
Employment decreases in February

The latest Monthly Labour Force Survey from Statistics Canada, released March 13th, indicate the following:

1. Employment decreased, by 800 jobs, in the month of February.
2. This is the second 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 next month very closely to examine if this is a trend.
3. The community had a much stronger 2014, with average employment being **1700** higher than 2013. This was the highest average level of employment since 2009.

Economic activity over the past month includes:

- A report by the Conference Board of Canada predicted a growth in the GDP of New Brunswick by 2.4% in 2015
- Rothesay has awarded a \$2.2m tender for rebuilding a portion of the town's common, an outdoor artificial ice rink, changing room and playground. Also awarded was a \$1.1m contract for the construction of the Oakville Acres detention pond
- TransCanada Corp. delivered sections of pipeline to LiUNA Centre Local 900 for training pipeline construction workers locally
- Two transportation hubs; Port Saint John and the Saint John Airport, both announced recording breaking results for 2014 for container traffic and passenger traffic respectively.
- Atlantic Potash filed their Environmental Impact Assessment for the proposed fertilizer facility in Saint John. This is an important milestone reached in the realisation of this project which is expected to create 570 direct jobs when fully operational.
- 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.

A full description of how we measure and report on job growth is included as an appendix. In summary 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