

## Survey finds workers like their jobs, but feel no loyalty

BY HELEN MORRIS

**WORKPLACE** | OTTAWA — It seems that job satisfaction in Canada is on the rise, with 66 per cent of employees saying they are satisfied with their job, according to a survey released by an online job site Wednesday.

But this does not mean that employees can be complacent about keeping their top talent. Almost a quarter of respondents said they had no loyalty to their employer. And while 80 per cent of workers say they are not actively looking for a job, 83 per cent of them told Career-Builder.ca that if they came across the right opportunity, they would take it.

"When I look at that figure you think there is almost 100 per cent, no loyalty," said Remy Piazza, managing director of Career-Builder.ca. "That's an alarming number."

This lack of employee loyalty presents a challenge for recruiters. About 70 per cent of respondents say their employer doesn't value them and 62 per cent say they are not loyal to their current boss because they don't get enough money.

Although 70 per cent of employers expect their full-time employees to have higher salaries in the third quarter of 2008 compared to third quarter 2007, it is not just money that is needed to keep good employees. About 60 per cent of workers said their efforts are not recognized or appreciated, 50 per cent said they did not have enough career opportunities, 35 per cent said the benefits are not good and around a third said they did not like the work culture.

The survey of 523 workers and more than 225 hiring managers was conducted by Career-Builder.ca from May 22 to June 13, 2008. Almost one-third of employers said they will hire workers this year — up from 23 per cent at the same time last year — with just nine per cent saying they will cut staff numbers, down from 15 per cent at the same time in 2007.

But as companies look to hire new workers some are struggling to fill vacant posts.

Of those responsible for hiring, 65 per cent said that referrals were the most critical recruitment tool for their company, 55 per cent cited online job sites, 48 per cent newspapers, and 33 per cent said recruiting firms and the same number said professional associations were the most important tools.

"As employers struggle with a large number of baby boomers leaving the workforce and the lack of available talent to fill open positions, they are implementing new retention strategies to keep their top talent happy and in their current positions," said Piazza.

Canwest News Service

### 9 to 5



"My current job pays well enough, but there's no future in it."

# Baby beluga could celebrate her third birthday in a new home



MALCOLM PARRY  
VANCOUVER SUN  
TRADE TALK

**NET GAINING:** There's a new baby on show for the Vancouver Aquarium's 920,000 yearly visitors. It's beluga whale Qila's daughter Aurora, whose birth June 10 was on YouTube within two hours, courtesy of the Stanley Park-based facility's six-person digital-moviemaking squad. The footage will likely rival that of the aquarium's hand-holding sea otters, which spent 18 months as YouTube's most-watched video.

Featuring in the 13 million downloads the [www.vancouveraquarium.org](http://www.vancouveraquarium.org) website logs yearly, those wild-animal scenes are also hits with 15-year president-CEO **John Nightingale**, 61. But his baby is really the \$22.5-million 53,000-square-foot **Aquaquest Building** and **Marilyn Blusson Learning Centre**, where his office is located. The building is named for the wife of geologist **Stu Blusson**, who co-discovered the Northwest Territories' billion-dollar Ekati diamond mine.

That project, which is certified to LEED (Leadership in Energy and Environmental Design) gold standard, reportedly a world's first for aquariums, followed \$5.5-million-worth of renovations and additions to the 52-year-old institution's research facilities in 2005. But an even bigger baby is more than a gleam in Nightingale's eye. It's a \$100-million, three-phase project that will relocate the Arctic Coast (beluga) pool beside the aquarium's access road, rebuild the B.C. Wild Coast pool, build new entrance, service and other structures, and surround them all with curving aluminum-and-zinc walls designed by architects Musson Cattell Mackey.

Nightingale said the project embodies a directive from the aquarium's 45-member board "that it must be as good for the animals, the aquarium, the public and the community 25 years after opening day as it will be that day."

With development permit issued, Oregon-born Nightingale hopes three years of construction will start in 2009. Requiring less than a hectare of further Stanley Park space and minimal tree removal, the proposal received 89-per cent approval in public hearings. To pull it off, the 450-employee, 900-volunteer aquarium needs up to \$65 million in public funds from Ottawa and Victoria.

That'll be rare for a \$22-million-budget outfit that, unlike most cultural organizations, gets no dough from city hall. It pays rent, too, in the form of a \$45,000 Vancouver Board of Parks and Recreation annual licence. More, aquarium activity earned the city \$758,400 in 2005, according to a PricewaterhouseCoopers report that showed the Vancouver Art Gallery costing it \$2,002,666, the Vancouver Museum \$689,700 and the H.R. MacMillan Space Centre \$484,399. The same study noted governmental operating and program grants providing one per cent of the aquarium revenue, and up to 63 per cent at other major cultural facilities.

That's all water under the fish for Nightingale, who sent 30 species of the former to a six-tank Beijing Aquarium display Premier **Gordon Campbell** opened May 23. It's the only overseas display there, Nightingale said. Scientific work at China's 80 public aquariums — compared to 10 in 1993 — helps develop students' concern for aquatic



David and Theresa Emerson emulated the photo beside this column's byline, but the foreign affairs minister was really listening to China.

life and the environment generally, he said.

