

Business Case for Pay Equity

Pay equity is about providing equal pay for work of equal or comparable value. Achieving pay equity is central to improving equality between women and men in an organization.


"Gender inequality in Canadian workplaces isn't just holding women back; it's bad for the economy as a whole."
- McKinsey Global Institute

Although some progress towards pay equity has been made, it is still an issue for a lot of workplaces. As women began to enter the workforce in larger numbers in the 20th century, they were paid less than men, even if they performed the same work. This undervaluation of women's work is still embedded in our society today.

Women's unequal economic conditions also sustain and interact with their unequal social conditions. We all have a role to play in advancing gender equality, improving our economy and creating a better environment for raising families.

Implementing pay equity is the first strategic step in achieving increased economic performance and sustainable growth. By eliminating discrimination when it comes to wages, employers create fairer working environments. Fairness, respect and equality are essential components of building harmonious, cooperative and productive workplaces.

Why should pay equity matter to you? It's important because in NB ... ?

...women represent **50%** of the overall population and **59%** of the labour force. Women account for **79%** of lone-parent families. Women are more likely to work part-time than men and are  **2.6** times more likely to leave their jobs for personal or family reasons. **63%** of all multiple job holders are women. Women who work in fields dominated by women earn less than men. And even though women attain a higher level of education than men, they still earn less than men. (Equality Profile 2016)

Workplaces that support women at work!

Pay equity helps improve overall productivity and economic growth!

Pay equity is an economic imperative not just for women but for their families and their communities.



An active workforce is crucial to boosting productivity and innovation. People and their talent and skills are important drivers of sustainable economic growth. If half of these talents are underdeveloped or underutilized, economic growth and sustainability will be weakened. In an increasingly competitive labour market, employers need to utilize its entire workforce to their full potential. Women who are not employed to their full potential represent an economic and productivity gap.

Removing barriers for women to work gives businesses access to a larger talent pool!

Women's work choices are affected when they feel undervalued and restricted in the workplace. Removing barriers so that women can achieve full and equal participation in the workforce and have access to all occupations and industries including leadership roles will not only give an organization a competitive advantage but help move us all towards a more progressive society.

Businesses that pay their employees fairly attract skilled and talented people.

When a company is equally appealing to women and men, it has access to a larger talent pool. Employees value positive workplace cultures and environments that offer equitable compensation as well as practices and policies that provide support for employees with family and caring responsibilities.

Better morale and motivation results in employee retention and increased productivity and performance.

Workplace policies that support equality are an important tool in retaining talented employees. All employees are more likely to be engaged, be productive and remain with an organization that values diversity and inclusion and that is viewed as fair. Incentives that drive employee retention are transparent pay practices, flexible work arrangements, return to work programs, and parental and caregiver leave provisions.

A good place to work; a fair and caring employer

Everybody wants to work where their work is valued in an equitable way and where people matter. High performing employees are attracted to companies that have a positive reputation for promoting overall equality. Projecting a positive public image will also gain support from today's socially conscious consumers and clients.

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