

Workforce Strategy Team

New Brunswick's unique value proposition

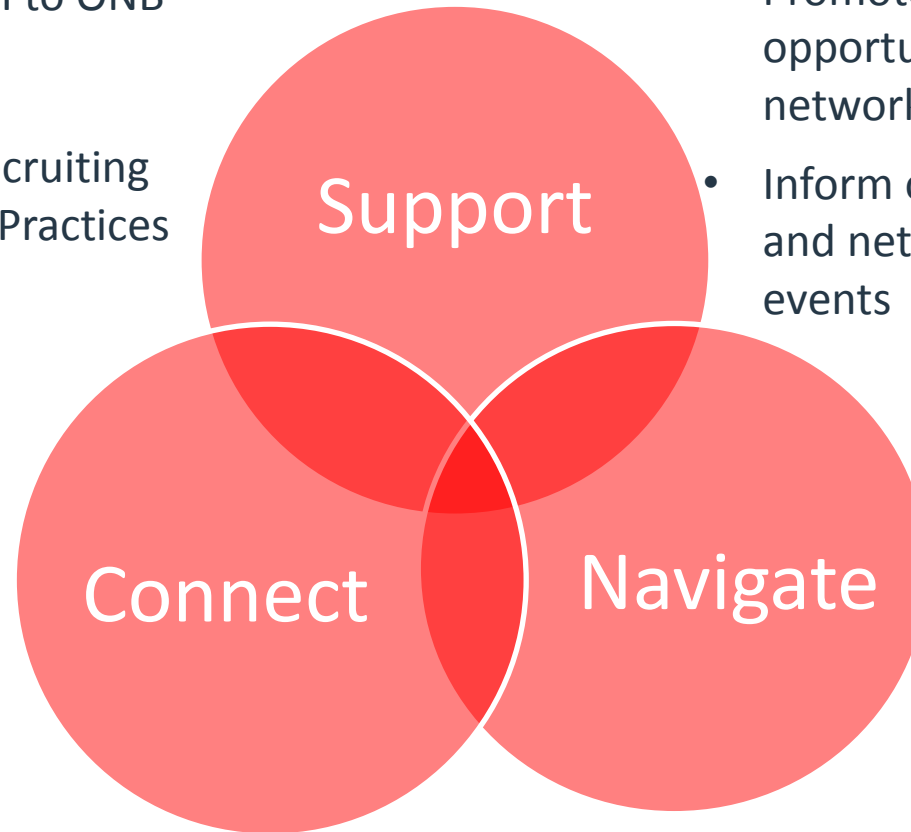
ONB WORKFORCE STRATEGY TEAM'S FRAMEWORK



WORKFORCE STRATEGISTS

- Share NB LMI to ONB clients
- Advise on recruiting and HR Best Practices

- Promote employment opportunities to partner networks
- Inform of recruiting and networking events

