

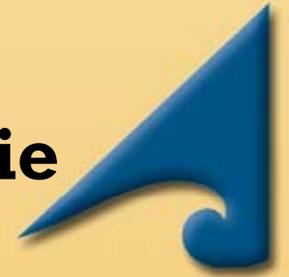
Changes in Atlantic Canada's Labour Force – Why Literacy Matters

**Presentation to: Pan-Canadian
Interactive Literacy Forum**

**Elizabeth Beale, President & CEO,
Atlantic Provinces Economic Council**

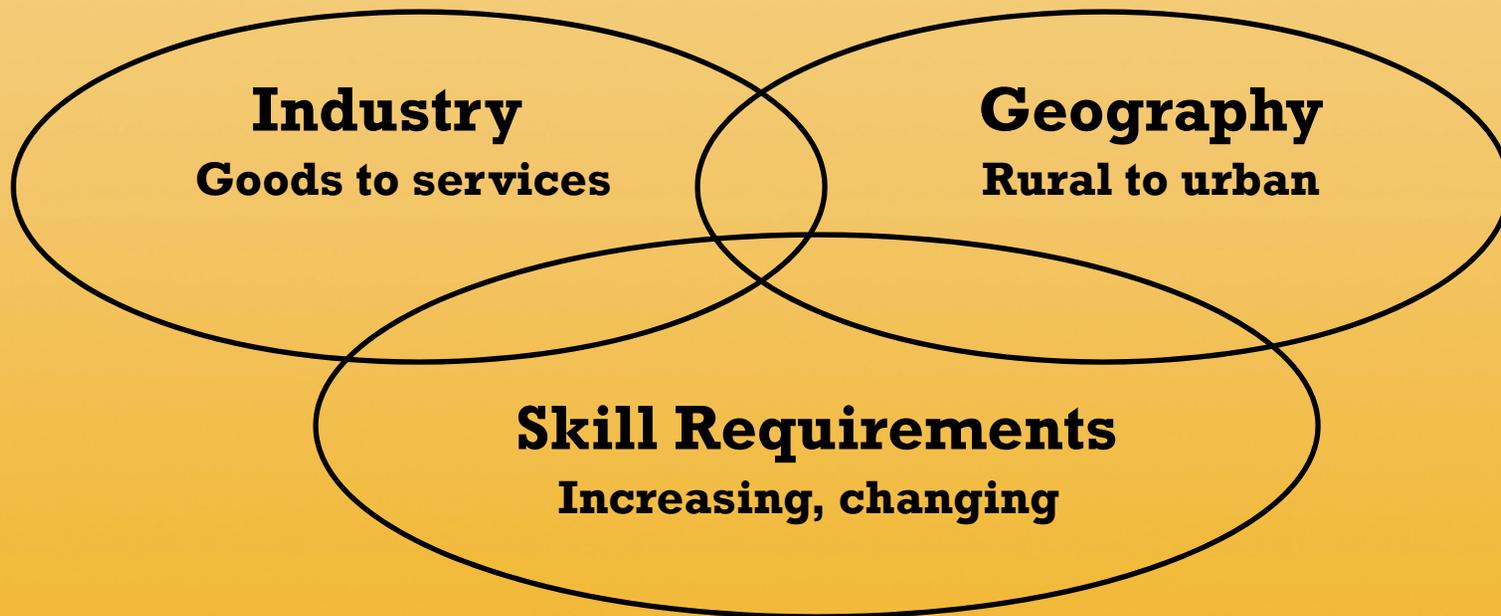
**Saint John, NB
April 15, 2008**

Globalization, New Technologies Underlie Big Changes in the Atlantic Economy



Low wage to high wage

Low cost to high cost

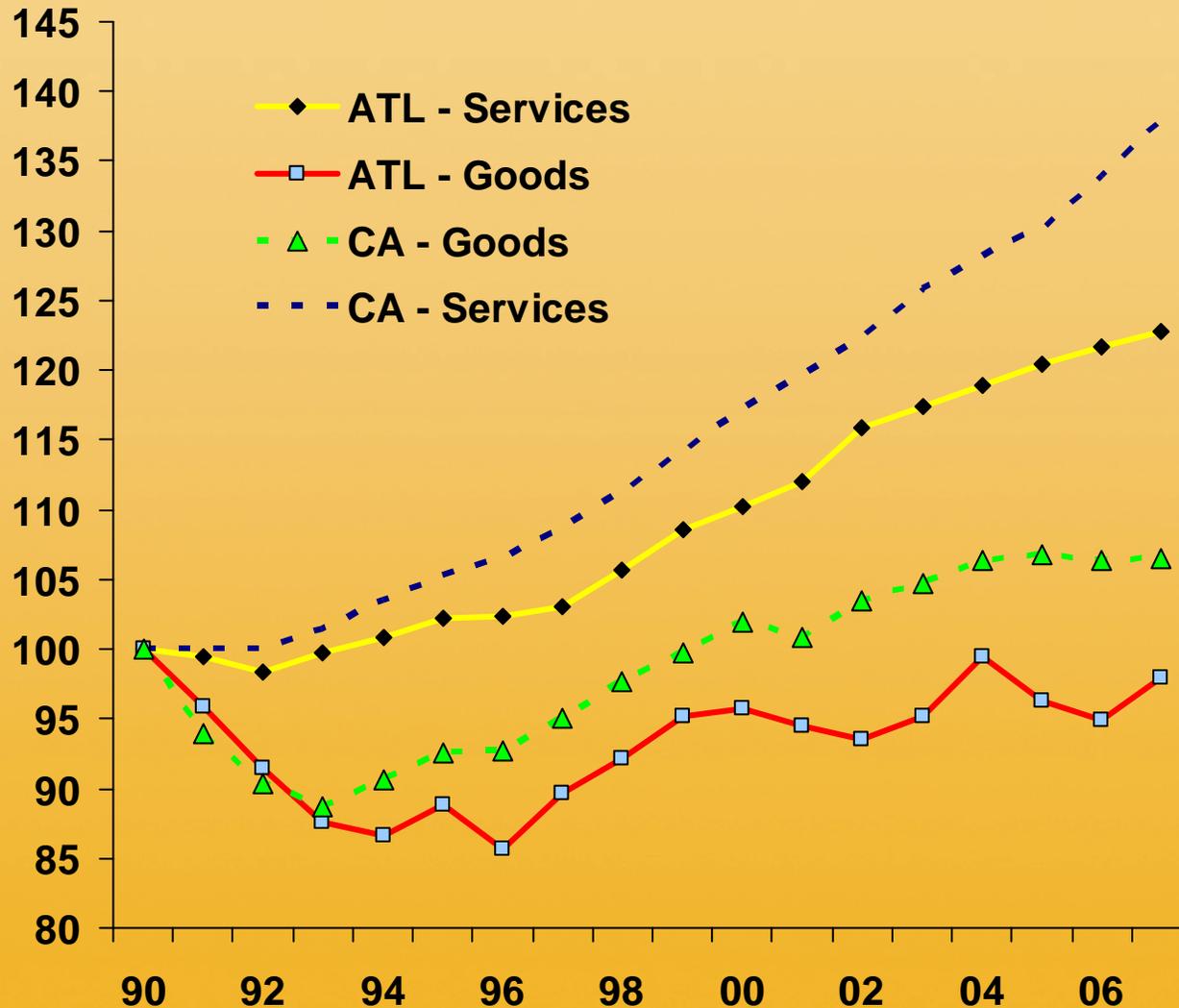


Low skill to high skill

Job Growth Concentrated in Service Industries



Index of Employment (1990=100)



