

Whistler[•]
Chamber



Whistler Chamber report to council on **'Working in Whistler'** employee survey

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Context for this survey

- Survey launched in March (closed end of June)
- Goal → to gather actionable intel, clarify next steps
- To further the Chamber's EPI accountability – to lead the recruitment and retention strategy

Committee volunteers

Marla Zucht, Whistler Housing Authority

Norm McPhail, Resort Municipality of Whistler

Joel Chevalier, Whistler Blackcomb

Sue Adams, Community Member at Large

Bob Deeks, RDC Fine Homes

Dean Terry, Tim Hortons

Bevin Heath Ansley, Glades Consulting

Tess Evans, HR Galaxy

Scott Pass, Whistler Connection Travel

Kyle Hannay, McCoos and Rip Curl

James Retty, Arc'teryx & Escape Route

Pepe Barajas, Infinity Enterprises

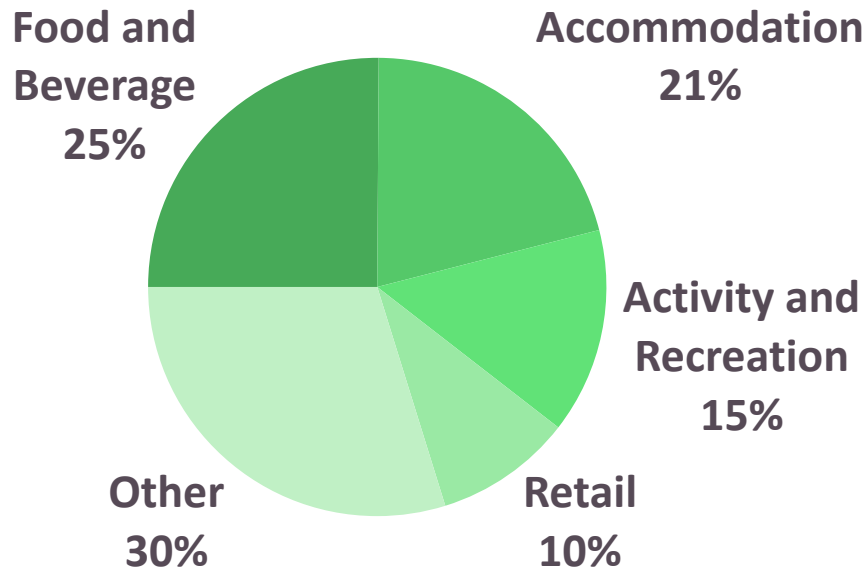
Josianne Fox, Westin Hotel

Survey in a snapshot

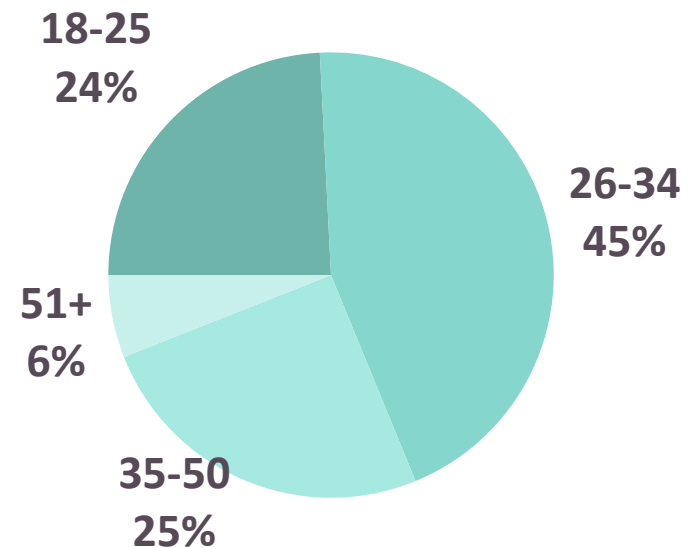
- 1263 respondents
- 23 questions
- Questions focused on the workplace, employee satisfaction and opportunities

Respondents in a snapshot

tourism sectors



youthful workforce



Job title

- 21% Management
- 19% Food Services (front and back of house)
- 12% Front Desk
- 6% Retail
- 42% Other (ex: ski Instructor/guide, hairdresser, maintenance etc.)

