



Labour Market Review

Calgary, Banff-Canmore and Drumheller Regions

June 2001

Calgary's unemployment rate is still the lowest in Canada, by CMA, at 4.3 percent. What does this mean? Where are the jobs?

Employment opportunities for Youth...looking for work and don't know where to go? Read on to get more information.

High-Tech - what you need to know to find employment or help with career information.

Calgary

Calgary's unemployment rate dropped slightly from 4.7 percent to 4.3 percent for May 2001. As a result, there are 2,200 less unemployed. The labour force for the Calgary CMA continues to increase. There were 3,100 more people added to the labour force. There are still people moving to Calgary either to look for work or through job transfers. The housing industry is significantly impacted as new families move to the area.

The job market still strong. Approximately 5,200 new jobs were created in May. The Calgary Herald - Saturday edition - Classified and Workplace sections have been advertising on average 26 pages of job opportunities covering a wide variety of industries.

Calgary Labour Market Indicators¹

	May 2001	April 2001	May 2000
Unemployment Rate - Calgary (%)	4.3	4.7	4.7
Population	783,300	781,000	757,600
Labour Force	582,800	579,700	567,500
Employed	557,800	552,600	540,800
Unemployed	25,000	27,200	26,700
Not in Labour Force	200,500	201,300	190,100
Participation Rate (%)	74.4	74.2	74.9
Employment Rate (%)	71.2	70.8	71.4
Unemployment Rate - Alberta (%) ²	4.5	4.8	4.7
Unemployment Rate - Canada (%) ²	7.0	7.0	6.6

Source: Statistics Canada, Labour Force Survey

¹ Calgary data are seasonally adjusted, three month moving averages for the Census Metropolitan Area.

² Alberta and Canada data are seasonally adjusted, monthly averages.

Calgary Area Work News

Employment Opportunities for Youth

The end of June is fast approaching and some students may be looking for a summer job. Calgary has many employment opportunities to offer students. Major parks in Calgary are seeking individuals to fill various positions. Other employment venues include the Calgary Stampede, which has also begun its recruitment campaign.

Here are a few web sites of local employers:

- Calaway Park - <http://www.calawaypark.com/>
- Calgary Stampede - <http://www.calgarystampede.com/stampede/>
- Calgary Zoo - <http://www.calgaryzoo.ab.ca/>
- Canada Olympic Park - <http://www.coda.ab.ca/COP/>
- City of Calgary - <http://www.gov.calgary.ab.ca/>
- Hire-A-Student - <http://www.has.calgary.ab.ca/>
- Heritage Park - <http://www.heritagepark.ab.ca/frameset.htm>

The most common types of jobs that are available for youth are in restaurant and hospitality and retail/wholesale industries. Positions such as: cooks, hosts/hostesses, sales/cashier, grocery clerk, shelf stockers, gas bar attendant, tour guides, supermarket clerk, landscaping/groundskeeping are just a few example of youth employment possibilities. When looking for summer employment, Hire-A-Student is great place to start a job search. Local newspapers and community bulletin boards are additional sources to find work. The “hidden job” market is usually the largest untapped employment resource because not all employers advertise. Most job opportunities are obtained through word of mouth, and as such, networking with friends and family can play an important role in finding the perfect summer job.

Next Steps (<http://www.nextsteps.org/>) is a local organization that helps young Calgarians. They provide information on finding employment, resume writing, interview skills, career planning, occupational/industry profiles, etc..

Youth Links (<http://youth.hrdc-drhc.gc.ca/ythlink/ythlink.shtml>), which is part of Human Resources Development Canada, is another good source of information for youth. They provide information for youth ages 15-30 on career information, educational, awards & bursaries, job search tool, entrepreneurship, plus lots more of good information.

Construction

Landscape workers - labourers, gardeners, maintenance - are needed this time of the year. Spring is here and everyone is gearing up to work in their backyard. However, businesses, residential, commercial are also areas that will be requiring the services of a landscaping company. Services range from lawn maintenance to designing to gardening. Depending on the employer, employment opportunities are full or part time seasonal. If you are interested in working for a landscaping company, please visit the Calgary Telus Yellow Page Directory (<http://www.alberta.com>) for listings.

Local employers are looking for candidate to have:

- some experience
- own transportation
- steel toe boots
- clean drivers abstract
- good physical condition
- ability to work long hours
- hardworker

The starting wage range is approximately \$7.00 to \$11.50 per hour, depending on the employer. Overtime is very common in this type of job.

