

New Brunswick COALITION FOR PAY EQUITY

Annual Report
2006-2007



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**NEW BRUNSWICK COALITION
FOR PAY EQUITY**

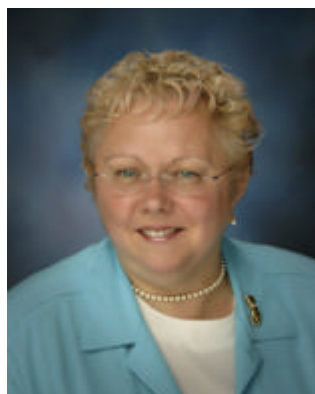
ANNUAL REPORT 2006-2007

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MESSAGE FROM THE CHAIR

The year 2006-2007 has been a very eventful one for the New Brunswick Coalition for Pay Equity. Provincial elections and the transition to a new government, as well as budget cuts and changes made by the federal government required a substantial amount of time and energy from our members and maximum use of our resources.



This past fall, many of our members took part in our "Make our votes count!" campaign. They either met with or wrote to candidates in their riding, asking about their position on the adoption of pay equity legislation.

Now, for the first time since the Coalition was founded, we are communicating with a government whose platform includes pay equity legislation. The Liberals have indeed committed, in their "Charter for Change", to adopting a law on pay equity for the public sector and eventually, for the private sector.

Although the pay equity file is making progress in New Brunswick, legislation will require a constant effort from Coalition members. We will have to insist that the Liberals keep their promise and finally adopt a law that will protect our right to equal pay for equal work. Clearly, it will be no easy task.

The past fall has also seen countrywide protests against decisions made by the federal government that have a negative impact on women. Let us mention, among others, the removal of the word "equality" from the mandate of Status of Women Canada, changes to funding criteria for women's groups, resulting in advocacy and lobbying activities no longer being funded, and the refusal to adopt federal pay equity legislation, as was recommended by a task force in 2004, after a thorough consultation process.

Congratulations to all of our members for their relentless fight. And yes, it is a long and constant fight! However, looking to the past, it is clear that no right would have been acquired had it not been for the determined effort of those with an egalitarian vision. Let us gather inspiration from those who have led a fierce battle for women's right to vote, for their access to all fields of study, maternity leave, pay equity (equal pay for equal work), etc. We must follow their lead and believe in our success!

Anne-Marie Gammon

MESSAGE FROM THE COORDINATOR

The Coalition is quickly getting used to brand new political – and physical – surroundings! Changes of government at both the provincial and federal levels coincided with the Coalition's move to its new headquarters on Williams Street, in spaces converted into offices dedicated to women's groups by the Religieuses de Notre-Dame du Sacré-Coeur.



This year, the Coalition has strived to position itself vis-à-vis the new federal political environment. We have had to dip into our surplus between two Status of Women Canada projects, due to delays caused by the transition to a new government. In the fall 2007, we finally managed to obtain 18 months of funding, before the implementation of the new funding criteria for Status of Women Canada's Equal Opportunities for Women program. Unfortunately, despite our protests, lobbying activities are now excluded from the funding criteria for this programme, which had been our principal source of funding to date.

In March 2008, we will need to determine whether we can develop projects that meet the new Status of Women funding criteria while pursuing our mission: working for pay equity legislation for the public and private sectors. Still, it would be wise to seek other funding sources.

Another change in our political landscape: the Liberal party has been elected at the provincial level. Before elections, we attempted to obtain a commitment from every political party to adopt pay equity legislation for the public and private sectors in the short term. After elections, we pressed the new government to keep the promises made through its *Charter for Change* and to adopt a pay equity law for the public sector, as well as bring together stakeholders and introduce legislation for the private sector. How could self-sufficiency become a reality, when traditionally or predominantly female jobs are undervalued? We must keep a close eye on our government to ensure that legislation is enacted as soon as possible.

I would like to thank our members and volunteers for their constant support throughout the year – without you, the Coalition would certainly not have managed to keep the pay equity file in the public eye.

Johanne Perron

WHO ARE WE?

The New Brunswick Coalition for Pay Equity is composed of individuals and organizations calling for the government to enact legislation that will ensure pay equity throughout both the private and the public sectors. Pay equity means equal pay for work of equal value.

