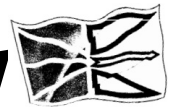


JULY 12, 2002

Noteworthy



Province's employment numbers remain strong for first half of 2002

Newfoundland and Labrador continued to make gains in employment in June according to the latest Labour Force Survey from Statistics Canada. Employment stood at 229,500, an increase of 1.3 per cent or 3,000 jobs as compared to June last year bringing year-to-date employment growth to 1.9 per cent or approximately 3,900 jobs.

Employment growth is encouraging more people to participate in the labour force. The labour force grew by 1.6 per cent on a year-over-year basis, thereby causing the unemployment rate to increase by 0.2 percentage points to 15.5 per cent as compared to June 2001.

"For the past 18 months, Newfoundland and Labrador has recorded employment growth on a year-over-year basis," said Ralph Wiseman, Minister of Human Resources and Employment. "This has allowed employment to grow to record levels. We expect employment to continue to grow for the remainder of the year driven by major project developments and expanding services sector activity."

On a seasonally adjusted basis, employment increased by 1.8 per cent while the unemployment rate decreased by 1.1 percentage points to stand at 15.7 per cent. Seasonally adjusted data looks at patterns of employment change within the current year from one month to the next, whereas the unadjusted data compares employment this year to employment last year. ❧

Tidy Towns receive Waste Management trust fund

Kevin Aylward, Minister of Environment, and Gordon Seabright, chairman of the Multi-Materials Stewardship Board (MMSB), recently awarded a grant of \$58,100 under the Newfoundland and Labrador Waste Management Trust Fund to Tidy Towns of Newfoundland and Labrador.

Over the next several months, Tidy Towns 2002 Public Education and Community Competition will offer three regional workshops. Volunteer judges will visit and assess approximately 80 communities all over Newfoundland and Labrador. Topics of discussion will include waste management, recycling, composting, litter control and community involvement. The objective is for communities to increase their capabilities in waste management, community enhancement and litter control initiatives.

Since the Newfoundland and Labrador Waste Management Trust Fund was established in 1999, government has approved 246 applications and approximately \$6.3 million in contributions. This funding has been disbursed to 280 schools, more than 150 municipalities, 35 environmental and community groups, and several businesses and school districts. ❧

Producer receives funding to market Rare Birds in New England

A St. John's film producer has received funding to promote and distribute a Newfoundland and Labrador film in the North East United States. Paul Pope, producer of the film *Rare Birds*, has received \$25,000 from the Department of Industry, Trade and Rural Development's Business and Market Development Program to help market *Rare Birds* in the New England area.

"While *Rare Birds* has been well received by filmgoers in St. John's, Toronto and Vancouver, Canadian films of this nature have historically had difficulty in gaining wide acceptance in U.S. markets," says Kelvin Parsons, Minister of Industry, Trade and Rural Development. "This funding will help underwrite the

cost of marketing *Rare Birds* in the Boston area."

The distribution rights to *Rare Birds* have already been sold in Spain, Argentina, Italy, Greece, France, Iceland, Israel, Russia, the Middle East, the Philippines, Poland, Serbia, Turkey and Venezuela.

The department's Business and Market Development Program is designed to provide new entrepreneurs and expanding small businesses with funding to help them acquire expertise to pursue new business ideas and new markets for their products and services. ❧

