



Coalition for Pay Equity
Coalition pour l'équité salariale
New Brunswick • Nouveau-Brunswick



End the secrecy.

TRANSPARENCY!

A COMIC STRIP INTRODUCTION





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Introduction



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Introduction

Despite its growing popularity nationally and internationally, there is little knowledge about pay transparency in New Brunswick. In addition to a lack of pay equity protections for all workers, a long-standing culture of secrecy surrounding income and remuneration continues to permeate the workplace.

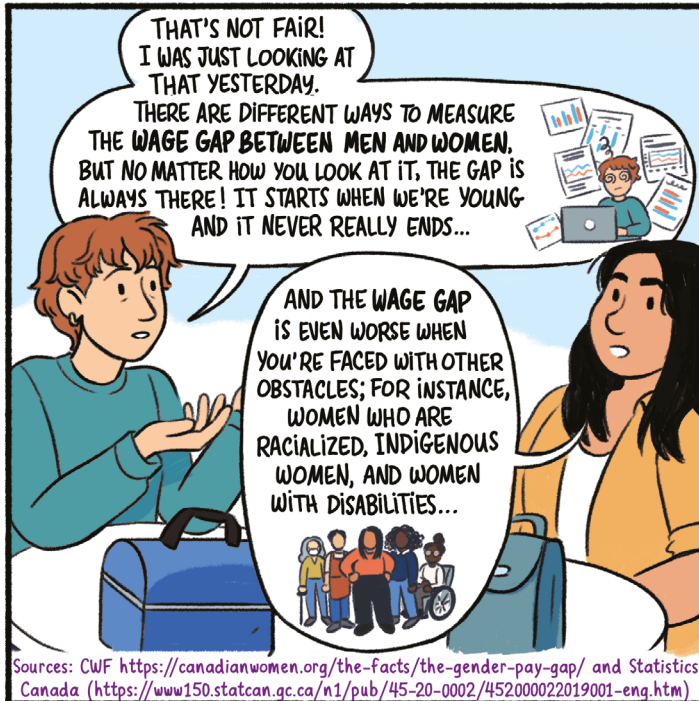
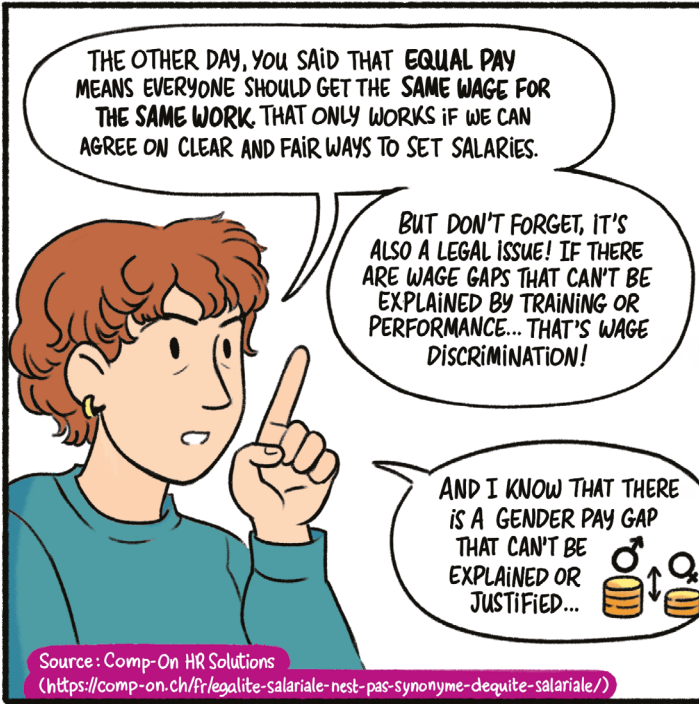
If there is no transparency, how can we know if there are inequities?

This comic strip is the product of a partnership between the New Brunswick Coalition for Pay Equity and the Fédération des femmes acadiennes de la Nouvelle-Écosse (FFANE): the Coalition researched and produced a workbook on pay transparency, which served as the basis for FFANE's comic strip, later adapted by the Coalition for the context of New Brunswick!

This comic provides recommendations to help ensure that women and other marginalized New Brunswickers are paid equitably for their work. By legislating pay transparency, we can put an end to the secrecy surrounding wages and empower workers to stand up for their rights through education, awareness, and solidarity.

