

# In the News

## Atlantic Region



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LABOUR MARKET  
INFORMATION

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A monthly summary of labour market news for the Atlantic Region

## Highlights

(News published October 1st – 31st 2024)

- Tourism P.E.I. says its partnership with the NHL has generated nearly \$32M in combined marketing value and tourism spending.
- Moncton city council has approved the \$90M Gateway Towers project, a pair of 17-storey mixed-use towers to be built on land along Riverfront Park.
- The Government of Canada has announced \$22.5M for EverWind Fuels under the Green Shipping Corridor Program to support initiatives such as a pipeline build to transport green ammonia from the production facility to the transport terminal.
- US-based educational tech company Carnegie Learning has opened its Canadian headquarters in St. John's.
- Health P.E.I. says its focus is to hire hundreds of health-care staff and reduce wait times.
- Legislation to regulate offshore wind development in N.S. and N.L. has cleared the Senate.

## Industry Updates

### Newfoundland and Labrador

US-based educational tech company Carnegie Learning has opened its Canadian headquarters in St. John's. The company makes educational games for grades K-12 using AI-driven software. The St. John's office will focus on a new K-6 math game initially started by local tech startup Clockwork Fox Studios, which was bought out by Carnegie in 2021.

A \$50M 20 year-lease contract has been awarded to Marco Group Ltd. for the new Humber Valley-White Bay Community Health Centre in Deer Lake that will consolidate all existing regional health care services. Construction begins this fall with completion in spring 2026. Doctors (5), nurse practitioners (5), and registered and licensed practical nurses have been hired with more recruitment underway.

N.L. is taking the lead to establish a world-class Atlantic Wildfire Centre located at the Gander International Airport supported in part through a \$32M cost-shared, 4-year investment in partnership with Natural Resources Canada that will strengthen and enhance efforts to protect Atlantic Canada's communities and forests.

Trident Construction has been awarded a \$5.7M provincial

government contract for the erection of a Bailey bridge spanning the Narrows and connecting the two sides of Marystown. The project is estimated to be completed by the end of 2026.

### Prince Edward Island

After opening in September 2020, Cavendish Farms research facility has grown from three greenhouses to six greenhouses. Researchers at the \$12.5M facility plant 100,000 plantlets a year in order to develop the best attributes in a P.E.I. grown potato.

Tourism P.E.I. says its partnership with the NHL has generated nearly \$32M in combined marketing value and tourism spending. The province paid \$2.5M for the first year of the deal, which lists P.E.I. as the official travel destination partner of the NHL.

The destruction of Valley Truss and Metal in Kensington, one of P.E.I.'s major truss manufacturers, is expected to have a substantial impact on P.E.I.'s construction industry. The other three Island truss and floor manufacturers are looking to step up.

P.E.I.'s new psychiatric hospital is still in the concept stage and the completion date pushed back to 2027 or early 2028. Adjustments have had to be made to scale back plans due to higher-than-expected costs. All of the bids on the project were over \$200M.





## Nova Scotia

The Government of Canada has announced \$22.5M for EverWind Fuels under the Green Shipping Corridor Program to support initiatives such as a pipeline build to transport green ammonia from the production facility to the transport terminal. Transportation is the second largest sector in terms of greenhouse gas emissions in Canada.

Stanfield's historic factory and warehouse in downtown Truro will be redeveloped into a new neighbourhood that will see about 600 residential housing units, a new road, a ground-floor business space, and a public plaza. The development will be done in phases over the next 10 years with initial construction expected in summer 2025.

The Government of Canada has announced \$4M to 10 Halifax-based startup companies in tech and life sciences to help them expand, create jobs, and reach new markets. The companies are Milk Moovement, MIMOSA Diagnostics, UpBeing, Peer Ledger, Swiftsure Innovations, Krava, Rafflebox Technologies, Startup Metrics, Talkatoo, and Shoelace Learning.

The Government of Canada has announced \$10M in funding for N.S.'s NICHE project through the Foreign Credential Recognition Program. It will serve 370 internationally trained health professionals over 4 years in 5 priority professions: licensed practical

nurses; medical lab technologists; medical radiation technologists and other diagnostic imaging professions; pharmacists and pharmacy technicians; and respiratory therapists.

## New Brunswick

The Saint John Theatre Company will get \$12M from the Green and Inclusive Community Buildings program to transform a 200-year old courthouse into a performance space. Besides a space for performances, there will also be a professional development wing.

The Town of Riverview is moving ahead with Kent Homes proposal to build a manufactured home subdivision with 196 mini homes. The first phase will result in 56 homes being established, which will be manufactured at the Kent Homes facility in Bouctouche.

Moncton city council has approved the \$90M Gateway Towers project, a pair of 17-storey mixed-use towers to be built on land along Riverfront Park. Lafford Developments says it will start work in December and will take 3.5 years to complete.

Quebec-based EcoRock is proposing to turn a northern N.B. quarry into an open mining operation for pozzolan, a volcanic rock used to make low-carbon cement. The project could create up to 168 jobs, but various approvals and rezoning are still required.

## Job Creation

Legislation to regulate offshore wind development in N.S. and N.L. has cleared the Senate. Bids for offshore wind projects could begin as early as 2025 once regional environmental assessments are completed. Officials are optimistic that this sector will create tens of thousands of jobs and prosperity for many communities.

## Newfoundland and Labrador

The construction phase of the new mental health and addictions facility in St. John's is now complete. The operational phase has begun as staff transition from the Waterford Hospital to the new facility. April is the target for moving patients. The new facility will have 350 staff that includes 29 new positions.

## Prince Edward Island

Health P.E.I. says its focus is to hire hundreds of health-care staff and reduce wait times. P.E.I. plans to open 30 more patient medical homes, requiring 56 doctors and nurse practitioners, registered and licensed practical nurses, social workers, and others.

## New Brunswick

The Codiac Regional Policing Authority has proposed a budget increase to allow the hiring of 17 more police officers and five civilian support staff. Due to an increase in population, it also wants to add 46 police officers over three years.





## Layoffs

### Newfoundland and Labrador

Scotiabank has closed its branch in Grand Bank as of October 17, 2024 after a 114-year presence in the community.

### Prince Edward Island

Valley Truss and Metal Ltd. in Kensington was destroyed in a fire this week. Kensington's Mayor states that he hopes the company rebuilds, which employs 22 staff, and stated that top company officials were on hand to evaluate their next steps.

## Economic Reports

### APEC

The Atlantic Economic Council's latest research report "Shifting Gears Toward an Electric Vehicle Future." highlights barriers to EV growth in Atlantic Canada that include higher up-front costs and limited access to charging stations. PEI has the country's 4th highest EV adoption rate at 7.4% (2023), while N.L. ranked second last at 2.8%.

### Canadian Centre for Health Information

A new report from the Canadian Centre for Health Information shows that in 2021-2022, N.L. had a net gain in registered nurses and nurse practitioners but a net loss of physicians. There were 71 family physicians that entered the workforce and 117 that left it, for a net loss of 46.

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