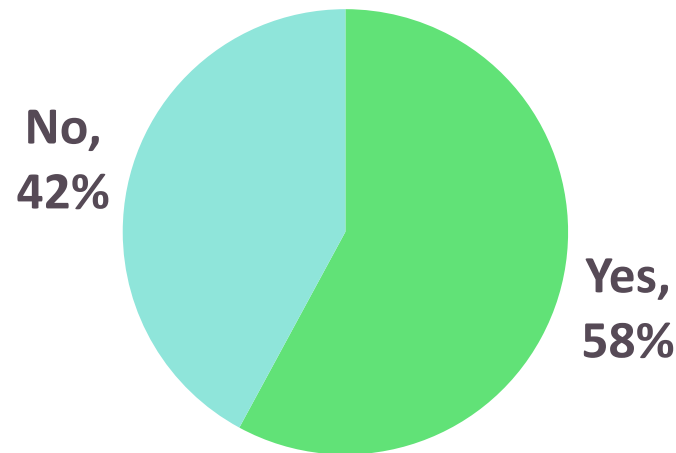
How long have you worked in your current job?

● Less than a year	34%
● Between 1-2 years	26%
● Between 3-4 years	16%
● Between 5-10 years	15%
● Over 10 years	9%

Resident status

- long term**
- 66% permanent resident of Whistler
 - 15% here on a visa, hope to get permanent resident status
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- short term**
- 13% here on a visa, returning to home country
 - 6% Canadian seasonal worker

Do you expect to still be in Whistler in 5 years?





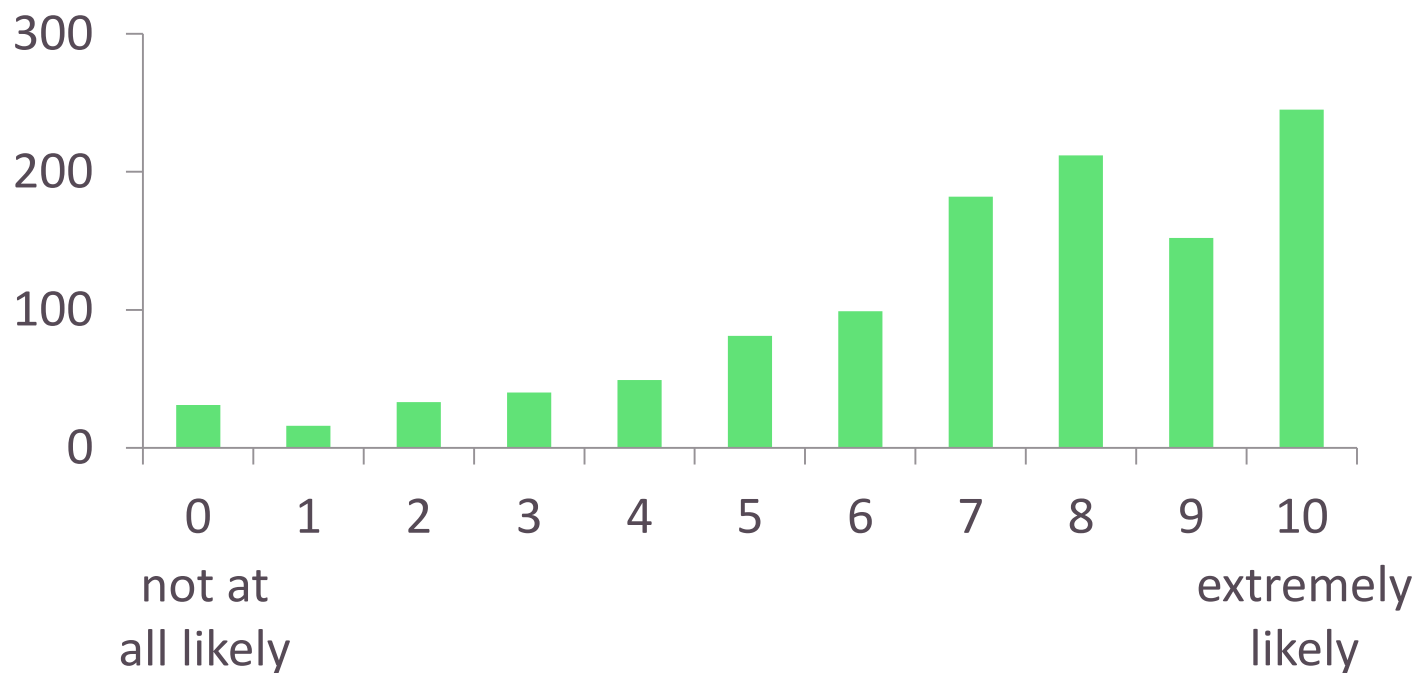
What matters to our workforce?