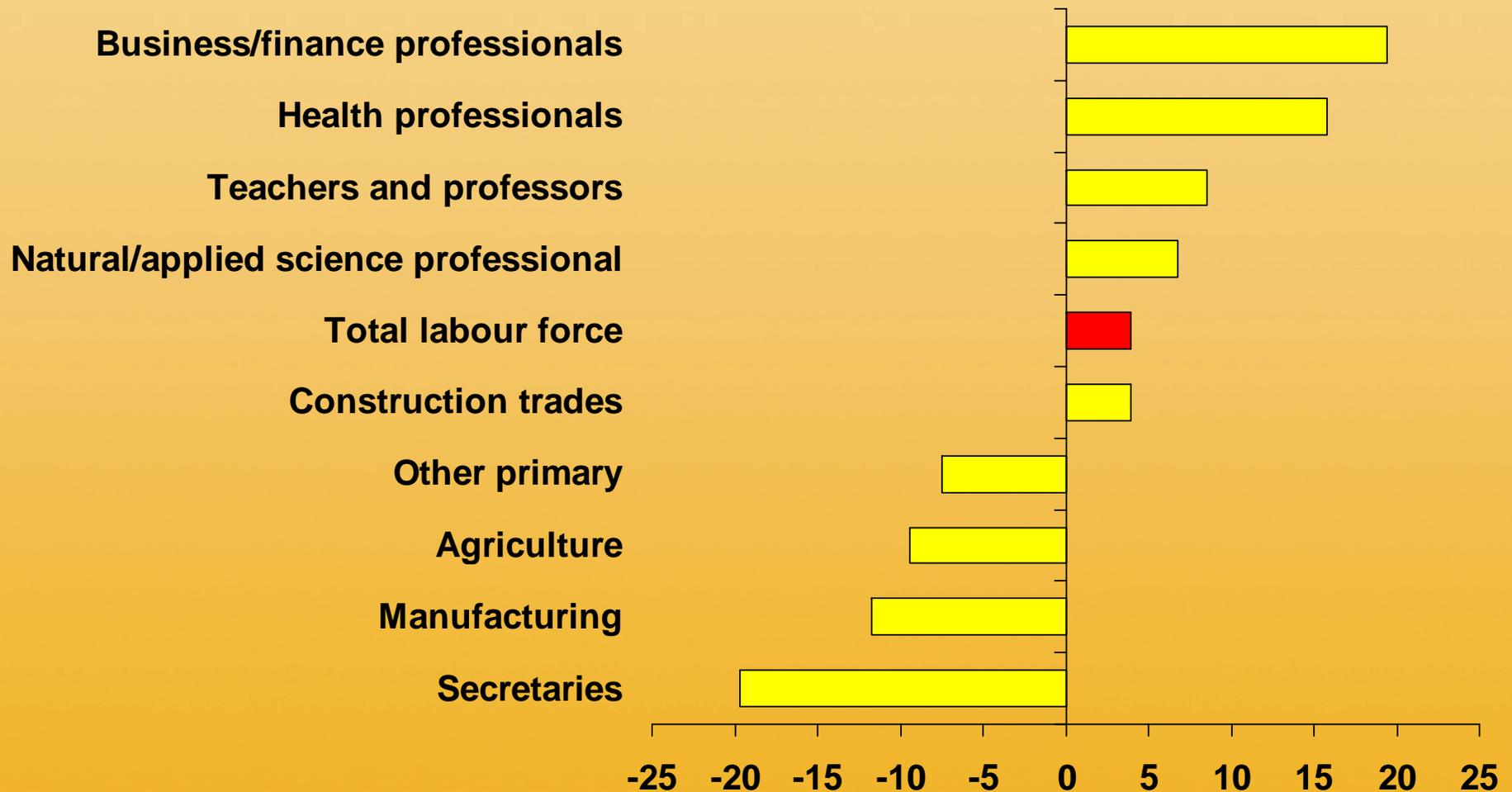
- Since 1990, employment in services in Atlantic Canada has grown by 23%
- Service industries now employ 4 of every 5 Atlantic Canadians

Source: Statistics Canada

...Particularly in Highly Skilled, High Knowledge Occupations



Growth in labour force by occupation, 2001-2006 (%)

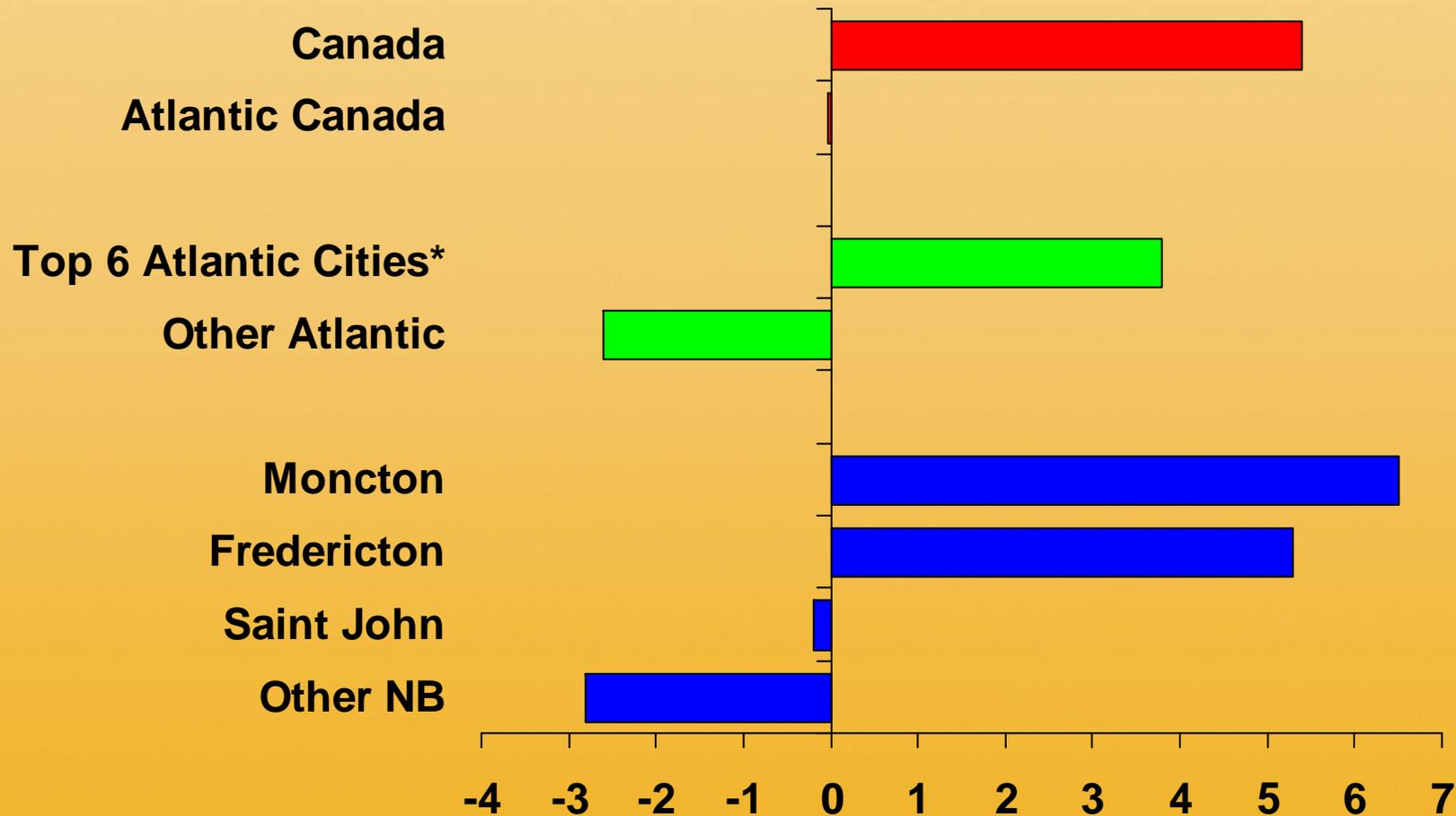


Source: Statistics Canada

Growth in Services Favours Urban Areas

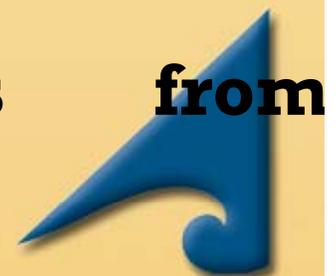


Population growth, 2001-2006 (%)