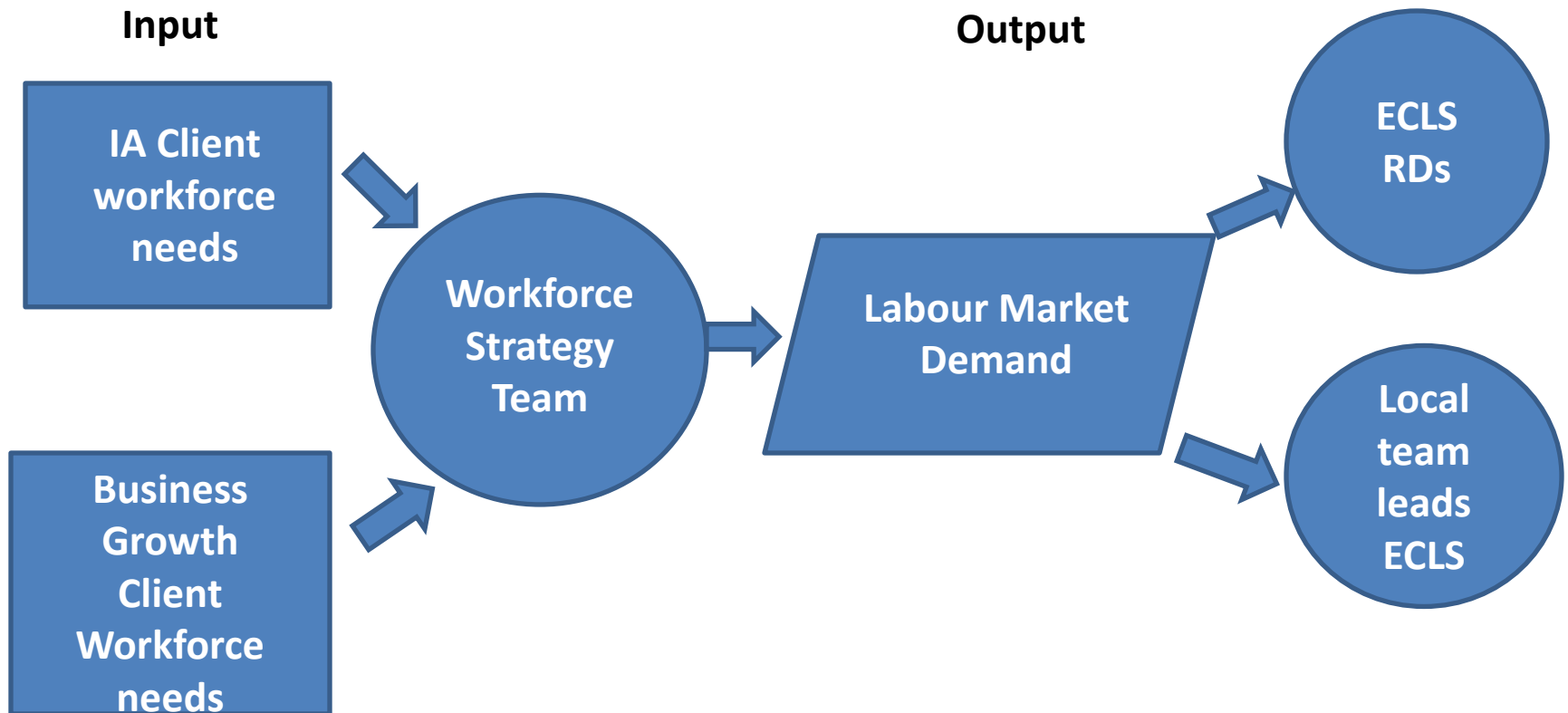


- GNB + Federal services and programs
- Partners and industry associations
- Post-secondary institution
- Recruitment services and HR Professionals

- Labyrinth of employment services and programs
- Post-secondary institution ecosystem

