maintain a safe, decent standard of living
- Participate in their community

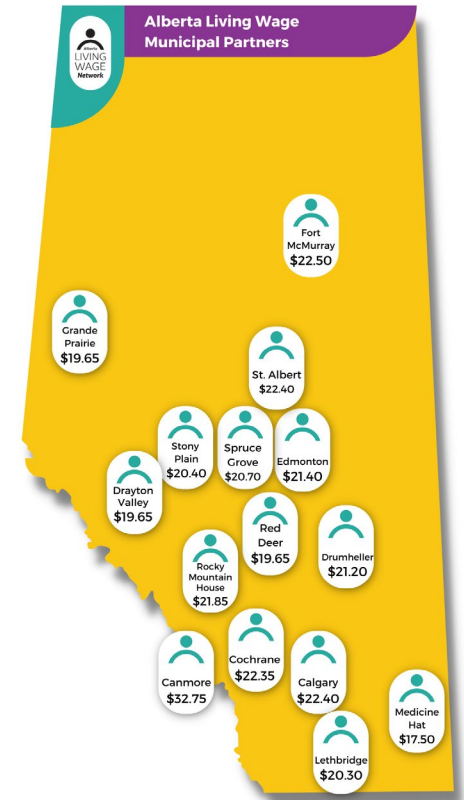
# Minimum Wage

- \$15/\$13 across Alberta
- Mandatory
- Can work full time and still live in poverty