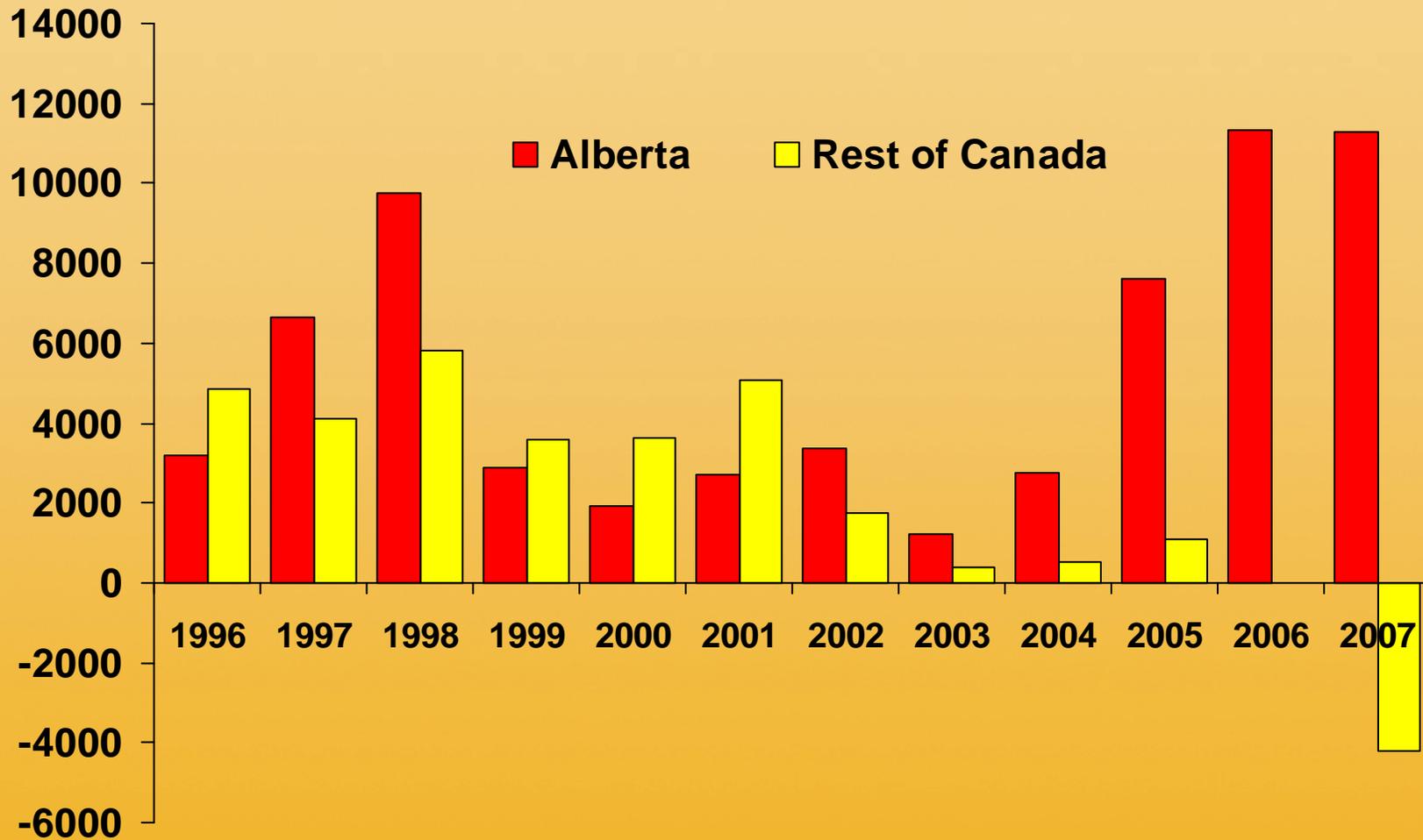


* Halifax, St. John's, Charlottetown, Moncton, Saint John, Fredericton

Booming Alberta Economy Draws Workers from Atlantic Canada



Net flow of population from Atlantic Canada

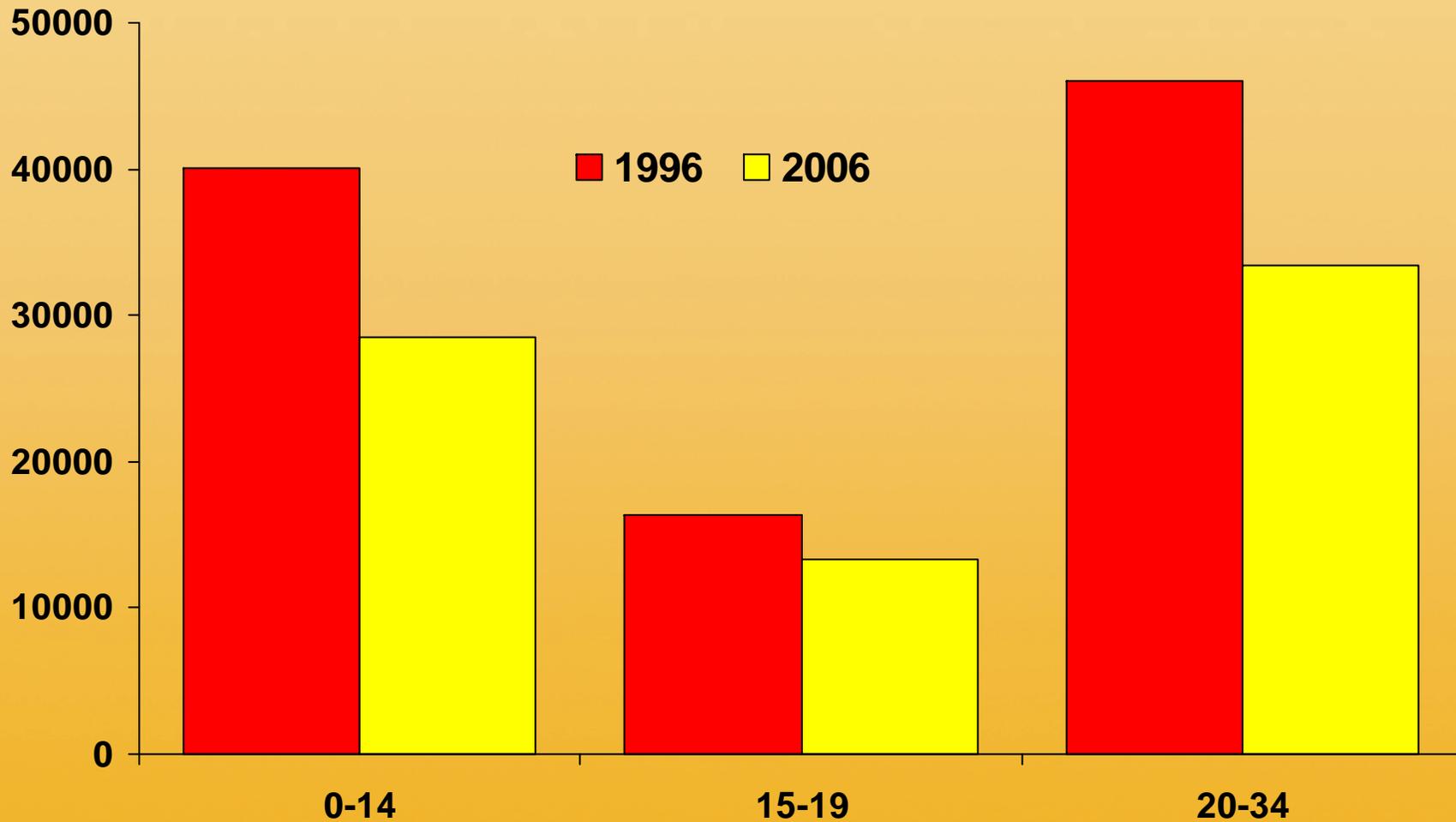


Source: Statistics Canada/APEC

Population Decline in Rural Regions Means Fewer New Workers in the Future



Population by age range (Kent, Northumberland, Restigouche and Gloucester counties)