The aquarium's biggest international project was in Las Vegas, where staff set up and managed the 115,000-square-foot Shark Reef at Mandalay Bay. Bat rays, moray eels, sharks and other species occupied 1.3 million gallons of sea water, "of which there isn't much in Las Vegas," Nightingale said in 2000.

Nightingale's gamble now is whether to start the \$100-million expansion in 2009, as he hopes, or to bet on material and construction costs declining after 2010.

**THE CUP THAT HEARS:** Recently appointed Foreign Affairs Minister **David Emerson**'s mandate is to engage and accommodate China more sensitively and practically than **Stephen Harper**'s Conservative government has done so far. For Mandarin-speaking, China-expert Emerson, that entails listening closely for nuance.

But when he cupped his ear for a recent photograph, it was because of a sole, familiar Chinese source. That was wife **Theresa Yeuk-Si Tang**, who chose to emulate the photo on this column's byline, and urged her traditionally reserved spouse to play along.

Regarding his China strategy, Emerson expanded on a recent announcement regarding six trade missions to be added to five in that country. The new offices will house 100 trade and diplomatic staffers, Emerson said, "primarily with a trade focus." Then, heeding the other ear, he said his ministry will do the same in India, where two more such missions are to open.

As for hearing the voice of Canadians, the former international trade minister knows he's dead in his riding of Vancouver-Kingsway, whose voters elected him as a Liberal. There's been talk of him trying in longtime-Liberal Vancouver-Quadra, where Tory **Deborah Meredith** almost won a byelection this year. Whatever, Emerson had better keep that hand cupped for

engagements and accommodations close to home.

**AID FOR AIDS:** Much money is to be saved in caring for HIV-AIDS patients, said Dr. Peter Centre executive director **Maxine Davis**. For example: spending \$220 a day on patients occupying the Comox-at-Thurlo centre's 24 suites, rather than \$1,500 for acute-care hospital beds. For day-care patients, the cost is a near-palpy \$42, she said. The 11-year-old facility's 2007 annual report claims that its clients have 36 per cent fewer emergency visits than non-clients, and spend 72 fewer days hospitalized.

Davis gave those numbers and others to Premier Campbell on Monday. She was reporting on a proposed \$20-million, six-floor project to be built on one of two Downtown Eastside sites. It would make the centre, the Vancouver Native Health Society and the Vancouver Native Housing Society equal member-operators.

With 24 suites on two floors, the Dr. Peter Centre East Side would provide 24-hour nursing care in a neighbourhood where Newfoundland-raised Davis said the HIV-AIDS infection rate is 18 per cent — the same as Botswana's.

The original facility would be named the Dr. Peter Centre West End, and both would be operated by the Dr. Peter AIDS Foundation, which is chaired by Trilogy Group principal **John Evans**. He fronted a \$2-million capital campaign in 2001 that, with private donations, funded the centre. It commemorates **Dr. Peter Jepson Young**, who helped demystify HIV-AIDS when a television series documented his illness and death in 1992.

Plans are continuing with the Fraser Health Authority and other interested parties to build a four-floor, 50,000-square-foot Dr. Peter Centre, with residential and day-health programs, likely near Surrey Memorial Hospital. That region has B.C.'s second-highest rate of HIV-AIDS infection, Davis said, with 70 per cent of the care being pro-



With three more Dr. Peter Centres pending, executive director Maxine Davis says savings on HIV-AIDS care will amount to millions.



Vancouver Aquarium president and CEO John Nightingale is readying for a \$100-million three-year redevelopment of the Stanley Park institution.

vided by Vancouver facilities. Beyond that are plans for an assisted-living residence for longtime HIV-AIDS patients in their 40s and 50s who experience such premature-aging symptoms as osteoporosis, dementia, renal ailments and suchlike.

Public-health specialists have studied DPC operations since 2005. That's when a team from China's Yunnan visited, then returned with the region's governor. A physician from Toronto's similar Casey House was there Friday. Members of an eight-physician team from Georgia and Ukraine left "saying they want to build centres in their countries," Davis said. "Whether under our name or not, the Dr. Peter Centre is helping change the world of HIV-AIDS care."

Such informal assistance could lead to franchising Dr. Peter Centres, establishing a consultancy, or even owning centres beyond Metro Vancouver. All are being studied under a Directional Interest initiative that will determine a business model. Meanwhile, Davis said, "The right thing to do is build the capacity of others." Another right thing would be for an "angel" to donate \$190,000 more to the centre's \$650,000 annual budget. "The big challenge is operating dollars, not capital," said Evans, noting that such a gift would fund a weekend day-care program. "Then we could be more effective with medical distribution," Davis said.

Davis was excited that planned satellites would let the original Dr. Peter Centre address shorter-term clients. "It would make a dynamic environment... bringing more people in, stabilizing them, getting them treated, and beginning their transition back to the community." Meanwhile saving up to \$1,500 a day, which doubtless caught Campbell's attention.


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