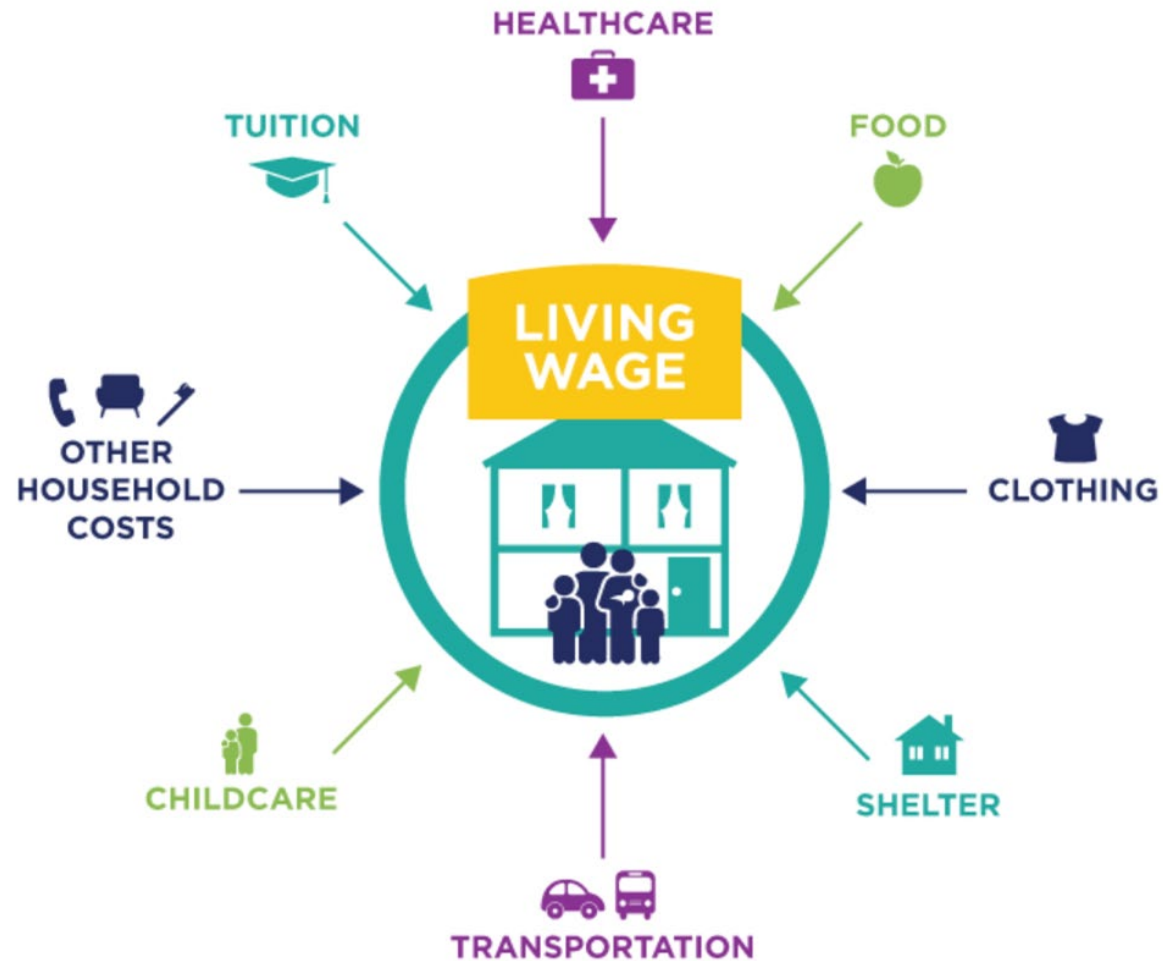


# Living Wage

- Community specific
- Voluntary
- Able to make ends meet if working full-time



# How is a living wage calculated?



# Who Benefits?



## Individuals:

- Gives individuals more freedom to nurture their personal, professional, and community relationships
- Contributes to better mental and physical health

# Who Benefits?

*The High Cost of Low Wages, Harvard Business Review*

Employers:

Benefits Available to Employees		
	Costco	Wal-Mart's Sam's Club
<b>Wages</b>	\$17/hour	\$10.11/hour (average)
<b>Health Benefits</b>	82% are covered with 8% premium	Less than 50% are covered with 33% premium
<b>Retirement Plan</b>	91% are covered with \$1,330 annual contribution per employee	64% are covered with \$747 annual contribution per employee

Cost to the Company		
	Costco	Wal-Mart's Sam's Club
<b>Turnover</b>	17% overall, 6% after one year's employment	44% a year (based on Wal-Mart numbers)
<b>Turnover Cost (estimates)</b>	\$244 million	\$612 million



## Financially stressed workers costing employers billions: Report

'It's convenient to frame employee financial health as an individual problem, but it has big implications on businesses'



By [Jim Wilson](#)

Nov 01, 2022

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For the second year in a row, Canadian employers are losing billions of dollars due to workers' financial stress.

Employers are expected to lose more than \$40 billion due to workers dealing with personal financial matters at work, up from the \$26.9 billion they lost in 2021, finds the National Payroll Institute.

"On average, a financially stressed worker spends nearly 30 minutes every day dealing with their financial situation — and not on business tasks at hand," explains Peter Tzanetakis, president of the institute.

"Over the year, that's over three weeks of lost productivity per employee."





# Who Benefits?

## Employers:

97% of Living Wage Employers\* reported at least one benefit



\*According to B.C. Living Wage surveys

A teal background with a large yellow circle in the bottom right corner.

## What we've heard from our certified employers

*“For Nightwind Treatment Centre, compensating a living wage leads to improved productivity, increased employee loyalty, and decreased costs associated with absent staff, training, and recruitment.”*

Michelle J. Thoret, Executive Director,  
Nightwind Treatment Centre



# Who Benefits?



## Community:

- Stimulates the local economy
- Helps build sustainable and vibrant communities
- Alleviates the financial cost of poverty
- Helps advance societal equity and inclusivity

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Younger and Lower Income Consumers Drive Small Business Spending

RESEARCH

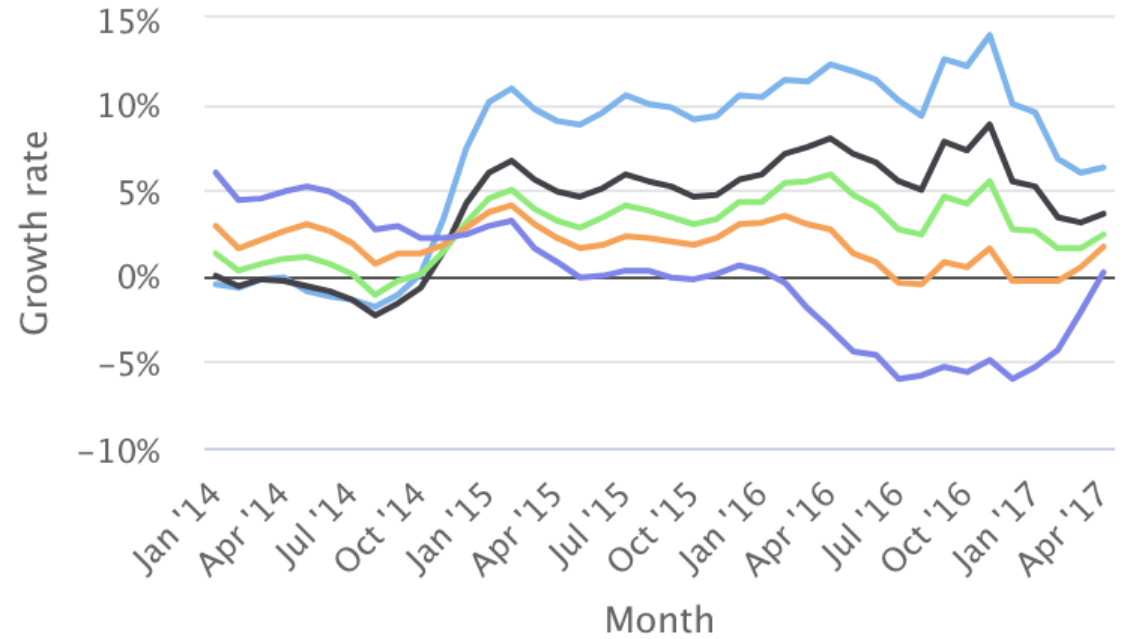
# Younger and Lower Income Consumers Drive Small Business Spending