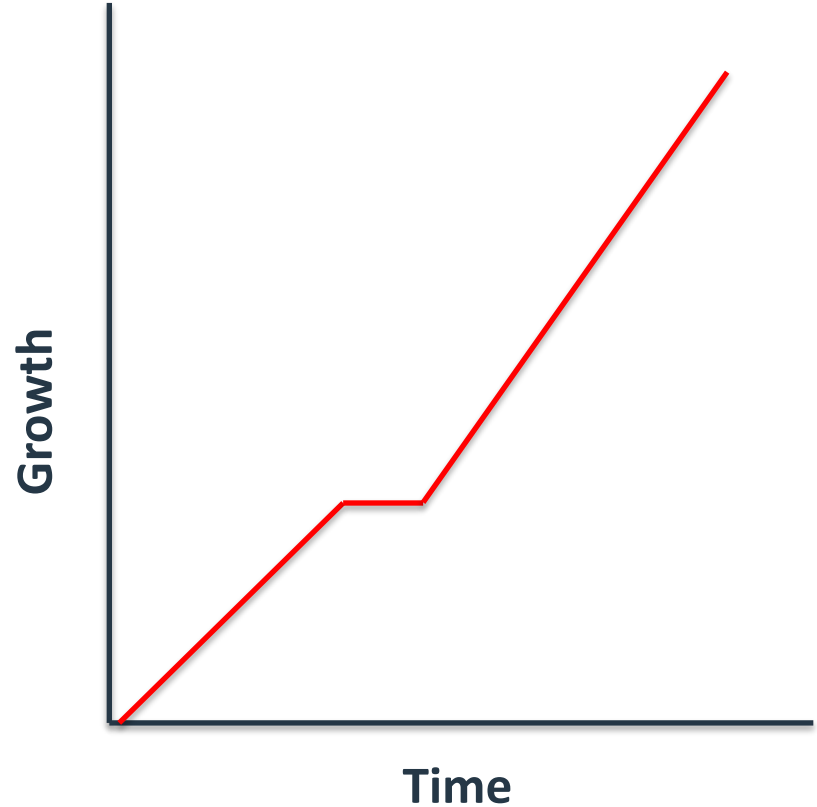
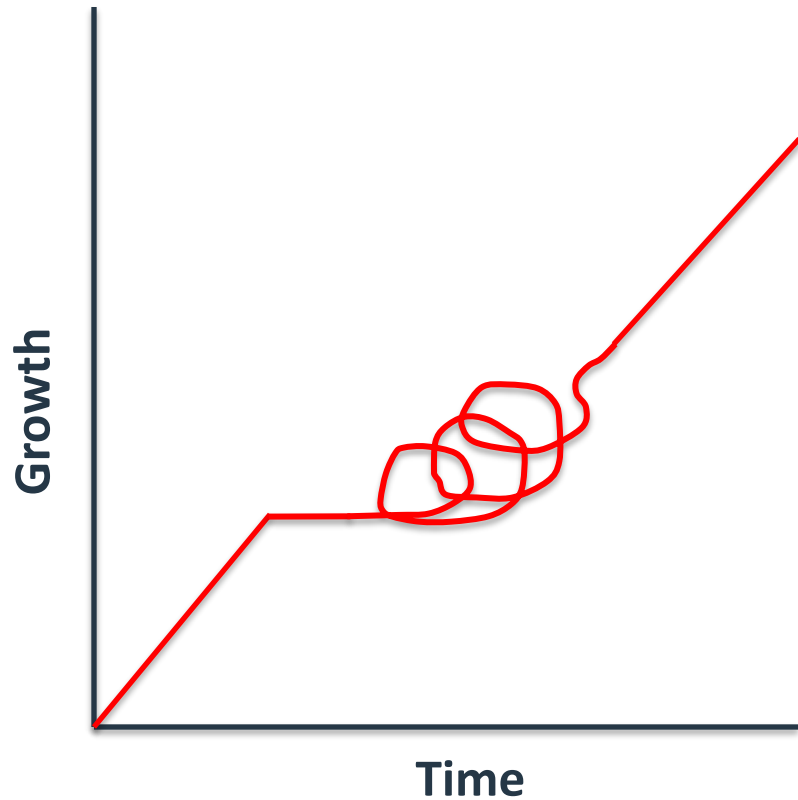
STRUCTURE OF COMMUNICATIONS

PETL ECLS



41

WORKFORCE STRATEGY – WHAT DOES IT MEAN FOR COMPANIES?



Indicator	Source
Average salary by occupation	Economic Research Institute's Salary Assessor
Employment rates	Statistics Canada
Employment by Industry	
Average weekly earnings by industry	
Domestic Exports	Trade Data Online
Key Markets	
Monetary Statistics (CPI, Exchange rates,)	Bank of Canada, Federal Reserve Bank of St Louis
Commodities and Markets (DOW jones, NASDAQ composite index, TSX, Zinc, Oil, Natural Gas)	Federal Reserve Bank, Alberta Economic Dashboard, World Bank Commodity Price Data
Corporate registry statistics (new, cancellations, cessations, etc.)	SNB Online

EMPLOYERS ALSO WANT TO KNOW...



