
Employment decreases in January after three months of increases

The latest Monthly Labour Force Survey from Statistics Canada, released February 6th, indicate the following:

1. Employment decreased, by 800 jobs, in the month of January. This comes after 1900 jobs were added over the previous three months.
2. This is the first month of a decrease in employment after three months of increases. Generally we look for trends over three months or more; we will be watching the next couple of months very closely to examine if this is a trend.
3. The community had a much stronger 2014, with average employment being **1700** higher than last 2013. This was the highest average level of employment since 2009.

Economic activity over the past month includes:

- The Port of Saint John had a record year for container traffic, with an 81% increase in container tonnage over a two year period. Increased traffic through the Port has wide ranging spin-offs, including increased inland transportation, competitive exports to world markets for New Brunswick firms and create jobs across the Province. Container traffic through the Port creates and supports over 500 direct and indirect jobs today.
- Another record broken in 2014 was for passenger traffic through the Saint John Airport, who saw a 5.5% increase in passenger numbers. The Saint John Airport creates and supports 570 direct and indirect jobs in the Saint John region.
- Java Moose, a local coffee roaster with multiple locations across the region, announced a new partnership with Coccamp, a Brazilian coffee bean company. Coffee beans are being imported through the Port of Saint John for processing and distribution, including locally with Java Moose.
- Port City Royal, a restaurant located on Grannan Street in the Uptown, opened just before Christmas, generating employment and expanding the diversity of the Saint John restaurant scene.
- BCE, the purchaser of Bell Aliant, laid off 50 employees in Saint John during January. These lay-offs offset some of the growth seen in the region from BCE, including their construction of the \$25m data centre in the city.
- Target Canada have announced they will be closing all 133 stores in Canada. Approximately 400 positions in New Brunswick will be lost, no more than 150 in Saint John. It is too soon to tell what the overall impact on the Saint John region will be, and how many of those laid off will be absorbed into other opportunities within the region.

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 2015 is a net increase of 750 jobs over a twelve month average, compared to 2014. 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. If you have data you wish to share or announcements, please contact us at the e-mail address below.

For more information, contact: David Thomas, Investment Attraction Officer, Enterprise Saint John, 506-632-6110, dthomas@enterprisesj.com

Note: Statistics Canada has made minor changes to population allocation of the Saint John CMA, and nine other CMAs, and updated Labour Force Statistics tables to reflect 2011 census boundaries. This has adjusted population, labour force and employment slightly downwards as compared to historical data released to date.