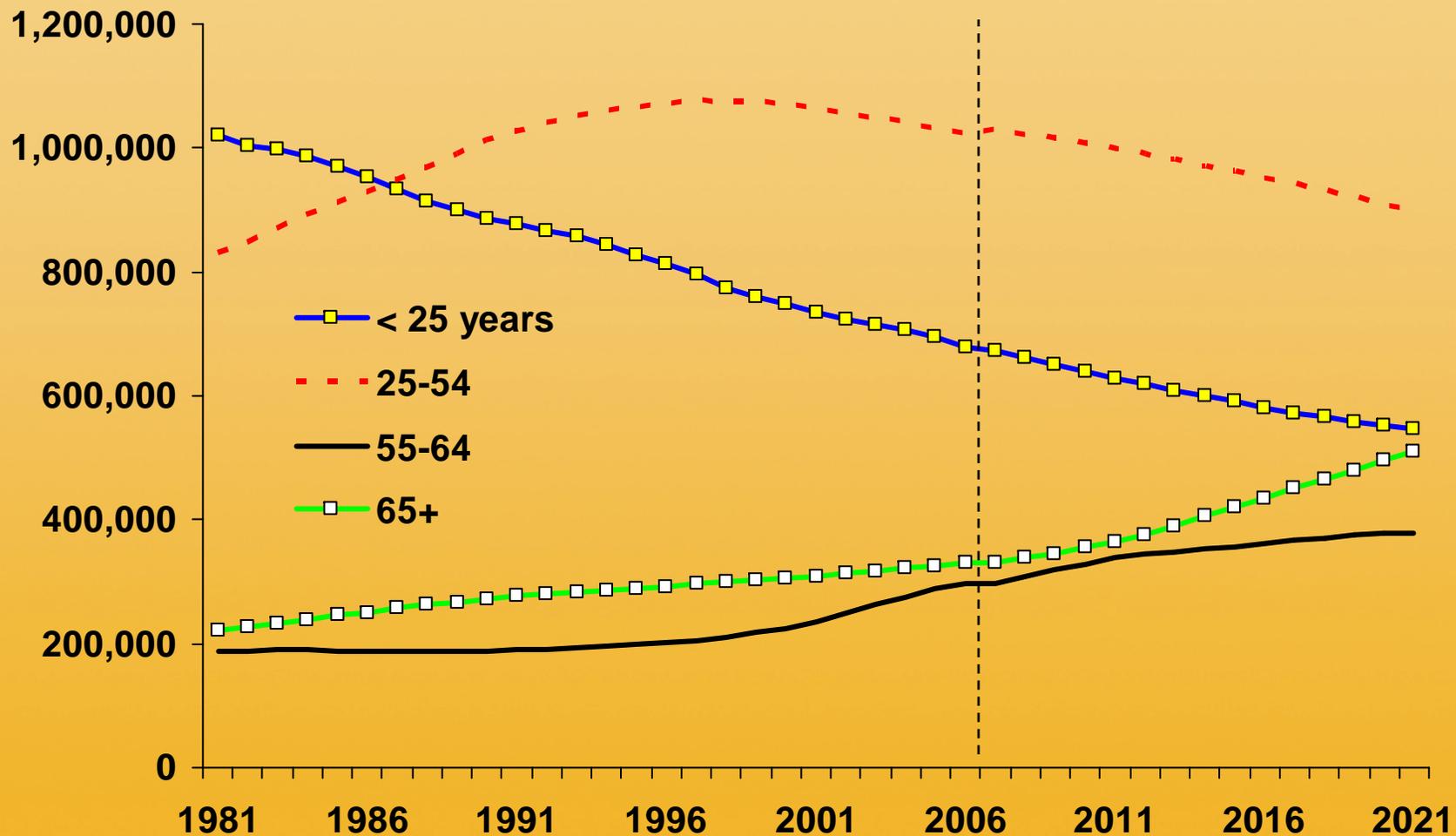


Source: Statistics Canada

Demographic and Labour Force Trends Point to Continued Population Decline in Atlantic Canada



Actual and projected population by age, Atlantic Canada

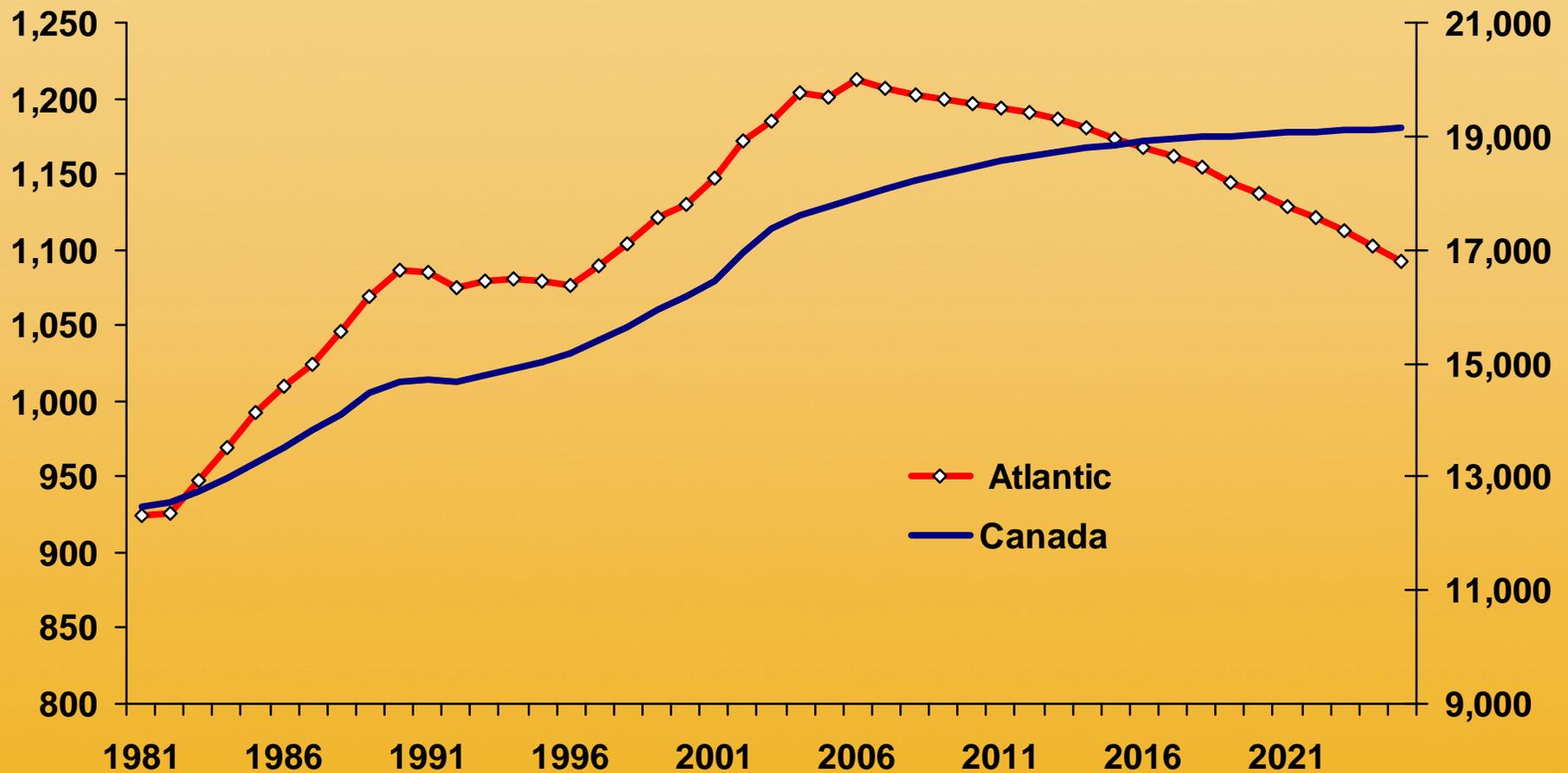


Source: Statistics Canada

A Smaller Labour Force in Atlantic Canada Will Exacerbate Labour Shortages



Labour force (000s)

