



## **Policy Brief: Direct Childcare Services Initiative for PCL Construction**

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### **Executive statement**

The Childcare Services Initiative by PCL Construction aims to support employees and local communities by providing affordable, accessible, and high-quality childcare solutions. This investment aligns with PCL's corporate values, enhances employee well-being, promotes gender equity, and contributes to addressing the broader issue of affordable living in Canada.

### **Key messages and recommendations**

- Problem: Childcare services are expensive and cause financial strain on most families
- Recommendation 1: On site childcare centres
- Recommendation 2: Create flexible programs for childcare services including full-time and part-time
- Recommendation 3: Implement a sliding fee scale for community users based on income.

### **Introduction/Problem/Context**

Childcare is one of the most significant expenses that families in Canada incur. Childcare is expensive because the demand outweighs the capacity of childcare centres. This leads to long waiting lists, thereby driving up the price of services, as many working parents are desperate and willing to pay more for the few available placements for their children. The

“ It is estimated that for every dollar invested in child care, the economy gets \$2.80 in return – a testament to the fact that affordable child care is good for families, and good for our country. ”

(Trudeau, 2025)

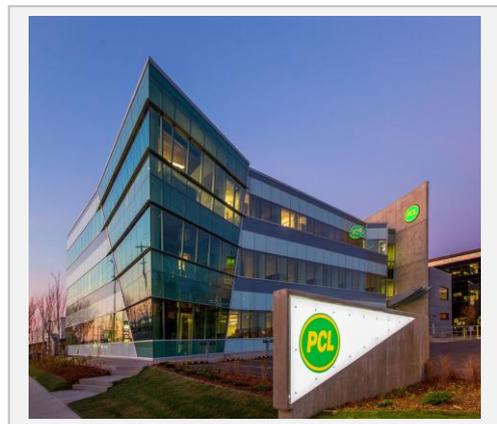
childcare centre suffers from a shortage of teachers, which further reduces the capacity and affordability of centres. Parents may need to reduce their working hours or withdraw from

employment due to a lack of childcare services. Thus, PCL Constructions will build childcare centres at their locations and work with local organizations to provide high-quality childcare.

### About the study/project

PCL Constructions has helped address the affordability by creating direct childcare services.

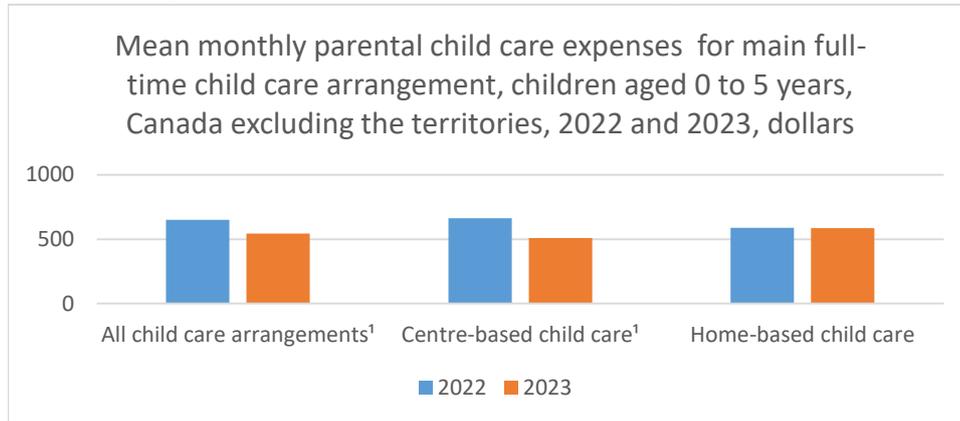
The company offers direct childcare services, allowing parents to be more productive as they can leave their children at the centre while they work. Research indicates that parents frequently need to reduce their working hours to care for their children, resulting in financial strain within the family. Affordability will be increased through subsidized fees, which are based on income, leading to lower childcare costs for families.



The company will create flexible childcare programs that allow part-time workers to access childcare during their working hours. As a result, PCL Construction will offer both full-time and part-time childcare services. Affordable childcare supports gender equality by enabling mothers to continue their careers and pursue their professional goals. It reduces the gender pay gap, as women are less likely to take long career breaks. Companies that actively engage in social initiatives are viewed more favorably by the public. Consumers are more likely to support brands that align with their values.