- 97% care about the quality of their work culture
- 70% came to Whistler for work/lifestyle balance
- Expectations aren't high for career opportunities – but the workforce would certainly welcome more opportunities

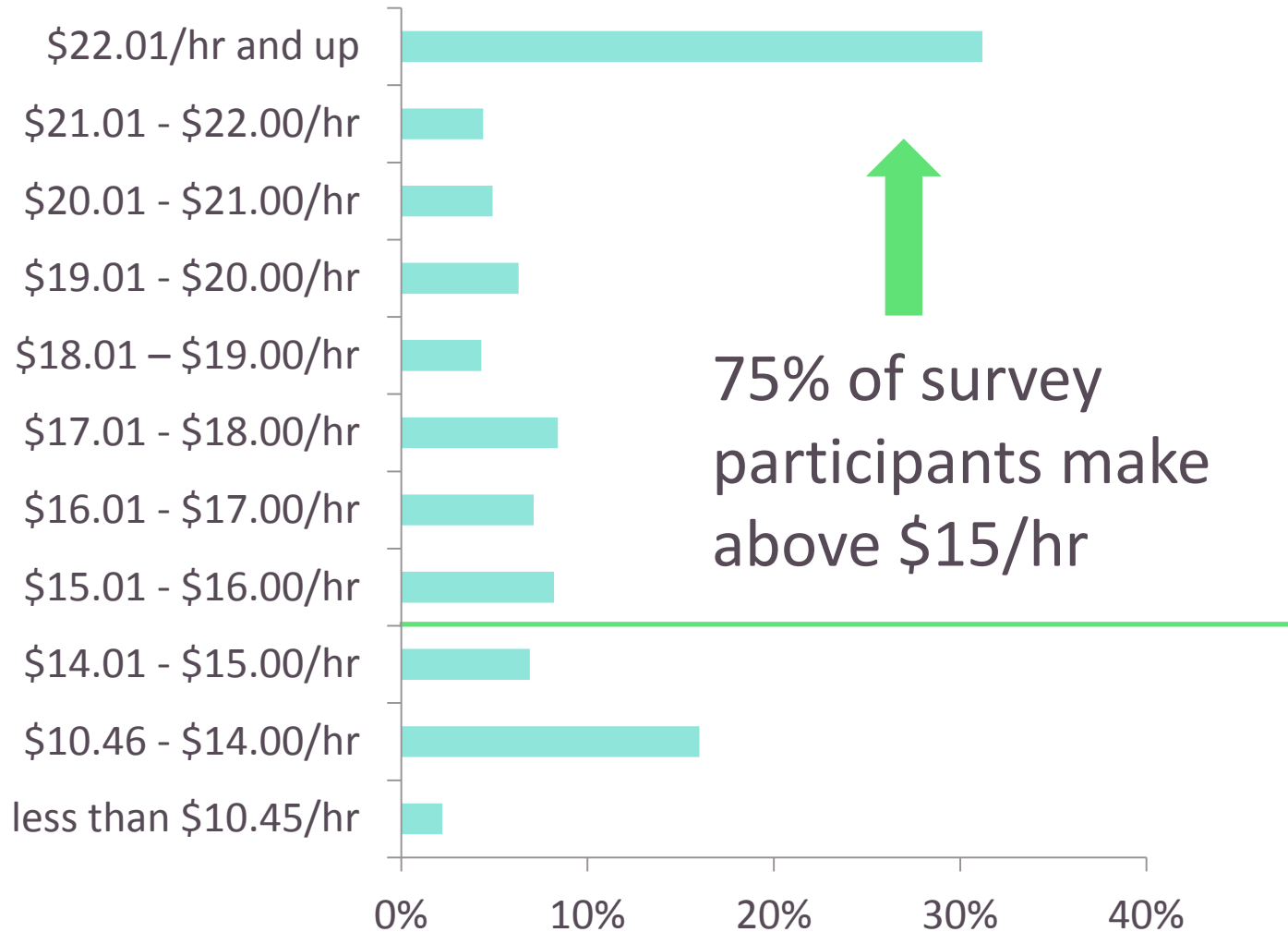
Are you set up to succeed in the workplace?

- 71% feel like they were trained appropriately to do their job
- 40% receive training or coaching
- 68% feel personally responsible for creating the best customer experience

How likely is it that you would recommend your employer for its WORK CULTURE to a friend or colleague?



Wages



Wages

- 37% feel salary doesn't cover rent/food/daily needs
- 48% received a wage increase in the last 12 months
- 71% are paid hourly