HONORARY CO-PRESIDENCY

Senator Rose-Marie Losier-Cool is known for her commitment to women and to the Francophonie. A teacher by profession, she became the first woman president of the Association des enseignantes et des enseignants francophones du Nouveau-Brunswick. She was also co-chair for the New Brunswick Advisory Council on the Status of Women in 1994-1995. Rose-Marie Losier-Cool was named to the Senate on March 21, 1995. She was the first woman ever to be appointed Government Whip.



Mrs. Mary Jane Peters is President of the NB Aboriginal Women's Council. She currently works in Elsipogtog.

Mr. Gordon Fairweather is a former Attorney General of the province of New Brunswick, was federal MP for Fundy Royal from 1962 to 1977, first Chief Commissioner of the Canadian Human Rights Commission and, in 1986, leader of the Canadian delegation to the United Nations Human Rights Commission.

BOARD OF DIRECTORS

Chairperson:	Anne-Marie Gammon
Anglophone Vice-Chairperson:	Marilyn MacCormack
Francophone Vice-Chairperson:	Denyse Mazerolle
Secretary-Treasurer:	Audrey McKeen
North-East Representative:	Édith Brideau
South-East Representative:	Julia Maillet
South Representative:	Huberte Gautreau
Centre Representative:	Elizabeth Blaney
South-East Representative:	Jackie Matthews
North-West Representative:	Margot Albert
Aboriginal Representative:	Elizabeth Coburn

FINANCIAL PARTNERS

We would like to extend special thanks to **Status of Women Canada**, who provided valuable financial and moral support throughout the year.

Many thanks also to the following organizations for their financial support:

Public Service Alliance of Canada
Canadian Labour Congress
New Brunswick Advisory Council on the Status of Women
New Brunswick Federation of Labour
Human Resources and Skills Development Canada
Canadian Union of Public Employees
New Brunswick Union of Public and Private Employees
New Brunswick Nurses' Union

VOLUNTEERS

The Coalition could not have accomplished so much without the numerous volunteer hours contributed by its members. Our sincere thanks to everyone who sat on our board of directors or standing and regional committees. Their insight and energy are the driving force behind the Coalition. Many thanks as well to all of our members who met with or wrote to candidates and political representatives, to express their support for pay equity legislation.

We also must express our appreciation to those who work in the background, and whose contribution is crucial to the Coalition. Among these are Thérèse Gautreau and Irene Kohr, who prepare our mail-outs, fold our information leaflets and contact members, as needed. Yvonne LeBlanc and Florence Patterson also help sort and file our paperwork. We must also mention Catherine Boucher, who sees to our newsletters' texts and layout; Huberte Gautreau, who contributes through her great concertation, awareness and logistics efforts – including updating our database on a regular basis -; Anne Wery, who provides input on our website and database on request; and our team of translators and revisers who make it possible to keep the Coalition's bilingual character alive, within the limits of our budget - namely Noëlla Richard, Simone Rainville, Corinne Gallant, Cynthia Kirkby, Rose-Aimée Haché, Ghislaine Robichaud, Wendy Robbins and Marylea MacDonald. As the Coalition often calls upon volunteers, please accept our sincere apologies for any involuntary omission.

EMPLOYEES

Coordinator: Johanne Perron
Communications Officer: Annie Maltais (summer 2006)

POLITICAL SCENE

Provincial

Wage Gap Action Plan

Prior to the 2006 election, the Conservative government had formed three consultation groups to gather insight for its Wage Gap Action Plan: i) employers, ii) women's forum, and iii) human resources professionals.

The Wage Gap Action Plan was launched by the provincial government in June 2005 and is based on voluntary measures. It describes the four factors behind the wage gap, identifies four goals to help reduce it, including "increasing the use of pay equity practices", and proposes strategies to reach these goals.



The Coalition has said and still maintains that voluntary measures will not be sufficient to achieve pay equity. We have nevertheless stayed in contact with the minister in charge of the Status of Women and with officers from the Women's Issues Branch. The Coalition

has expressed its views on issues linked to pay equity control without legislation and has stressed the importance of women's participation to this process.

In April 2006, the new Status of Women Minister, Mrs. Joan MacAlpine-Stiles, brought together the women's forum for the first time. The Coalition chose to take part in this forum in order to move the pay equity file forward as much as possible, despite the lack of political will to legislate on this issue.