EQUALITY v.s. PAY GAP v.s. EQUITY v.s. PAY TRANSPARENCY





IT SHOULD REALLY BE EQUAL PAY FOR WORK OF EQUAL VALUE.

WHAT YOU'RE DESCRIBING IS PAY EQUITY!

TO CALCULATE AND IMPLEMENT PAY EQUITY, WE MUST COMPARE THE VALUE OF WOMEN-DOMINATED JOBS (60% OF WORKERS ARE WOMEN) TO THE VALUE OF MEN-DOMINATED JOBS (60% OF WORKERS ARE MEN).

THE VALUE IS THE SAME? THEN THE PAY SHOULD BE THE SAME!

BUT HOW CAN WE COMPARE TWO DIFFERENT JOBS?

WATCH THIS!

HEY! MY APPLE!

YOU CAN COMPARE THE NUTRITIONAL VALUE OF AN APPLE TO THAT OF AN ORANGE, EVEN IF THEY ARE TWO DIFFERENT FRUITS!

Vitamins
Carbohydrates
Calories

Skills and qualifications
responsibilities
effort
working conditions

FOR EXAMPLE, IN A MUNICIPALITY, THE ROLE OF AN ADMINISTRATIVE ASSISTANT CAN HAVE THE SAME VALUE AS THAT OF A MECHANIC.

IT'S TRUE THAT DIFFERENT JOBS COME WITH DIFFERENT DEMANDS AND SAFETY RISKS.

AND JOBS MOSTLY DONE BY WOMEN ARE OFTEN UNDERVALUED BECAUSE OF THAT!

WOMEN-DOMINATED JOBS ≠ SECURITY

OFTEN HAS TO DEAL WITH AGGRESSIVE BEHAVIOUR FROM PATIENTS, WHICH CAN BE CAUSED BY THEIR MENTAL HEALTH OR THEIR MEDICATIONS.

REQUIRES A HIGH LEVEL OF MANUAL DEXTERITY AND FACES A HIGHER RISK OF INJURY FROM REPETITIVE TASKS.

METHODS FOR COMPARING WOMEN-DOMINATED JOBS TO MEN-DOMINATED JOBS SHOULD ACCOUNT FOR ALL OF THAT!

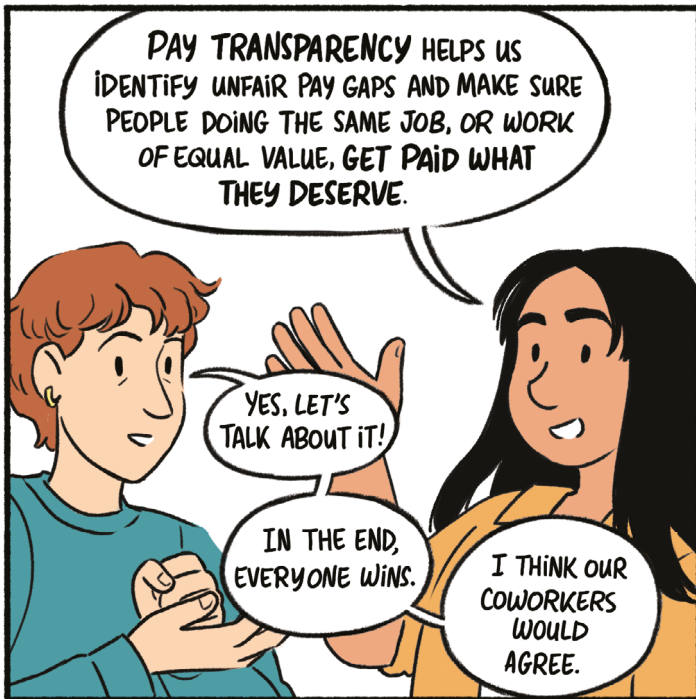
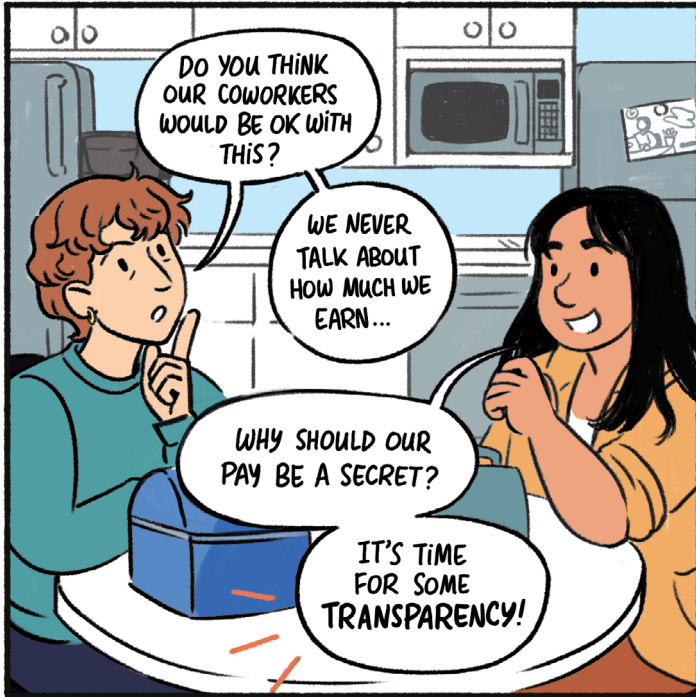
SAY, IT WOULD BE NICE TO DO A PAY EQUITY EXERCISE HERE AT WORK...

