

The power of your pension

You have the pension Canadians want and need

In the current job market, employers must be more competitive than ever to attract top candidates, especially those with specialized skills. The good news is that you're ahead in the marathon for talent. Why? Because you've got the pension Canadians want and need.

Saving for retirement is one of the top financial priorities for Canadians, but the current economic climate is negatively impacting their retirement readiness and security. In fact, 70% agree that saving for retirement is prohibited. On top of that, 62.5% of working Canadians do not have access to a registered pension plan, and only 25.6% have access to a workplace defined benefit (DB) pension plan like the one you offer².

Research by the *Canadian Public Pension Leadership Council* (CPPLC)³ also shows that Canadians prefer predictable, inflation-adjusted, and employer-sponsored lifetime retirement income⁴.

Your CAAT DB plan ticks all these boxes:

- Monthly pension payments for life
- Inflation protection
- Employer contributions
- Spousal benefits
- Flexible retirement
- No investment decisions
- Reduced worry and stress

Attract top talent with your workplace pension

Did you know 70% of Canadians would choose a (better) pension over a higher salary?⁵ Your workplace pension is your competitive advantage, and you can easily showcase it to candidates using CAAT's [Recruitment Toolkit](#). Here are some ideas:

- ✓ Add the CAAT badge to your recruitment materials, LinkedIn or career's page.
- ✓ Cut and paste key messages and information from our templates.
- ✓ Use our social media assets to promote that you offer one of Canada's most secure and sustainable pension plans.
- ✓ Review the FAQ guide for interviews.
- ✓ Share the candidates' page with your applicants.

Visit www.recruitwithcaat.com and leverage your key advantage over your competitors.



Book a Recruitment Toolkit Session!

Need help letting candidates know you offer a secure workplace pension?

Schedule a one-on-one session with our pension experts and learn how to effectively use CAAT's [Recruitment Toolkit](#) to highlight your pension offering during recruitment.

Send us an email at contact@caatpension.ca to book your online session.

Pension security means employee retention

Your employees value the security of the lifetime pension you offer. The results of CAAT's 2024 Annual Member Survey show that 91% of active members consider a workplace pension the most influential factor to remain with their employer.

DB pensions provide members with reliable monthly payments in retirement, for as long as they live. They can also provide double the

income in retirement compared to group RRSPs or defined contribution (DC) plans.

Plus, with the DB plan you offer members do not have to worry about making investment decisions and they have zero risk of outliving their pension. In a nutshell – DB pension plans like CAAT provide certainty in an uncertain world and encourage employees to stay with you for the long run.

Employer resources

Highlight the value of the pension you offer to new hires and employees with the tools and downloadable resources available to you on the new [Employer Resources](#) page.

Drive your engagement and wellness initiatives

Pensions provide financial security in retirement, positively impacting mental health and overall well-being. But research suggests they can also support individuals' well-being before retirement. According to a 2024 study conducted by HOOPP, simply reminding employees of the value and benefits of their pensions can enhance their well-being during their working years⁶.

Employers seem to agree. According to another HOOPP survey, 82% of employers who offer DB plans agree that these improve employee productivity, while 87% of employers who provide retirement benefits agree that they are a cost-effective way to reduce employees' financial stress⁷.

Employees who understand their DB pension, and contemplate what it means for their lifestyle before and after retirement, experience improved well-being⁸, engagement and productivity⁹.

Pensions made simple for your employees

Here at CAAT, we know pensions can be complicated and we want to make them simple for you and your employees. We have a robust education program that helps members learn about and engage with their pension.

Share the resources below with your employees to boost your employee engagement and organizational culture initiatives:



[My Pension](#)

CAAT's online member portal where members (who have access) can manage their personal information, get a pension estimate, check their annual statements, watch their pension grow and access GROWTHplus. If you joined through a pension merger, [click here](#).



[Member Learning Sessions](#)

Free educational webinars for members to learn about the value of their pension. Upcoming dates and registration links are available on CAAT's website.



[Planner Blog](#)

Provides relevant information about finance and retirement, lifestyle and wellness, and the CAAT community.



[Pensionality](#)

A fun quiz for members to discover their "pension personality" and learn more about their pension based on their life and career stage.

For more information, send your employees to [CAAT's member page](#).

You are an employer of choice

The pension you offer is your competitive advantage in the marathon for talent. CAAT supports your business goals on every stage of your employee relationship. Start recruiting, retaining and engaging top talent with CAAT today!

Need support? We're here to help! Send us an email at employers@caatpension.ca

¹ [HOOPP, 2024 Canadian Retirement Survey, 2024](#)

² [Statistics Canada, Pension plans in Canada, as of January 1, 2023](#)

³ [CPPLC, The Pensions Canadians Want: Perceptions of Retirement \(2016-2022\), 2023](#)

⁴ [CAAT, Better pensions needed to create a better Canada, 2023](#)

⁵ [HOOPP, 2024 Canadian Retirement Survey, 2024](#)

⁶ [HOOPP, The effects of having a defined benefit pension plan on well-being, 2024](#)

⁷ [HOOPP's 2023 Canadian Employer Pension Survey](#)

⁸ [HOOPP, The effects of having a defined benefit pension plan on well-being, 2024](#)

⁹ [CPPLC, The Social Implications of Pensions, 2019](#)