The September 2006 provincial election gave us the opportunity to present our request for pay equity legislation. The Liberals were elected to office. Their electoral program, "Charter for Change", stated that a Liberal government would:

- *establish clear and measurable benchmarks and targets for the **achievement of pay equity**, supported by yearly progress updates;*
- *ensure that the **Pay Equity Act** applies to all parts of the public service;*
- *bring together all stakeholders to further address issues raised at recent public hearings with the goal of extending pay equity to the private sector through legislation; and*
- *establish **government as a model employer** by starting job evaluations to extend pay equity to workers providing contracted services to government.*

However, since they came to power, no official document or communication from the new provincial government has mentioned the term "legislation". In fact, the progress report presented in May 2007 by the new Status of Women Minister, Carmel Robichaud, seemed only a half measure. Without legislation, the best tools will likely not be used, and there is no guarantee that legislation will be enacted.

Federal

Federal politics have had a great impact on women and women's groups, but some repercussions will only be felt in years to come. Among others, changes were made to the mandate and criteria of the Women's Program – a program that provided funding to organizations lobbying for gender equality, such as the Coalition for Pay Equity – as follows:

- The program's mandate no longer includes the concept of equality.
- The program no longer promotes women's participation in political and legal decisions.
- The program no longer recognizes advocating and lobbying as eligible activities in grant applications.
- The program is now open to funding applications from private enterprises.

Furthermore, the Conservative government has decided not to adopt a proactive pay equity law, despite recommendations made in 2004 by the federal Pay Equity Task Force.

The Coalition has argued that these changes limit democracy and will silence organizations seeking to advance equality for women and to improve their situation. However, it is precisely because of their advocacy efforts that Canadian women now have access to wage parity and maternity leave, and an entire network of transition houses, enabling them to escape violent situations.

STRATEGIC PLANNING

On December 2 and 3, 2006, the Coalition held a strategic planning session with the members of its board of directors and partners. The group asserted once again the Coalition's ultimate goal: **obtaining pay equity legislation**.

The Coalition also set out the following goals for the upcoming year:

- establish a working relationship with the new provincial government;
- remind the government of its campaign promises (Liberals' electoral program) while lobbying for legislation in the private sector;
- ensure that any enacted legislation meets our goals and criteria;
- broaden our support base, as well as pressure in favour of a Pay Equity Act;
- increase our influence;
- keep the media and the public's attention focused on the issue of pay equity;
- project the image of the Coalition as a fully bilingual organization;
- maintain and increase our funding.

AWARENESS AND COMMUNICATION ACTIVITIES

Communications Committee

Members: Danielle Savoie, Anne-Marie Gammon.

The Committee has guided the Coalition with regards to communications activities throughout the year and revised our press releases and newsletters.

Presentations and booths

Over the past year, Coalition members and employees gave at least 23 presentations, thus reaching out to a total of 1450 individuals.

Media appearances

The Coalition published 21 press releases and five letters to the editor, in the past year. The Coalition for Pay Equity and/or the pay equity file were mentioned in the media at least 260 times.

Newsletter, e-mails and website

Throughout the past year, regular communication was maintained with our members. Four newsletters were also published, thanks to the contribution of Catherine Boucher, who wrote our texts and took care of the layout, as well as Noëlla Richard and Ghislaine Robichaud, who translated our documents. We also sent out press releases and copies of news articles to our members by e-mail on a regular basis. Our website allows us to get our message across to an even wider audience; it gets an average of 875 hits from 255 visitors every month.

STANDING COMMITTEE REPORTS

Mobilization Committee

Members: Chantal Abord-Hugon, Madeleine Delaney-Leblanc, Anne-Marie Gammon, Huberte Gautreau, Lise Rodrigue.

The Mobilization Committee focused on raising awareness with provincial election candidates.

The committee put together a political action kit and offered training sessions in five regions of the province. These sessions attracted approximately 40 participants, including some who were not Coalition members. During the election campaign, around fifty people took steps to raise their candidates' awareness, and in doing so established contact with at least 60 candidates, including the leaders of all three political parties. Huberte Gautreau and the Coalition coordinator followed the Liberals' and Conservatives' caravans for a day, so as to draw attention to the improvements required in each electoral platform. Two Saint John members also joined in along the way.



Following the caravan in Saint John, left to right: Sandy Harding, Huberte Gautreau, Sharon Thompson

Member organizations active during election period

Several of our member organizations included the request for pay equity legislation in their election strategy. Here are the groups that we know were involved:

- New Brunswick Federation of Labour
- New Brunswick Advisory Council on the Condition of Women
- Canadian Union of Public Employees
- Association acadienne et francophone des aînées et aînés du N.-B.
- New Brunswick Child Care Coalition
- Common Front for Social Justice
- Fédération des femmes acadiennes et francophones du N.-B.
- Femmes acadiennes et francophones de Cocagne
- Institut féminin de Grande-Digue
- Société des Acadiens et Acadiennes du N.-B.