BUT HOW COULD WE DO IT?

HM, WAIT A SEC...

1. Identify jobs or groups of jobs that are women-dominated or men-dominated.
2. Choose a method of evaluation.
3. Assess the job descriptions.
4. Evaluate those jobs according to these categories: "skills and qualifications," "responsibilities," "effort (physical and or intellectual)," and "working conditions".
5. Using these evaluations, compare the value of women-dominated jobs with those that are men-dominated.
6. Then, calculate the equitable wage.
7. Determine how wages should be adjusted.
8. Display the results.
9. Make wage adjustments: end the wage gap!

Source: <https://equite-equity.com/en/our-proposed-solutions>





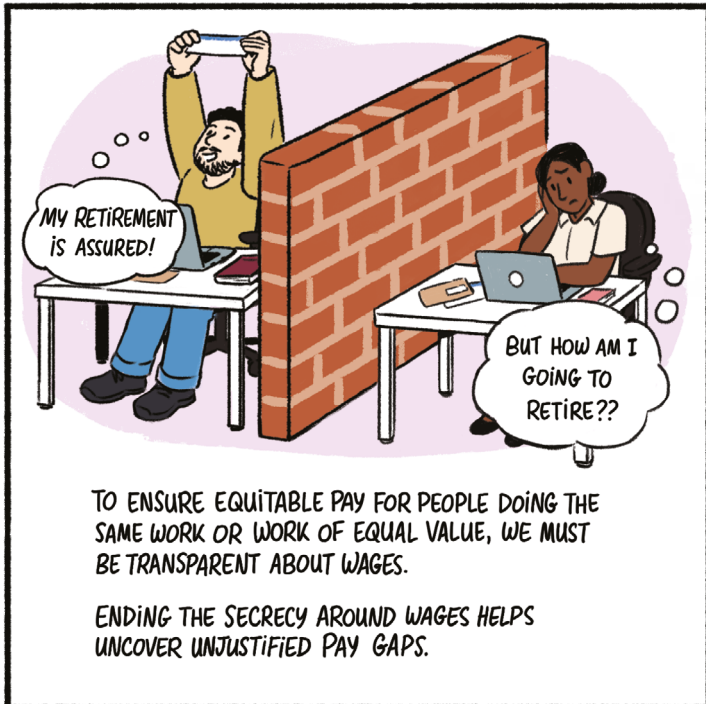
Sources: Statistics Canada
(<https://www150.statcan.gc.ca/n1/pub/45-20-0002/452000022019001-eng.htm>)

PAY TRANSPARENCY: TIME TO CLEAR THINGS UP!



AT WORK, THERE'S OFTEN A CULTURE OF SILENCE
AROUND WAGES AND COMPENSATION.

**PAY TRANSPARENCY IS ABOUT
BREAKING THAT SILENCE.**



TO ENSURE EQUITABLE PAY FOR PEOPLE DOING THE
SAME WORK OR WORK OF EQUAL VALUE, WE MUST
BE TRANSPARENT ABOUT WAGES.