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October 2017

*Small businesses are a critical component of local economies, and over the 2015-2016 period, their growth was primarily driven by spending from younger and lower income consumers. However, there is material regional variation in small business growth.*

## Year-over-year small business spending growth rates across income quintiles



**Income quintile:**

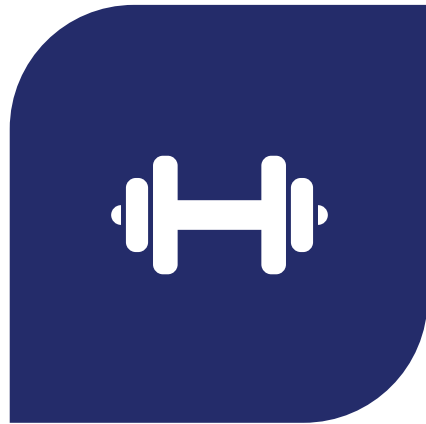
- Bottom quintile
- Middle quintile
- Top quintile
- Second quintile
- Fourth quintile

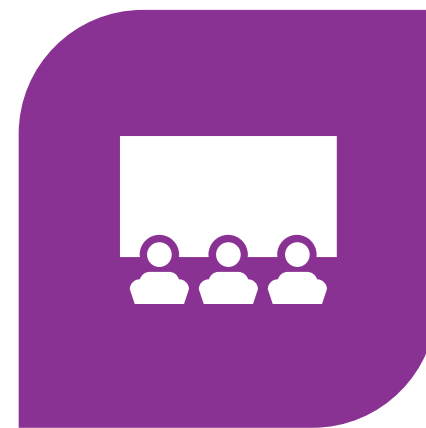


**What we've  
heard from  
our certified  
employers**

*“Paying the living wage means that we are able to contribute to our community exponentially – our employees' salaries feed right back into the Valley's economy.”*

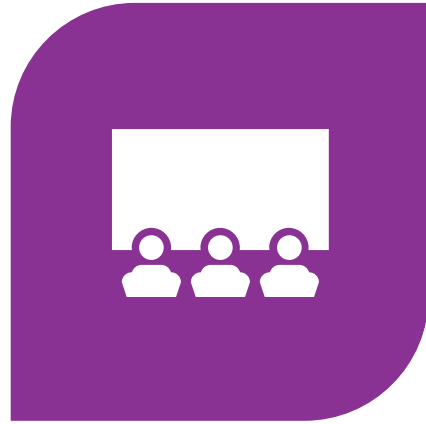
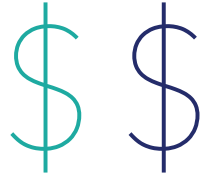
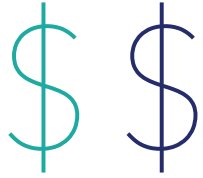
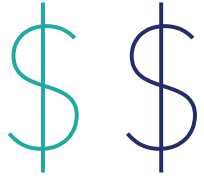
Dr. Sarah Newstead, Executive Director,  
Atlas Coal Mine