Top benefits that would improve job satisfaction

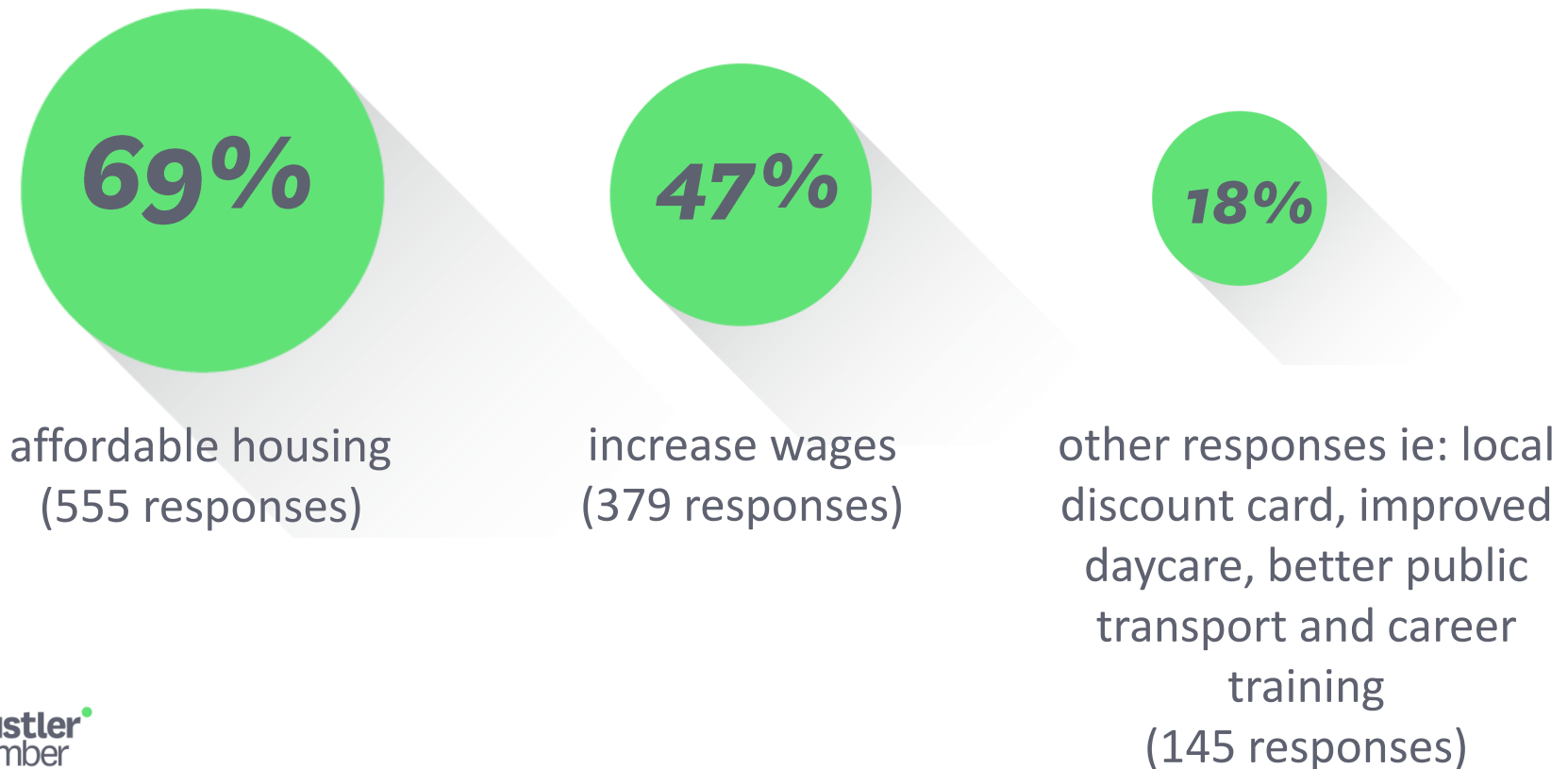
- 1 Extended health benefits
- 2 Spirit Pass (paid in whole by employer)
- 3 Performance bonuses
- 4 Flexible hours / company matched RRSP

Top factors that drive “quality of life”

- 1 Decent wages
- 2 Access to **affordable housing**
- 3 Flexible work hours
- 4 Decent employee benefits
- 5 Access to **appropriate housing**



What can Whistler do to attract and retain workers?



Survey summary comments

1. Whistler has a “young” workforce (69% under the age of 34) and they come for the work/lifestyle balance
2. There is significant workforce churn with 60% of respondents reporting they spent 2 years or less in their current position – yet 66% of total respondents are permanent residents of Whistler
3. Work culture is important to our employees and the majority are satisfied with their work – but there are many opportunities for the community to improve the work experience (from training and mapping out career advancement opportunities to benefits)
4. There is a cohort of the workforce that feels they cannot sufficiently cover food, accommodation and daily needs
5. Access to affordable, adequate housing is a significant challenge for our workforce

Recommendations

- Work with partners to further the R&R strategy
- Continue to closely examine issue of housing
- Chamber to work with the business community to maximize opportunities. Some examples:
 1. Deploy the “Recruitment & Retention Tool Kit”
 2. Engage First Nations workforce
 3. Leverage training/coaching to attract and retain staff (EPI → developing next generation of leaders)



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