ENDING THE SECRECY AROUND WAGES HELPS
UNCOVER UNJUSTIFIED PAY GAPS.

AND PAY
TRANSPARENCY, DOES IT
REALLY WORK?



ACCORDING TO AUSTRALIA'S WORKPLACE GENDER EQUALITY AGENCY, THE WAGE GAP IS ALMOST NULL WHEN WAGES ARE TRANSPARENT. BUT WHEN PAY IS KEPT SECRET, THE WAGE GAP RISES TO 20.6%.



BUT HOW DO WE ACHIEVE PAY TRANSPARENCY?

THROUGH LEGISLATION! SOME COUNTRIES HAVE ALREADY TAKEN THAT STEP.



FOR EXAMPLE, ON APRIL 24, 2023, THE EUROPEAN UNION ADOPTED THE PAY TRANSPARENCY DIRECTIVE, WHICH IS NOW IN EFFECT.

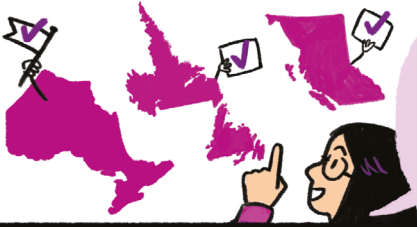


BY REQUIRING EMPLOYERS TO DISCLOSE INFORMATION ABOUT WAGES, EMPLOYEES CAN COMPARE PAY AND UNCOVER POTENTIAL PAY DISCRIMINATION, WHICH IS OFTEN ROOTED IN GENDER-BASED DISCRIMINATION.

PAY TRANSPARENCY LAWS ARE GAINING GROUND IN CANADA, TOO.



ONTARIO LED THE WAY, THANKS TO ACTIVISTS WHO PUSHED FOR CHANGE. SINCE THEN, NEWFOUNDLAND AND LABRADOR, PRINCE EDWARD ISLAND, AND BRITISH COLUMBIA HAVE FOLLOWED SUIT. THE FEDERAL GOVERNMENT HAS ADOPTED AMENDMENTS TO LEGISLATION TO IMPOSE PAY TRANSPARENCY REQUIREMENTS.



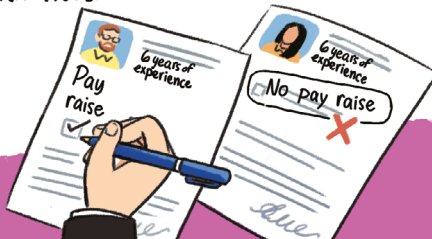
THESE LAWS VARY BY PROVINCE, BUT THE GOAL IS THE SAME: TO PREVENT WAGE DISCRIMINATION BY ENDING THE CULTURE OF PAY SECRECY.

PAY TRANSPARENCY IS A KEY TOOL FOR:

→ DISPELLING DOUBTS ABOUT EQUITABLE PAY BETWEEN GENDERS.



→ ELIMINATING GENDER BIAS BUILT INTO COMPENSATION PRACTICES.



PAY TRANSPARENCY CAN CHANGE ATTITUDES ABOUT HOW WOMEN ARE COMPENSATED!

→ RAISES AWARENESS OF THE STRUCTURAL CAUSES OF WAGE INEQUITY.



→ ENCOURAGES COMPANIES TO REVISIT EQUITY POLICIES



→ PROMOTES CLOSER COOPERATION BETWEEN EMPLOYEES AND WORKER REPRESENTATIVES.



Employer

AND WHAT'S IN IT FOR ME?

WHEN WORKERS DON'T TRUST THEIR EMPLOYER, IT LEADS TO **JOB DISSATISFACTION** AND **HIGH TURNOVER**.



BUT STUDIES SHOW EMPLOYEES ARE **HAPPIER** AND **MORE PRODUCTIVE** WHEN THEY KNOW THEY'RE BEING PAID FAIRLY. **YOUNG WORKERS**, IN PARTICULAR, ARE DRAWN TO **SOCIALLY RESPONSIBLE** EMPLOYERS.

WOULD PAY TRANSPARENCY ELIMINATE
THE NEED FOR PAY EQUITY LEGISLATION?