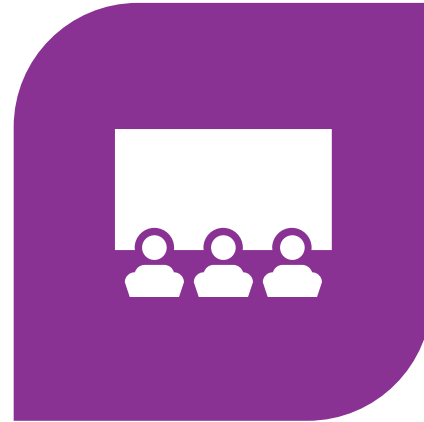
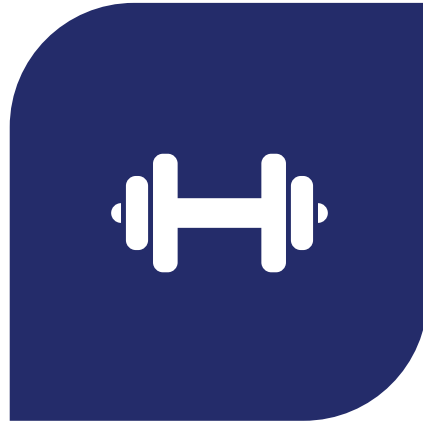








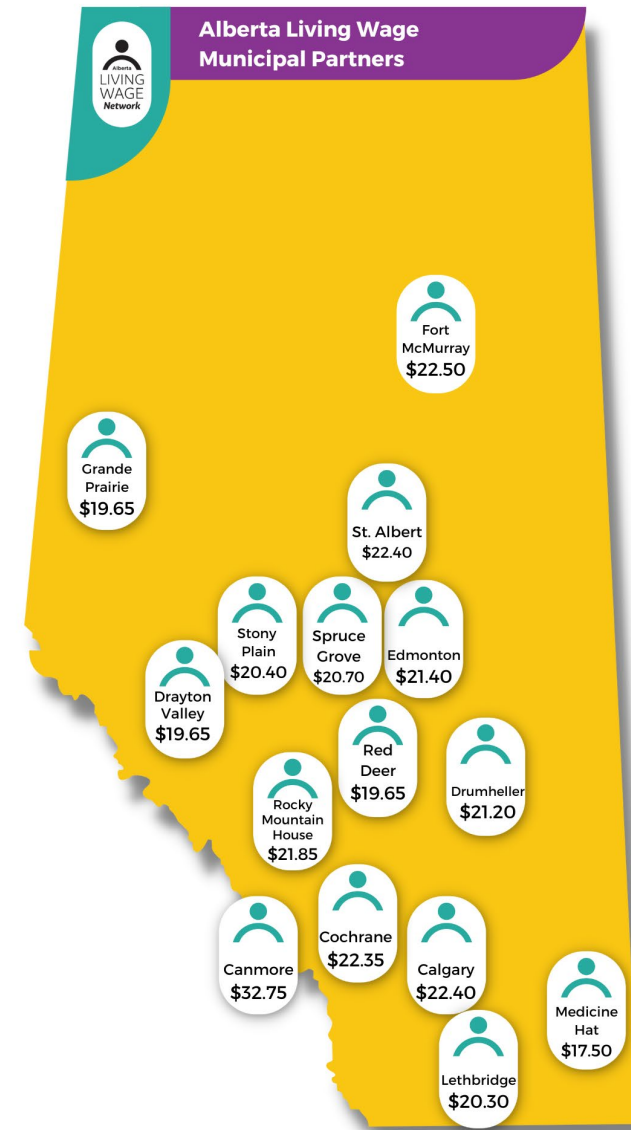






# Part of a Bigger Picture

A living wage means happier people, thriving businesses, and a vibrant community!





# Steps to Certification

- Apply online with help from Ryan, Coordinator of the Network
- Sign license agreement upon approval
- Notify your employees (and everyone else!)
- Your annual membership fee is waived for the first year

A decorative graphic on the right side of the slide. It features a large teal circle containing the text 'Becoming a Living Wage Employer'. To the left of the teal circle is a green semi-circle with a white pattern of small circles and lines. To the right of the teal circle is a purple circle, and below that is a yellow semi-circle.

Becoming a  
Living Wage  
Employer

g/ASP Bookshop

**ASP**  
SECURITY SERVICES

 **CBISOLAR**

  
**LETHBRIDGE  
FOOD BANK**  
FEED THE NEED.

**gb** **GiantByte**  
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JUST LIKE FAMILY  
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**EVOLUTION  
VAPE**

**Thank you!**

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