We would also like to mention the posters promoting pay equity, set up outside near the candidates' posters, by the New Brunswick Federation of Labour.

REGIONAL COMMITTEE REPORTS

Aboriginal Communities

Active member: Elizabeth Coburn

Activities:

- Awareness-raising among decision makers during meetings with the Chiefs Council, the Aboriginal Affairs Secretariat, the Minister responsible for Aboriginal Affairs, Ed Doherty, and employees of the Fredericton Native Friendship Center.

Acadian Peninsula

Active member: Edith Brideau

Activities:

- Awareness-raising among politicians on the issue of pay equity, before, during and after election campaign.
- Recruitment

Bathurst

Active members: Anne-Marie Gammon (chair), Simone Savoie, Marie-Ange Bertin, Sister Hectorine Boudreau, Sister Laurina Cormier, Chantal Gallant, Jacqueline Savard, Adrienne Deveau, Angéline Gionet, Rita Godin, Audrey Gammon, Elsie Daley, Rachelle Cyr, Romain Landry, Jonathan Gammon, Lucille Vautour-Côté, Carole Imbeault, Vivianne Boudreau, Évangéline Babineau, Sister Adèle Morin.

Activities:

- Political action training (August 2006)
- Awareness-raising among politicians during election campaign
- Awareness-raising among elected officials on a regular basis

Fredericton

Active members: Elizabeth Blaney, Elizabeth Coburn, Sylvia Priestley-Brown, Tammy Glynn, Marylea MacDonald, Cynthia Kirkby, Joan McFarland, Marilee Reimer, Lyndsey Gallant, Wendy Robbins, Anne Brown.

Activities:

- Political action training (August 2006)
- Awareness-raising among politicians on the issue of pay equity, during election campaign
- Eight people present at the Farmers' Market to inform the population on pay equity as an election issue
- Booth at the *Nurturing Ourselves* conference
- Participation in an event also attended by Peter MacKay, to emphasize the impact of budget cuts and federal policy changes on women
- Awareness-raising among participants on the impact of budget cuts and federal policy changes on women, during *Voices of Women's* annual potluck, held on International Women's Day, March 8, 2007.
- Awareness-raising among the media, including on *This Hour Has Twenty-Two Minutes*
- Pay equity mentioned by Elizabeth Blaney, as part of a presentation given during a fundraising event for Afghan women by CUSO and the Fredericton Peace Coalition, March 8, 2007

Kent

Active members: Julia Maillet (chair), Sister Rose Richard, Margot Boucher, Ginette Gallant, Alma Richard, Yvonne Richard, Régina Cormier.

Activities:

- Awareness-raising on pay equity among politicians during election campaign
- Discussion meeting organized for International Women's Day

Moncton

Active members: Huberte Gautreau, Sister Thérèse Gautreau, Irene Kohr, Simone Rainville, Annie Maltais, Murielle Roy, Kafiy Nzeya-Weva, Yollaine Thériault, Enid Egers, Audrey McKeen, Jody Dallaire, Sœur Jeanne Bourgeois.

Activities:

- Political action training (August 2006)
- Awareness-raising among politicians before, during and after the election campaign, including the Moncton East by-election
- Lunch, on March 1, as part of International Women's Week, in collaboration with Greater Moncton community groups

North-West

Active members: Denyse Mazerolle, Louise Guerrette, Cécile Nadeau, Paryse Lapointe, Edith Bourget, Lise Lévesque, Anne Roussel, Lucienne Bellavance, Sylvie Lavoie, Céline Poitras, Margot Albert, Doris Cuffley, Élyse Guérette.

Activities:

- Political action training (August 2006)
- Awareness-raising among politicians on the issue of pay equity, before, during and after election campaign

Restigouche

Active members: Marilyn MacCormack, Cathy Johnston, Christine Chamberlain

Activities:

- Awareness-raising among politicians during election campaign
- Awareness-raising among elected officials on a regular basis

Saint John

Active members: Sandy Harding, Sharon P. Thompson, Dawn Robichaud, Sheila Standfield, Christine Benjamin, Bernice Comeau, Pat Hay, Mary Anne LeBlanc, Bonnie Hourihan, Dorothy Dawson, Donna Kennie, Joanne Harrity

Activities:

- Political action training (August 2006)
- Awareness-raising among politicians on the issue of pay equity, during election campaign

St. Stephen

Active member: Jackie Matthews

Activities:

- Awareness-raising among politicians on the issue of pay equity, before, during and after election campaign

This section of the report outlines the partnerships and projects we accomplished over the past year.