NO!

**LEGISLATING PAY TRANSPARENCY =
MAKES WAGE INFORMATION ACCESSIBLE,
EXPOSES GAPS AND HELPS UNCOVER DISCRIMINATION**

**PAY EQUITY LEGISLATION =
EQUAL PAY FOR WORK OF EQUAL VALUE.
A STRUCTURED PROCESS THAT COMPARES
AND -DOMINATED JOBS**

*skills, responsibilities,
effort, and qualifications*

WE NEED BOTH!



WHAT WOULD PAY TRANSPARENCY LEGISLATION LOOK LIKE?

*Keys to strong
pay transparency legislation*



• **70%** OF EMPLOYEES ARE NOT UNIONIZED, AND WITHOUT A COLLECTIVE AGREEMENT, THEY HAVE LITTLE OR NO INFORMATION ABOUT WAGES.¹



• AT THE FEDERAL LEVEL, THE **EMPLOYMENT EQUITY ACT** NOW INCLUDES PAY TRANSPARENCY MEASURES THAT:

- APPLY TO NEW BRUNSWICK EMPLOYERS UNDER FEDERAL JURISDICTION
(E.G., BANKS, INTERPROVINCIAL TRANSPORTATION, TELECOMMUNICATIONS, AND THE FEDERAL PUBLIC SERVICE)
- REQUIRE THESE EMPLOYERS TO PUBLICLY DISCLOSE DATA ON WAGE GAPS.

BUT THESE RULES DO NOT APPLY TO THE MAJORITY OF EMPLOYERS IN NEW BRUNSWICK!



¹ Statistics Canada. Table 14-10-0129-01 Union status by geography



IN 2023, THERE WERE 20,652 BUSINESSES IN NEW BRUNSWICK. ONLY 1.9% HAD 100 EMPLOYEES OR MORE—BUT THOSE FEW COMPANIES STILL EMPLOYED 62% OF THE WORKFORCE.

IN OTHER WORDS, A PAY TRANSPARENCY LAW TARGETING MEDIUM AND LARGE BUSINESSES COULD ALREADY MAKE A BIG DIFFERENCE FOR MOST WORKERS.

BUT TO MAKE THE LAW TRULY FAIR, WE CAN'T LEAVE SMALL BUSINESSES BEHIND. THESE SERVICE-BASED WORKPLACES RELY HEAVILY ON THE LABOUR OF WOMEN AND RACIALIZED PEOPLE.

ISED, Key Small Business Statistics 2024

Statistics Canada. Table 14-10-0215-01 Employment for all employees by enterprise size, annual

LEGISLATING PAY TRANSPARENCY IN NEW BRUNSWICK COULD...

→ PROHIBIT CONFIDENTIALITY CLAUSES THAT PREVENT PEOPLE FROM DISCUSSING WAGES.



THE LAW WOULD OUTLINE WHAT TO DO IF AN EMPLOYER TRIES TO SILENCE WORKERS FROM TALKING ABOUT THEIR WAGES. COMPARING SALARIES IS KEY TO ELIMINATING WAGE DISCRIMINATION AT WORK!



LEGISLATING PAY TRANSPARENCY IN NEW BRUNSWICK COULD...



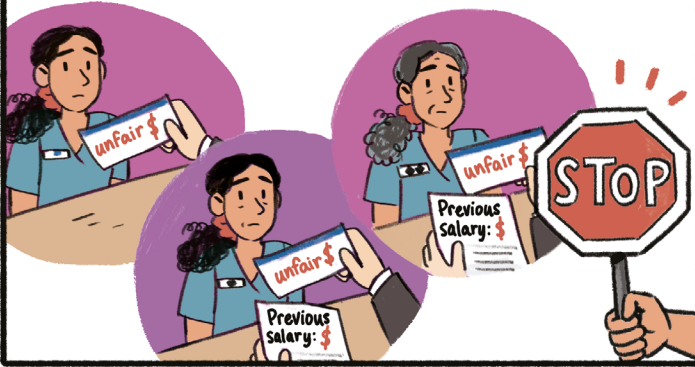
→ REQUIRE SALARY RANGES (MINIMUM AND MAXIMUM) TO BE INCLUDED IN ALL JOB POSTINGS.