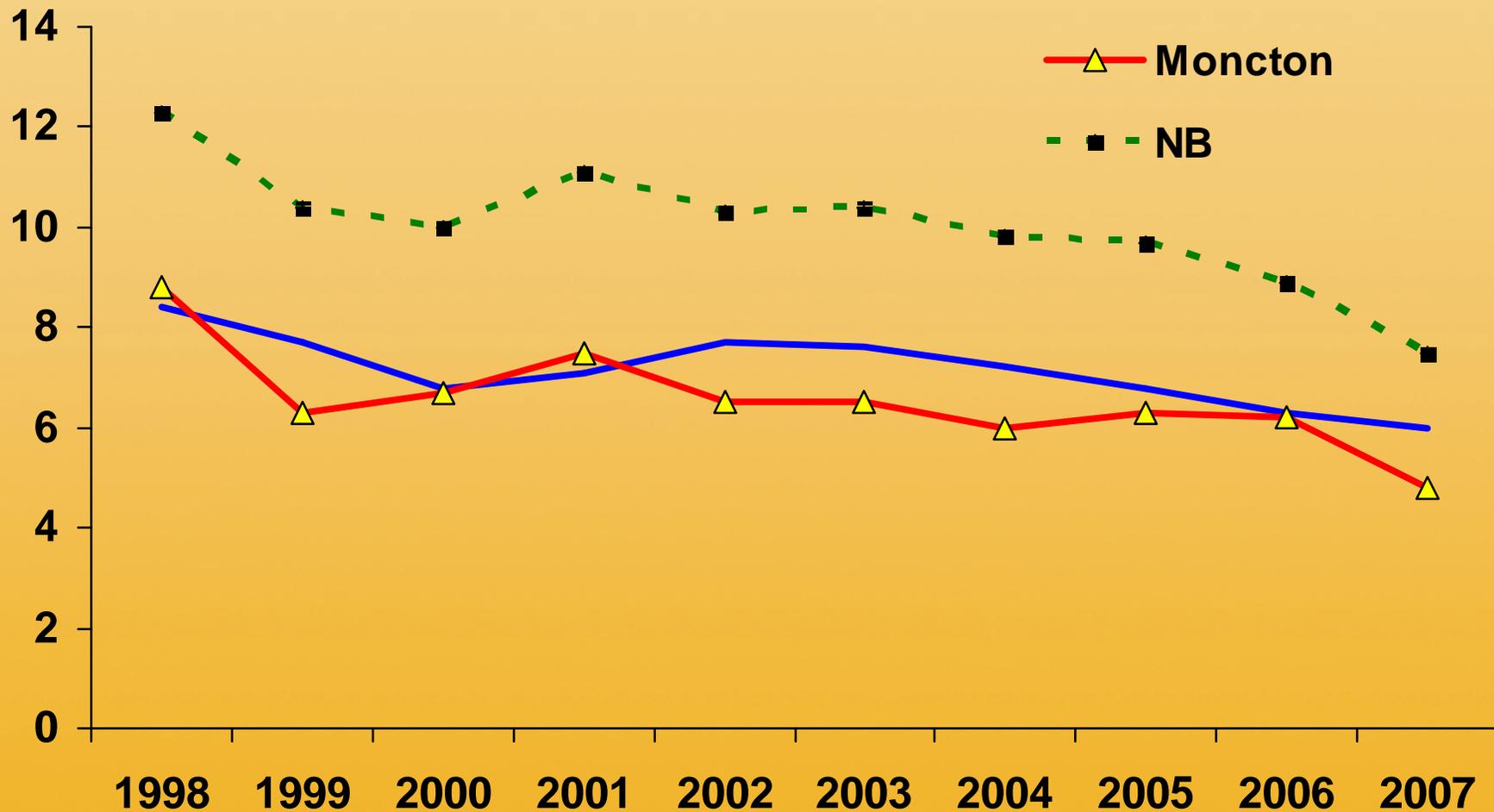


Source: Statistics Canada

As Unemployment Rates Fall, Labour Shortages Are Becoming More Evident



Unemployment rate (%)

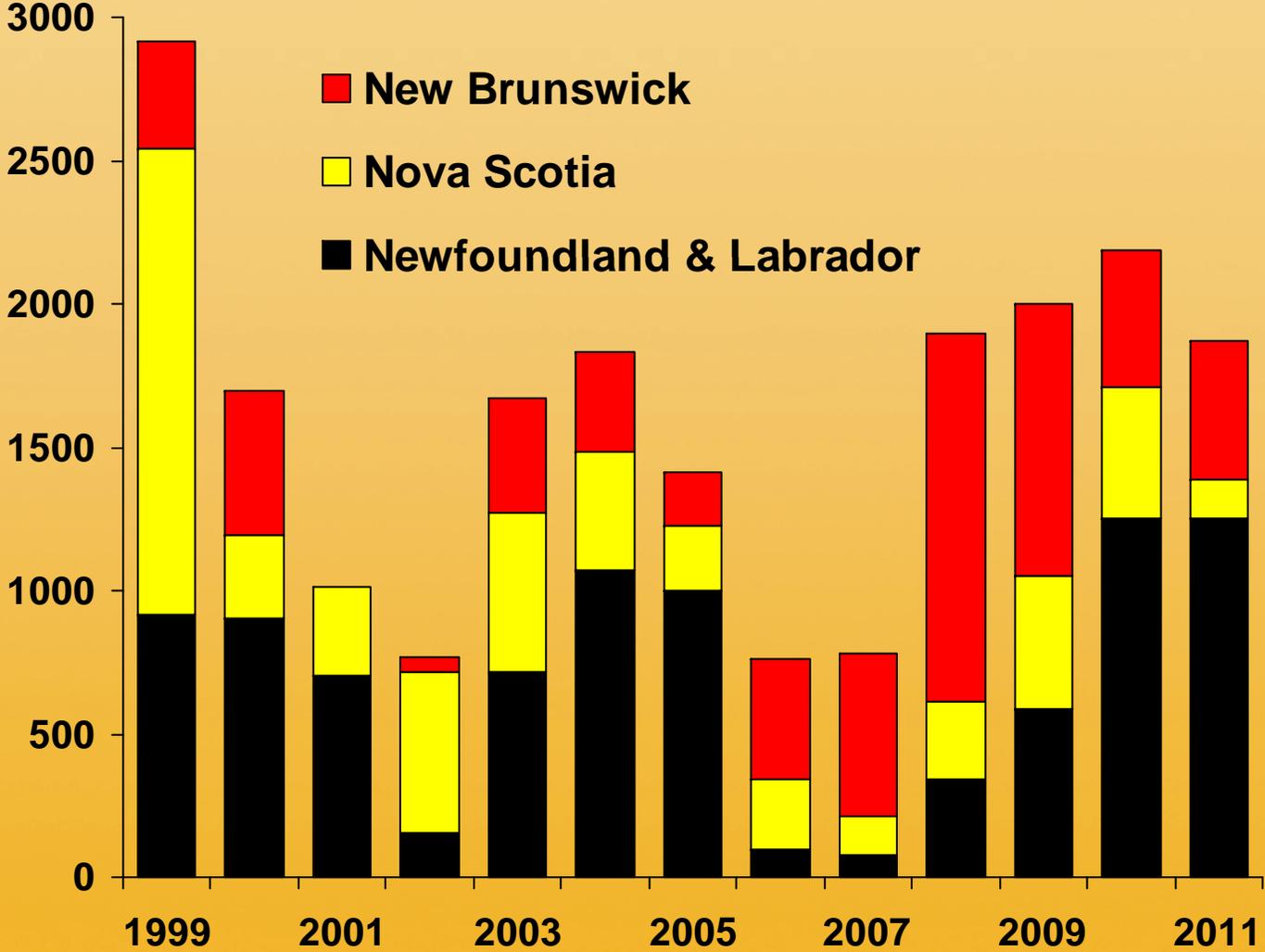


Source: Statistics Canada, APEC

Increased Demand for Skilled Labour from Major Projects Will Add to Labour Market Pressures



Selected Mega Projects (\$m)



