
More Jobs in October – Unemployment rate stable

The latest Monthly Labour Force Survey from Statistics Canada, released November 7th, 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 **500** jobs, in the month of September.
3. The community is currently on track for a much stronger 2014, with average employment being **1600** higher than last year.
4. This increase comes after a decrease the previous month – indicating possible volatility in the data collection, or a small section of the labour market.

Economic indicators in the region are in line with trends seen in the overall number of jobs in our community.

- Saint John is the only large city in New Brunswick predicted to see an increase in New Housing and New Multi-unit starts in 2015, as reported by the Canada Mortgage and Housing Association in their “Housing market outlook”.
- The Port of Saint John reported today a year-to-date increase of 13% for container traffic tonnage, and a 19% increase the number of Twenty-Foot-Equivalent container units.
- Also at the Port of Saint John exports of salt are up 94% as compared to 2013

There has been strong hiring activity in the region through October including:

- Deloitte is hiring twenty one staff in Saint John, including eleven senior roles
- Sitel, a contact centre located on the East-Side, are looking to hire approximately 250 more agents between now and January. This will be a significant boost to the region’s employment and they are accepting applications now.
- Many Saint John firms are currently posting for bilingual positions.

Looking ahead TransCanada submitted their filing to the National Energy Board for the Energy East Pipeline. This project already employs approximately 300 people in the Province, and will employ thousands during the construction period of 2016-2018. With Saint John as the terminus, and the site of the approximately \$400m export facility, the economy will see a significant boost in the coming years from this pipeline.

November 18th sees 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.

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