## Study results, conclusions and recommendations

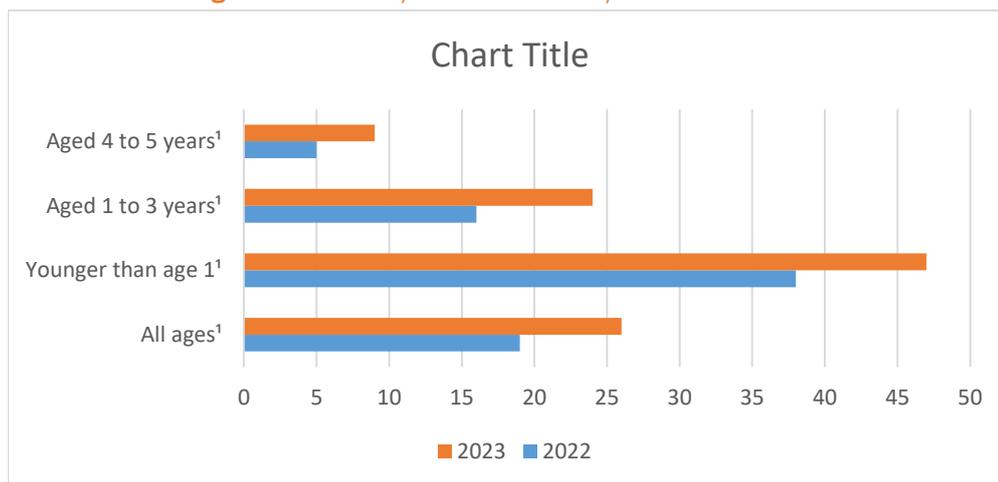
PCL Constructions will examine the various studies that impact the affordability of childcare. First, we will look at the legislation and how it affects the affordability of childcare.



Statistics Canada. Table 42-10-0053-01 Parental child care expenses for main child care arrangement, children aged 0 to 5 years

This graph shows how the cost of childcare has reduced between 2022 to 2023. The government has started to fund childcare centres under the CWELCC. Public funds began replacing parent fees as the primary source of revenue for childcare programs. This shift allowed for significant fee reductions for families. However childcare services are still costly that is why PCL Construction should aid in the affordability of childcare services further.

### Chart title: Proportion of children aged 0 to 5 years not in child care who are on a waitlist, by age group, Canada excluding the territories, 2022 and 2023, %



Statistics Canada. (2023, December 5). Child care arrangements, 2023. <https://www150.statcan.gc.ca/n1/daily-quotidien/231205/dq231205a-eng.htm>

This graph shows that the demand for child care services has increased and has created long waitlists. PCL Construction's direct childcare services will directly address this issue.

### Study 1: Greater Demand vs Supply in Childcare Services in Canada

In 2024, over 8 in 10 child care centres (86.4%) reported experiencing difficulties when trying to fill vacant positions. The most common challenges were applicants' lack of skills required for the job (66.7%), having few or no applicants to choose from (62.3%) and applicants' lack of related work experience (53.3%). The lack of childcare workers leads to low-quality childcare services, as existing workers are overworked, which also reduces the centres' capacity, resulting in long waitlists.

### Study 2: Government policies surrounding childcare services

Statistics Canada reports a significant increase in employment within the ELCC sector, with aggregate earnings rising to over \$8 billion in 2024, up from under \$5 billion in 2019. This growth suggests that more parents are sending their children to formal childcare centres. PCL Constructions aims to meet this demand by providing additional childcare facilities, as increased childcare services lead to greater competition, resulting in reduced costs and enabling parents to work longer hours.

### Study 3: Flexible childcare options

In 2024, most child care centres and home-based providers offered full-time care, with unlicensed providers leading at 93.8%. Part-time care was less common, especially among licensed home-based providers. Unlicensed providers were also more likely to offer non-standard and flexible care options, including evenings, weekends, and overnight services. PCL Construction offers flexible childcare services to meet the needs of all its employees, as parents require childcare even on non-traditional workdays.

The Canadian government has initiatives to encourage employers to provide childcare services, such as tax credits, according to Human Resources and Skills Development Canada. (2008). Effective March 19, 2007, businesses can claim a 25% non-refundable investment tax credit, up to \$10,000 per childcare space created, for establishing licensed childcare facilities for employees' children. This policy enables PCL Construction to offer comprehensive direct childcare services to its employees, alleviate the financial burden of childcare, and enhance workplace productivity.

## Campaign Idea: How PCL Childcare Centres Boost Revenue & Loyalty

### **1. Employee Retention & Productivity**

By providing on-site or accessible childcare services, PCL

Constructions significantly reduces employee turnover and absenteeism. When parents know their children are cared for nearby, they are more likely to remain with the company and miss fewer workdays. This support not only improves employee retention but also enhances day-to-day focus, morale, and job engagement. In turn, these improvements contribute to lower operating costs and greater efficiency on construction projects, ensuring timelines and budgets stay on track.



### **2. Talent Attraction & Inclusion**

PCL Construction can attract a young, dedicated workforce, as young working parents will be attracted to the childcare benefits of the company. Working parents, particularly women, often balance their careers and families, which can create loyal and dedicated workers. This investment leads to a more efficient workforce, which will contribute to the company's economic success.

### **3. Client Loyalty & Reputation**

PCL Constructions, by offering childcare services, demonstrates its commitment to the well-being of its employees. Therefore, reinforcing its position as a responsible and forward-thinking employer. The campaign enhances the company's corporate social responsibility profile, fostering trust with clients, partners, and the broader community. As a result, PCL strengthens relationships and encourages repeat business.

### **The benefits for the parents**

- Lower childcare costs

- Quality of childcare
- Career advancement

## Conclusion

The Direct Childcare Services Initiative presents a forward-thinking, socially responsible, and economically sound policy direction for PCL Construction. It aligns with national affordability goals and demonstrates leadership in employee support and community engagement. This initiative will enhance lives, empower families, and position PCL as a leader in the industry for workplace equity and affordable living solutions.

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