New Brunswick Federation of Labour (NBFL), Canadian Labour Congress and Unions

One hundred demonstrators gathered at the Legislative Assembly on May 25, 2006, for the rally organized by the NB Federation of Labour (NBFL) and the Coalition for Pay Equity, to request pay equity legislation. Letters signed by organizations and unions,



demanding pay equity legislation for the public and private sectors, were presented to Premier Bernard Lord and to the Leader of the Official Opposition, Shawn Graham.

The NBFL and Coalition's joint committee, with the collaboration of the Advisory Council on the Status of Women, organized a provincial meeting to discuss pay equity, on Monday, January 15, in Moncton. Twenty union representatives as well as ten provincial organization representatives attended the event.



Annick Desjardins, from the Canadian Union of Public Employees (CUPE), gave a presentation on the impact of the Québec Pay Equity Act and jobs evaluation (see picture).



The joint committee includes representatives from the New Brunswick Union of Public and Private Employees (Debbie Lacelle), the Canadian Union of Public Employees – New Brunswick (Raymond Léger), the Public Service Alliance of Canada (Lise Thibodeau, Monique Plante), the Canadian Labour Congress (Dee-dee Daigle) and the Coalition for Pay Equity (Huberte Gautreau and Johanne Perron, Coalition coordinator).

The Moncton & District Labour Council, the NB Child Care Coalition, and the Coalition for Pay Equity joined efforts and hosted a luncheon on International Women's Day, March 8, 2007.

The NBFL mentioned pay equity in its communications on a regular basis. The organization was actively involved in the CLC's postal card campaign in support of women's groups. It also expressed its disagreement with federal cuts that have a negative impact on women.

New Brunswick Advisory Council on the Status of Women (NBACSW)

The New Brunswick Advisory Council on the Status of Women provides constant support



to the Coalition, particularly by distributing information about our activities and the pay equity file in its electronic newsletter "NouvElles". They have also joined us in organizing awareness activities such as the January 15 concertation workshop and the three lunch and learns presenting the impact of the Ontario Pay Equity Law on early childhood educators' salaries. The NBACSW has also supported women's advocacy groups when the federal government announced its changes to funding criteria for women's groups.

New Brunswick Child Care Coalition

The New Brunswick Child Care Coalition focused on the issue of pay equity for early childhood educators. The government committed to establishing pay equity in this sector, and the Child Care Coalition intends to ensure a fair and equitable process for educators, especially since the educators' wage level and quality of child care services are so closely linked.

Both coalitions also worked in close cooperation to promote their advocacy role among federal officials, following the announcement of changes to the Status of Women Canada program. As we have already mentioned, the NB Child Care Coalition, the Moncton & District Labour Council, and the Coalition for Pay Equity joined efforts and hosted a luncheon on International Women's Day, March 8, 2007, under the theme "Put Equality Back on Track".

Mouvement des femmes acadiennes et francophones



The Coalition for Pay Equity sat on the organizing committee for the États généraux des femmes en Acadie du Nouveau-Brunswick, along with other women's and community groups.

The États généraux, hosted under the theme "Oser voir l'avenir différemment" ("Daring to see the future differently"), were held in Bathurst from September 22 to 24, 2006. This event provided an opportunity to bring together Acadian and francophone women to discuss and exchange on their situation and vision for the future, as well as name an official spokespersons' group.



Participants recognized pay equity as a priority and formed a follow-up committee, including the coordinator of the Coalition for Pay Equity, to set up a new provincial francophone organization dedicated to political

advocacy and mobilization for the defence and promotion of women's rights, based on a feminist analysis.

Pay Equity Network

The Coalition for Pay Equity has again worked in close cooperation with the national Pay Equity Network to promote the enactment of a federal Pay Equity Act. The Coalition joined the Network in 2004. The Network has requested that the federal government implement the recommendations put forth by the Pay Equity Task Force. The number of employers under federal jurisdiction, such as telecommunications, interprovincial transportation and banking sectors, is estimated at 10% to 15%. The Coalition for Pay Equity believes that progress at the federal level would send a positive signal to provinces, while improving the situation for New Brunswick employees who work in areas under federal jurisdiction.

