

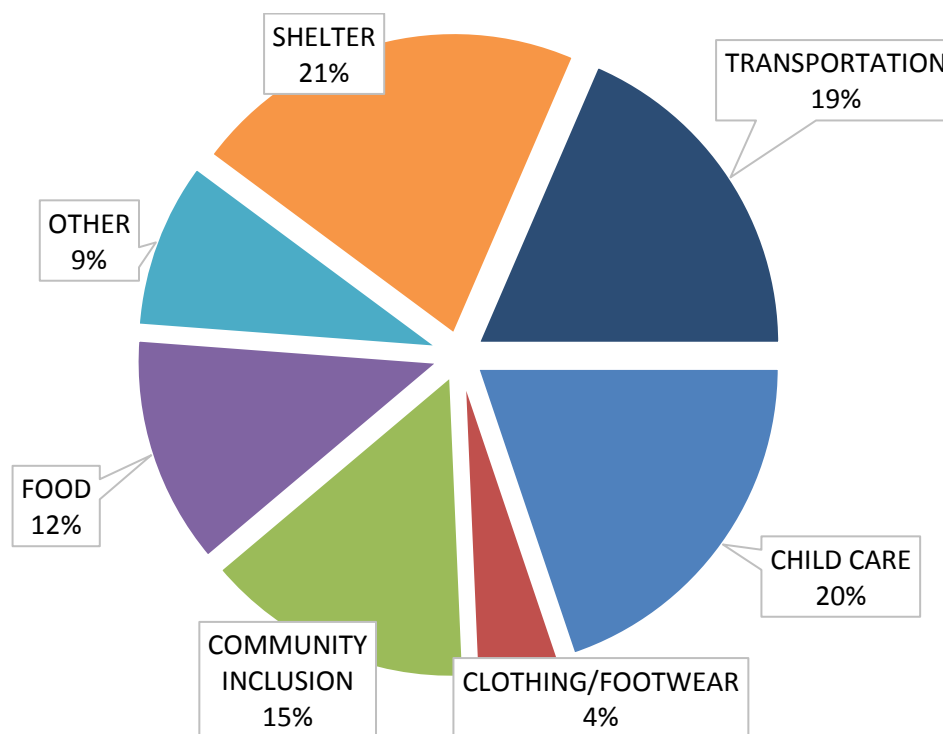
WHAT DOES A LIVING WAGE MEAN FOR NIAGARA REGION?

WHAT IS A LIVING WAGE?

- ✓ The living wage is calculated locally to include such costs as rent, groceries, transportation, child care, school supplies and hydro; plus items allowing fuller engagement with society.
- ✓ Living-waged workers' families can join school trips, have cellphones, eat out occasionally, and feel equal to neighbours.
- ✓ Workers earning a living wage are more dependable and self-reliant when things like babysitter absences or car breakdowns arise.

NIAGARA REGION'S 2018 LIVING WAGE IS \$17.99/HOUR

COST OF LIVING BREAKDOWN - VIEW REPORTS AT WWW.WIPEOUTPOVERTY.CA



(NOTE: FOOD, SHELTER, TRANSPORTATION, AND CHILD CARE COSTS ARE 72% OF THE TOTAL COST OF LIVING EXPENSES)

HOW DOES A LIVING WAGE DIFFER FROM A MINIMUM WAGE?

- ✓ A living wage is the hourly pay that allows two adults to cover their family's costs as participants in their community.
- ✓ A minimum wage is different - it is the lowest pay legally possible.



A LIVING WAGE FOR NIAGARA REGION'S GROWTH AND PROSPERITY

HOW DOES THE BOTTOM LINE BENEFIT FROM LIVING WAGES?

- ✓ Workers feel valued and stick around, reducing hiring and training costs while becoming more experienced and trusted.
- ✓ Employers, in turn, get to go home at the end of the day knowing that adept, loyal hands are keeping operations going.
- ✓ The brand of a Certified Living Wage Employer attracts new business activity with a community-oriented reputation and aligns with corporate values.
- ✓ A Living Wage Employer has safeguarded the long-term value of their business!

HOW CAN MY BUSINESS BE CERTIFIED AS A LIVING WAGE EMPLOYER?

The Ontario Living Wage Employer Program currently supports phased implementation with three certification levels for employers: **Supporter**, **Leader**, and **Champion**.

Review the Guide to Becoming a Living Wage Employer at www.ontariolivingwage.ca/become_a_living_wage_employer

1. Talk to a fellow employer who has become a Certified Living Wage Employer. Find one via ontariolivingwage.ca - no one understands better than a peer.
2. Talk to your workers. What would make working there a better deal in the long term? Do they have ambitions within it? Are they creating community ties?
3. Talk to your customers. What are their real needs and priorities: cost, timeliness, quality, reliability, innovation? Knowing this will help manage pricing pressures on you and on workers.
4. Update your balance sheet, profit and loss, and cash-flow. This lets you see the effects of different prices, wages, and customer needs - find your "sweet spot"!
5. Can you cover non-OHIP health benefits? Providing these can reduce the Living Wage by over \$1.00/hour.

"We believe an individual's productive contribution to our society should provide livability and no one should be working poor. As entrepreneurs, we know our business ventures need to do more than meet minimum standards. By voluntarily committing to the living wage model and encouraging our peers by example, we set the stage for a more desirable economic environment where everyone can benefit. Since implementation, we have seen positive impacts in focus, workplace morale, overall productivity and a reduction in employee turnover."

*Damin and Debra Starr,
Owners of Pre-Line Processing, Vineland Station, Niagara Region*