**NB Projects
2008-2011**

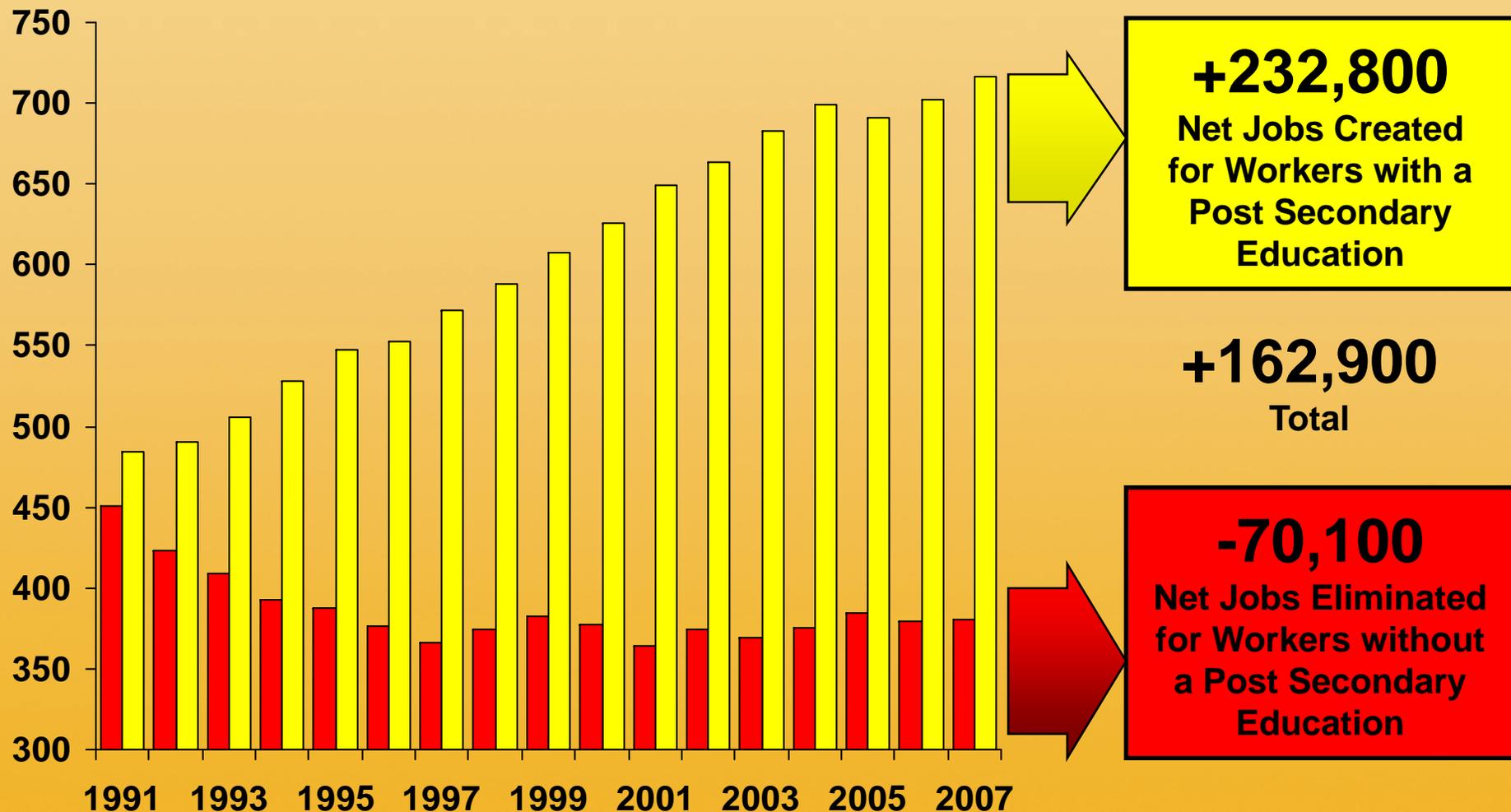
- Point Lepreau Conversion
- Canaport LNG
- Brunswick Pipeline
- Potash Mine Expansion

Source: APEC's 2007 Major Projects Inventory

Knowledge Economy Creates Demand for Better Educated Workers



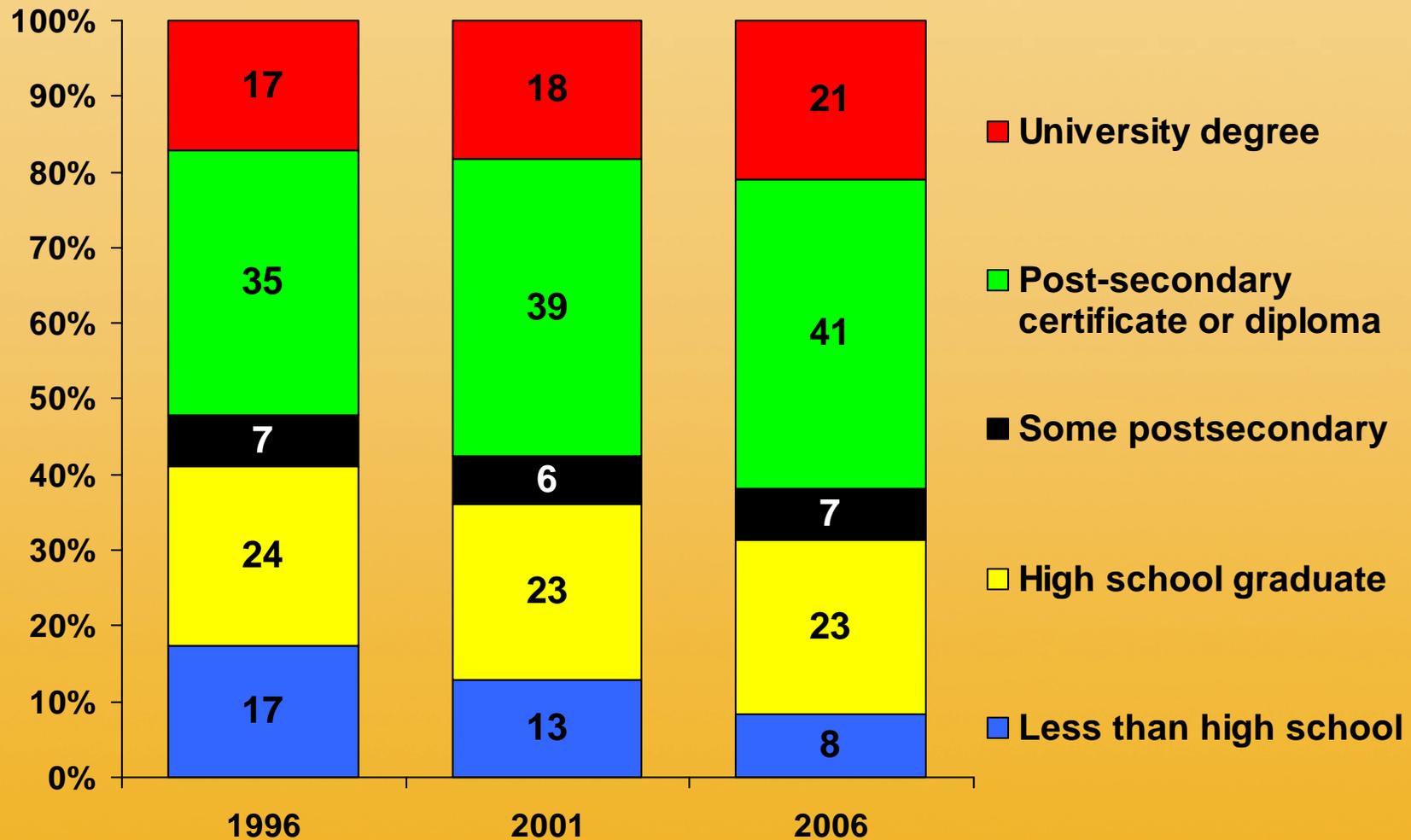
Total Employment, Atlantic Canada by Education Level