Femmes Équité Atlantique

Huberte Gautreau sits as representative for the Coalition for Pay Equity on the Femmes Équité Atlantique (FÉA) committee. This group's primary purpose is to increase the capacity of Acadian and francophone women in the Atlantic Provinces to influence policies linked to socio-economic equity for women in minority settings. It provides a link between francophone women's groups in the Atlantic region and promotes tools such as gender-based analysis.

Common Front for Social Justice

The Coalition for Pay Equity is a member of Common Front for Social Justice and informs its members on the progress of the pay equity file. Huberte Gautreau and Johanne Perron served as Coalition representatives over the past year.

Alliance des femmes de la francophonie canadienne

The Alliance des femmes de la francophonie canadienne has invited the Coalition coordinator to sit on its Pay Equity Committee and to give a presentation during a workshop on international poverty, held March 19, 2007.

FINANCIAL STATEMENTS

The 2006-2007 financial statements have been verified. As of March 31, 2007, the account balance was of \$57 011, which essentially represents the amount to be brought forward to the year 2007-2008.

MEMBERS

The Coalition now has approximately 550 individual members and 61 member organizations. Our member organizations are:

Student Alliance of New Brunswick	New Brunswick Federation of Labour
Annabel Gay Women's Institute	Femmes acadiennes et francophones de Caraquet
Association acadienne des artistes professionnel.le.s du N.-B.	Femmes acadiennes et francophones de Bathurst
Association acadienne et francophone des aînées et aînés du N.-B.	Femmes acadiennes et francophones de Bertrand
Association des bibliothécaires, professeures et professeurs de l'Université de Moncton	Femmes acadiennes et francophones de Bouctouche
Association des employés de l'Université de Moncton	Femmes acadiennes et francophones de Cocagne
Association des juristes d'expression française du N.-B.	Femmes acadiennes et francophones de Lamèque
Association du personnel administratif et professionnel de l'Université de Moncton	Femmes acadiennes et francophones de Shippagan
Association francophone des municipalités du Nouveau-Brunswick	Common Front for Social Justice
Association francophone des parents du Nouveau-Brunswick	Homeless Women's Shelter Service Inc.
Bakery, Confectionary and Tobacco Workers and Grain Millers International Union, local 406	Institut féminin de Grande-Digue
Coalition of Transition Houses	Institut féminin de Rivière du Portage
New Brunswick Child Care Coalition	Maison de passage
Coalition of Concerned Citizens, Unions and Business	New Brunswick Voices of Women for Peace
Canadian Labour Congress	Services à la famille Népisiguit
New Brunswick Advisory Council on the Status of Women	Société des Acadiens et Acadiennes du Nouveau-Brunswick
New Brunswick Council of Nursing Home Unions	Société des enseignantes et des enseignants retraités francophones du Nouveau-Brunswick
Bathurst & District Labour Council	SERFNB – Cercle Alcide-F.-LeBlanc
Fredericton & District Labour Council	Support to Single Parents
Acadian Peninsula Labour Council	Canadian Union of Public Employees (CUPE), Maritimes Regional Office
Miramichi & District Labour Council	CUPE, Local 813
Moncton & District Labour Council	CUPE, Local 1159
Restigouche & District Labour Council	CUPE, Local 2116
Saint John & District Labour Council	CUPE, Local 2745-3
Edmundston & District Labour Council	Canadian Union of Postal Workers, Fundy-105 Women's Committee
Dames d'Acadie de Dieppe	New Brunswick Union of Public and Private Employees
Fédération d'alphabétisation du Nouveau-Brunswick	New Brunswick Nurses' Union
New Brunswick Teachers' Federation	Union of the Municipalities of New Brunswick
Fédération des étudiants et étudiantes du Centre universitaire de Moncton	Urban Core Support Network
Fédération des femmes acadiennes et francophones du N.-B.	MensWork
	YWCA of Moncton



The Coalition for Pay Equity's logo is made of two elements along with its name.

- * The name of the Coalition is placed in evidence, on the right, so the logo is easy to identify.
- * The Venus symbol is dominant in the logo since pay equity is particularly lacking in traditionally and predominantly female jobs.
- * The Venus symbol is in movement on a curve to represent a woman getting to a turning point and going forward, confident, toward a fairer future.

The violet, colour of universal energy, shows the strength and determination of collective action.