Hi-Tech Industry

Although the oil and gas industry is very important to the Alberta economy, the high-tech sector is catching up and jobs in this industry are becoming more available. Technology stocks might be down, and some economists are warning of an impending recession, but jobs prospects for technology workers continue to be good in Calgary. Forecasters are saying that the Canadian average growth rate for oil and gas will be about 4% per year and high-tech industries, about 7.5% per year.

Tech workers in Alberta can expect an average salary increase of 5.2% this year, slightly above the national average of 5.1%. Calgary remains one of the most attractive job markets for technology workers in the country. Base salaries can range from \$30,000 a year for entry-level help-desk workers to \$70,000 to \$85,000 a year for application development architects or database architects with five year of experience.

There are a lot of different jobs in the high tech industry. In a recent survey conducted by the Wynford Group, they broke down this industry into three categories: executive, professional/administrative and technical.

- The executive category are the highest paid. This category embodies senior positions within a company such as President and Chief Executive Officer (CEO). These jobs often require a post-secondary degree with 10 - 15 years of experience.
- The Professional/Administrative category is comprised of people working in HR, Finance, Accounting, Marketing, Call center, etc. These jobs also require a post-secondary degree but the years of experience needed depend on the kind of job. A public relations assistant only requires about 1-2 years experience but a regional sales manager would need over 8 years experience.
- Most jobs in the high-tech industry are in the technical category. Types of jobs in this area are: software engineer, internet developer, database manager, network analyst, project leader, graphic designer, telecom systems engineer, etc. Jobs in this category also require a post-secondary degree as well as hands-on experience.

There are a lot of jobs available in Calgary in the high-tech industry, especially within the technical category. A survey was conducted by RHI Consulting (www.rhic.com) asking 150 executives from

Fortune 1000 companies - Canadian and American companies - to find out what are the most effective ways to find qualified candidates; 70% of them said they use a staffing or recruiting firms and 57% post their job openings on the company website.

Good websites offering job placement in IT are:

- www.rhic.com
- www.finney-taylor.com
- www.isgjobs.com
- www.workopolis.com
- www.monster.ca
- www.careerclick.com
- www.jobuniverse.ca

A career exposition on Engineering and Technology will take place in the Coast Plaza Hotel in Calgary on June 18, 19, 3-7pm each day. There are employment opportunities in **engineering, hardware, manufacturing, IT/IS, software, telecommunications and technical disciplines.**

Admission is free and candidates must have at least two years of experience to attend.

For more information, visit www.newspaperjobfairs.com or call 1-877-842-3976.

Banff-Canmore and Drumheller Regions

Banff-Jasper-Rocky Mountain House Region

The unemployment rate for the Banff-Jasper-Rocky Mountain Region decreased from 3.9 per cent to 3.3 per cent for the month of May. The most active period of the year has started and approximately 400 jobs were created in May.

Camrose-Drumheller Region

Although 1,300 jobs were created, the unemployment rate as slightly increased to 4.1 per cent in the Camrose-Drumheller Region for the month of May. Approximately 1,400 people entered the labour force increasing the participation rate to 69.2 per cent.

Labour Market Indicators¹

	Banff-Jasper-Rocky Mountain House Region			Camrose-Drumheller Region		
	May 2001	April 2001	May 2000	May 2001	April 2001	May 2000
Unemployment Rate (%)	3.3	3.9	5.0	4.1	4.0	5.2
Population	63,500	63,500	62,700	140,400	140,300	139,400
Labour Force	49,100	49,000	47,800	97,100	95,700	96,200
Employed	47,400	47,000	45,500	93,100	91,800	91,200
Unemployed	1,600	1,900	2,400	4,000	3,800	5,000
Not In Labour Force	14,400	14,500	14,900	43,300	44,600	143,200
Participation Rate (%)	77.3	77.2	76.2	69.2	68.2	69.0
Employment Rate (%)	74.6	74.0	72.5	69.1	65.4	69.0

Source: Statistics Canada, Labour Force Survey

¹ All data are unadjusted, three month moving averages. The Banff-Jasper-Rocky Mountain House region also includes Canmore. The Camrose-Drumheller region also includes Stettler and Wainwright.

Manufacturing

High River - A Swedish company, Anna's Cookies will be opening up a cookie factory in High River. The factory is schedule to open in January 2002 and expect to hire 6 people. At this time, there is no information on type of employment skills required.

Next Labour Market Review

Our next Labour Market Review will feature article self employment and outlook on what's going on.

Information for the completion of this Labour Market Review included newspapers, television, radio, business associations, industry associations, labour associations, governments and other sources.

This report was prepared by the Labour Market Information Unit of
Human Resources Development Canada - Alberta / Northwest Territories / Nunavut Region.

Labour market information is also available on our Internet Site:
<http://www.ab.hrdc-drhc.gc.ca/lmi>