Source: Statistics Canada/APEC

Young People are Becoming Better Educated

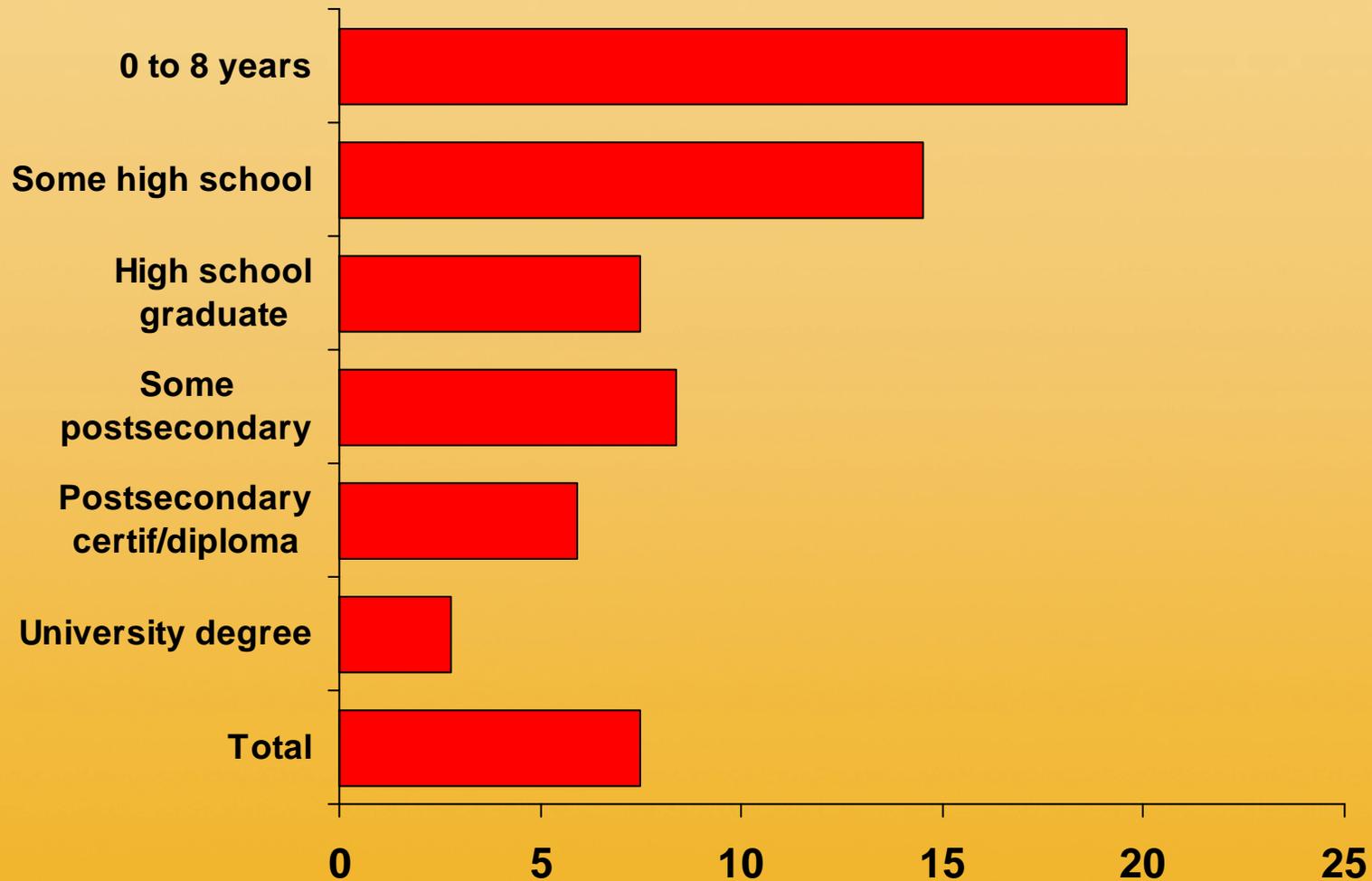
Labour force aged 25-44 by highest educational attainment,
New Brunswick, 2006 (%)



But Many Low-Skill Individuals Continue to Fall Through the Cracks



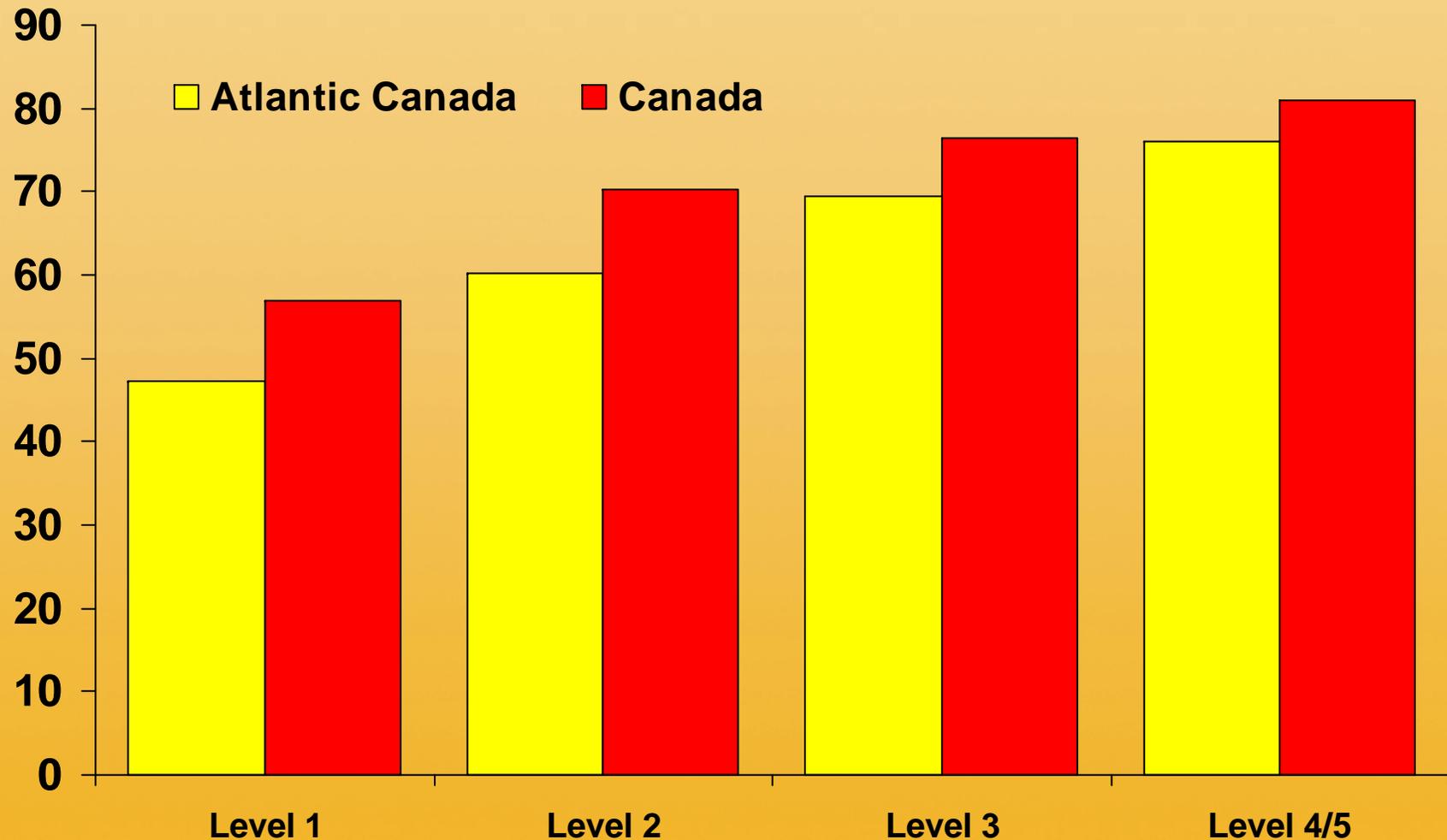
Unemployment rate by educational attainment, New Brunswick, 2006 (%)



