
Employment increases in November, as does the number participating in our workforce

The latest Monthly Labour Force Survey from Statistics Canada, released December 5th, indicate the following:

1. Average employment for 2014 to date is **64,900**, compared to average employment in 2013 of **63,300**.
2. Employment increased, by **400** jobs, in the month of November.
3. The community is currently on track for a much stronger 2014, with average employment being **1600** higher than last year.
4. The unemployment rate increased from 7.7% to 8.3%. This is a factor of the increasing size of our workforce outstripping employment increases this month. Increases in the size of the workforce are typically positive, as this indicates more people active or intending to be active in the labour market.
5. This increase is the second month of employment increases in a row. Generally we look for trends over three months or more; we will be watching December's employment figures carefully.

Economic activity over the past month includes:

- The latest statistics from the Government of New Brunswick highlight **521 jobs posted in the Saint John region** in a month, as compared to 389 in the same month of 2013. This is an **increase of 34%** in posted hiring activity.
- Xiplinx, who have built a monitoring system for the packaged goods sector are creating another twenty jobs as it commercializes its software solution called SiteFlo. These jobs will be in sales, marketing and customer support.
- Atlantic Nuclear, a New Brunswick company, hosted Chinese delegates from the Qinshan Nuclear Power Plant this week. Their nuclear fuel handling simulator has been purchased to facilitate training on the CANDU 6 reactor at Qinshan. Saint John is home to Atlantic Nuclear's training centre and the multi-million dollar sale highlights the innovation and technical expertise of entrepreneurs and professionals in our region. Additionally Atlantic Nuclear announced they are expanding their Saint John office, including a joint venture with Worley Parsons, a global energy engineering services firm.
- November 18th saw the launch of Connexion Works in Saint John, this will be the first collaborative business centre in Saint John. It will be open to various individuals, start-ups and small to medium sized businesses alike, nurturing natural collisions and collaborative thinking. Connexion Works will be the physical knowledge core of our community, an exciting prospect that will aid new entrepreneurs, new products, and increase the attractiveness of the region to new investments.

One of the goals of True Growth 2.0 is net new job growth. Enterprise Saint John measures job growth according to the monthly Labour Force Survey, with a focus on long-term, sustainable increases in employment. Our target for 2014 is a net increase of 500 jobs over a twelve month average, compared to 2013. We follow the survey results closely along with our day-to-day work in the business community. The overall increase in average employment from one year to the next highlights the ongoing commitment by our community to its economic development plan, True Growth 2.0. Together, we are creating long-term sustainable employment and stimulating investments in our region.

Enterprise Saint John collaborates with True Growth network Partners to track these indicators and continue the progress made towards greater economic prosperity.

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