THIS ALLOWS CANDIDATES TO KNOW WHAT TO EXPECT, ENSURES EQUAL PAY OPPORTUNITIES, AND KEEPS CURRENT EMPLOYEES INFORMED ABOUT WAGE SCALES.

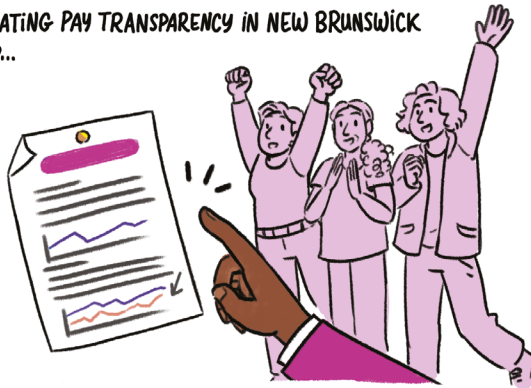
LEGISLATING PAY TRANSPARENCY IN NEW BRUNSWICK COULD...

→ **PROHIBIT EMPLOYERS FROM ASKING CANDIDATES ABOUT THEIR PREVIOUS SALARIES.**

BASING A SALARY OFFER ON PAST EARNINGS CAN REINFORCE PAY GAPS AND DISCRIMINATION. WITH MANDATORY SALARY RANGES IN JOB ADS, EMPLOYERS CAN'T ADJUST PAY BASED ON A CANDIDATE'S SALARY HISTORY.



LEGISLATING PAY TRANSPARENCY IN NEW BRUNSWICK COULD...



→ **SHARE PAY SCALE INFORMATION FOR EACH JOB CATEGORY.**

GENDER PAY GAPS OFTEN STEM FROM OLD HABITS AND UNCONSCIOUS BIAS. IF PEOPLE CAN SEE THE REAL SALARY DATA BY JOB CATEGORY, THEY CAN SPOT UNFAIR GAPS AND HELP STOP DISCRIMINATION.

LEGISLATING PAY TRANSPARENCY IN NEW BRUNSWICK COULD...

→ REQUIRE EMPLOYERS TO SUBMIT ANNUAL REPORTS ON WAGE GAPS WITHIN THEIR COMPANIES.

THIS IS A QUESTION OF TRANSPARENCY AND ACCOUNTABILITY. ONCE COMPLETED, THE REPORT SHOULD BE MADE PUBLIC. THIS DATA WILL HELP IDENTIFY WAGE GAPS AND CORRECT DISCRIMINATORY PRACTICES.

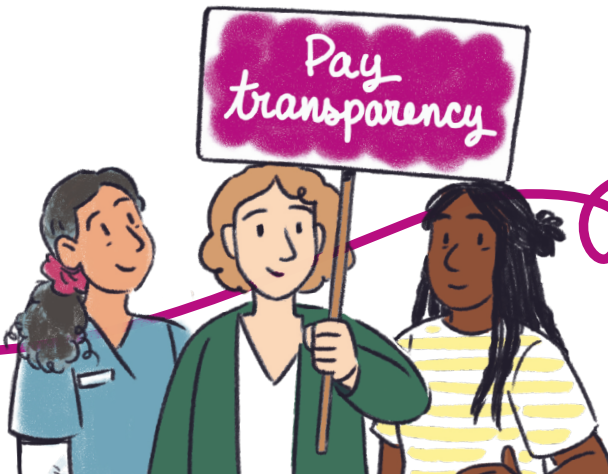




The COALITION asks the
PROVINCIAL GOVERNMENT to
ACT on this CRITICAL ISSUE for
NEW BRUNSWICKERS'
ECONOMIC STABILITY!

About the New Brunswick Coalition for Pay Equity

Established in 2001, the New Brunswick Coalition for Pay Equity is a group of individuals and organizations that pursues and ensures the realization of the right to pay equity and to just conditions of work for women. The Coalition engages in communication, education, research, and advocacy for the adoption and implementation of adequate legislation, as well as public policy dialogue and development.



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DE LA NOUVELLE-ÉCOSSE

AND ADAPTED BY:



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Special thanks to FFANE for their excellent work and generosity! Adapting this comic for New Brunswick shows the strength of feminist solidarity in the fight for pay transparency.

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