Better Literacy Enhances Employment, Earnings and Training Prospects



% of population aged 16-65 employed in 2003

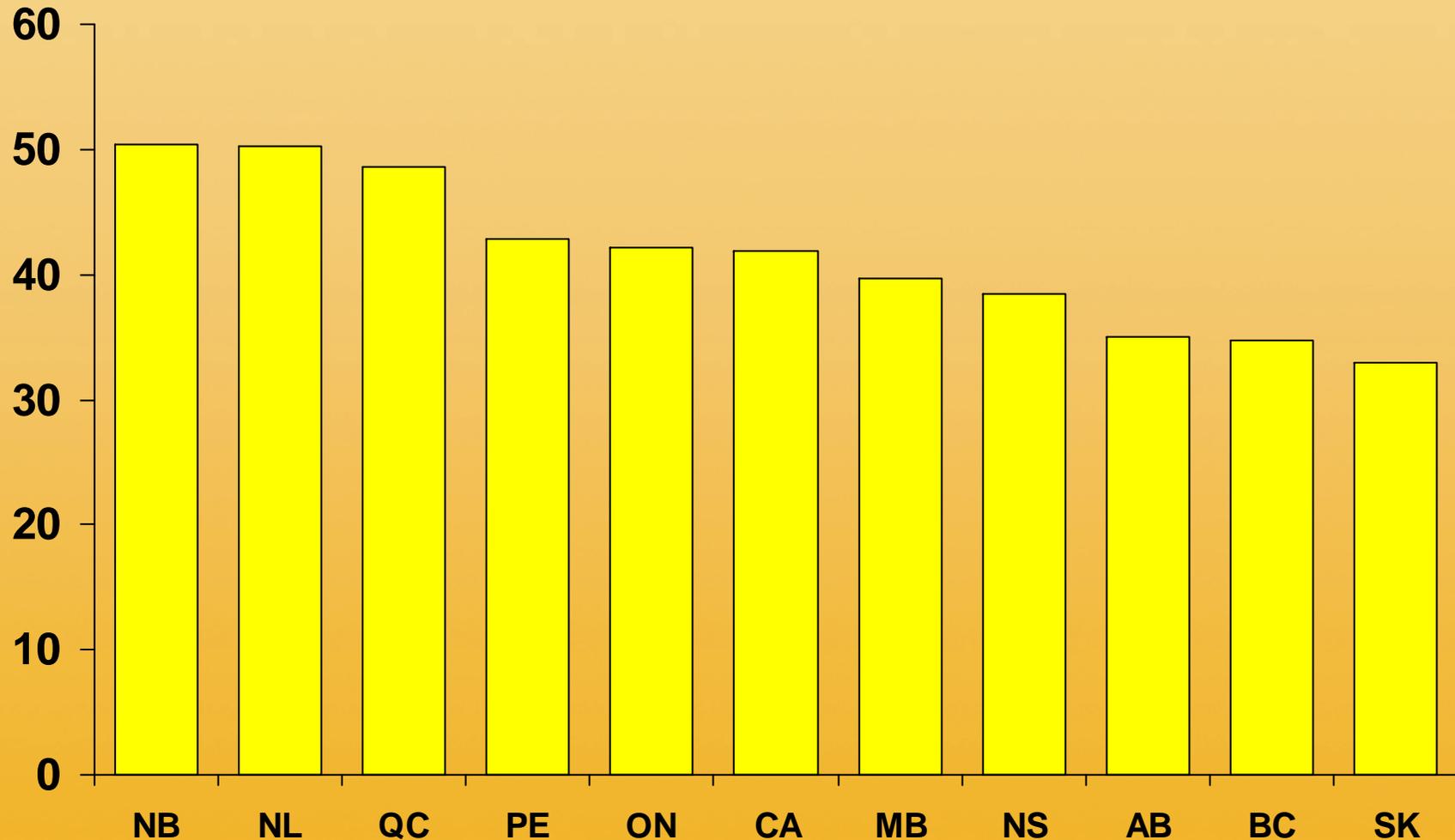


Source: International Adult Literacy Survey, 2003

Atlantic Labour Force Continues to Struggle with Low Literacy Levels



%f population aged 16-65 with prose literacy below level 3

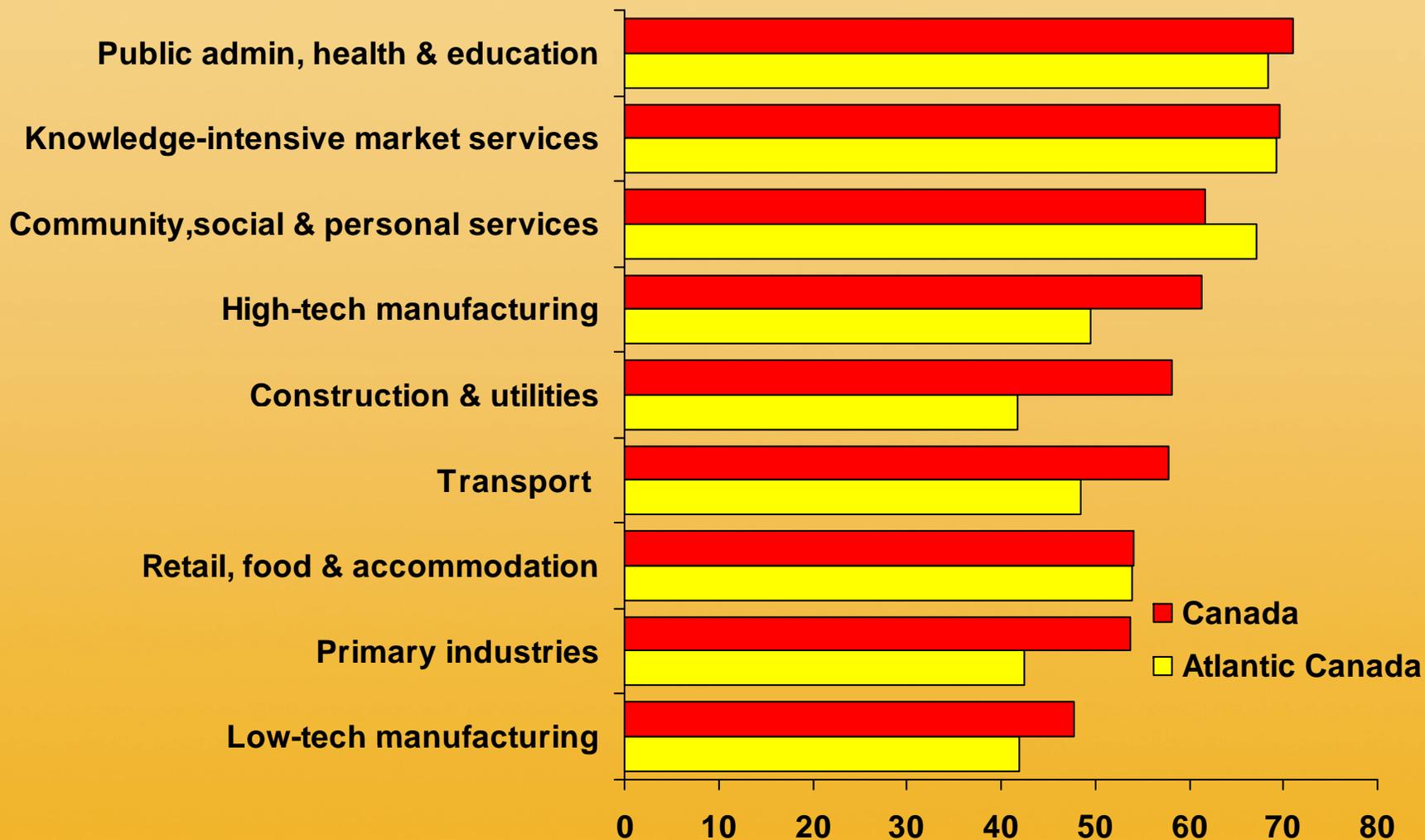


Source: International Adult Literacy Survey, 2003

Workplace Literacy Programs– Directed at Key Industries – Could Improve Literacy Outcomes



% of labour force with document proficiency at level 3 or higher



Source: International Adult Literacy Survey, 2003