CITY

MONCTON

POPULATION

71,889

DIEPPE

POPULATION

25,384



TOWN

RIVERVIEW

POPULATION

19,667

SHEDIAC

POPULATION

6,664

SACKVILLE

POPULATION

5,331



COUNTY

WESTMORLAND

POPULATION

40,355

KENT

POPULATION

30,475

ALBERT

POPULATION

9,491



REGION

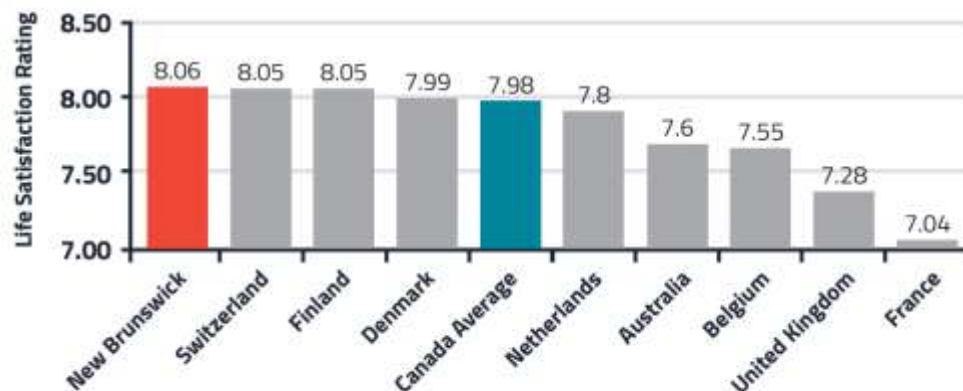
SOUTHEAST

POPULATION

209,256

Quality of Life

New Brunswickers love where they live. In its Report Card on Social Performance, the Conference Board of Canada gave New Brunswick an A+ on life satisfaction, placing our province ahead of the Canadian average and the best-performing peer country on this indicator, Switzerland. The following chart ranks New Brunswick against various countries on life satisfaction.



Cost of Living



AVERAGE HOUSE PRICE

\$178,100

Canadian Real Estate Association
April 2018

MLS® HOME PRICE INDEX

Semi-Detached Benchmark	May 2018
Greater Moncton	\$181,700
Dieppe	\$178,500
Moncton	\$182,700
Riverview	\$176,700

Single Family Detached Benchmark	May 2018
Greater Moncton	\$189,200
Dieppe	\$257,300
Moncton	\$192,900
Outside	\$141,600
Riverview	\$174,500
Rural Routes	\$165,000



AVERAGE MONTHLY RENT (2 BED)

\$803

Canadian Mortgage and House Corporation
2016



AVERAGE MONTHLY RENT (3 BED)

\$930

Canadian Mortgage and House Corporation
2016



MONTHLY TRANSIT PASS

\$64.00

Codiac Transit 2017



AVERAGE MONTHLY POWER BILL

\$129.70

Hydro Quebec Study of NA Electricity Prices 2017



AVERAGE ANNUAL FOOD BILL

\$7,454

Statistics Canada, Survey of household spending 2016



LITRE OF REGULAR GAS

127.0¢

GasBuddy.com
June 13, 2018

Cost of Living

Commuting in Greater Moncton

PEOPLE
COMMUTING BY



89%

CAR, TRUCK
OR VAN

SUSTAINABLE
TRANSPORTATION



9%

BUS, WALK
OR BIKE



1%

OTHER
METHOD



THE OVERALL VACANCY RATE* ...

DECREASED TO

4.5%

- BELOW CMA
- SIMILAR TO CMA
- ABOVE CMA

THE AVERAGE RENT IS* ...

\$764

UP BY 0.6%

- BELOW CMA
- SIMILAR TO CMA
- ABOVE CMA

BACHELOR

7.5%

VACANCY RATE

\$584 AVG. RENT



ONE
BEDROOMS

4.3%

VACANCY RATE

\$676 AVG. RENT



TWO
BEDROOMS

4.3%

VACANCY RATE

\$803 AVG. RENT



THREE OR MORE
BEDROOMS

5.6%

VACANCY RATE







\$930 AVG. RENT



“ MONCTON'S VACANCY RATE DROPPED AGAIN THIS YEAR **1.5** PERCENTAGE POINTS TO **45%** ”

MICHAEL EDWARDS

SENIOR MARKET ANALYST
CANADA MORTGAGE AND HOUSING CORPORATION (CMHC)

Institution	Description
	<p>Ranked as the #1 undergraduate university in Canada for 18 of the last 25 years, an unmatched record.</p>
	<p>11,000 students attend annually with \$51 million in annual research funding; Canada's most Entrepreneurial University in 2015.</p>
	<p>French language university offering over 170 programs of study with 5,300 enrolled annually.</p>
	<p>Liberal arts focused university with 2,300 enrolled annually.</p>
	<p>Six campuses throughout New Brunswick. The overall employment rate of 2013 was 87% and 87% of those graduates found jobs in New Brunswick.</p>
	<p>French language college with 3,300 graduates. The overall employment rate in 2013 was 84% and 95% of those graduates found jobs in New Brunswick.</p>
	<p>Offers customized training solutions for supervisors, managers, and offers many management and leadership seminars</p>

10

14

305

PROSPERITY

Camille Bourque

Director, Workforce Strategy Team

Opportunities NB

Camille.Bourque@onbcanada.ca

506.378.3890