



## **MEDIA RELEASE**

*For Immediate release*

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### **Board welcomes Youth Strategy**

**St. John's, NL** – The St. John's Board of Trade welcomed the province's Youth Strategy today, saying that it was an important step forward in addressing labour market challenges which affect the business community. The Board is particularly eager to ensure that current prosperity is sustained and that Newfoundland and Labrador has a skilled and engaged youth population that is attached to the workforce and contribute to their communities.

“Retaining and attracting our young population is critical to sustaining this province's success,” said Board Chair Bruce Templeton. “Government actions must enhance the labour pool.”

The Board is particularly pleased with the focus on employment opportunities that encourage youth to get, and stay, in the labour pool. A labour market that is strong and adaptable is great to attract investment and to diversify our economy.

“The business community has already experienced labour market challenges, such as shortages of skilled labour, mismatching of skills with available jobs, and succession planning,” said Mr. Templeton. “We need to address these issues now, and the Youth Strategy is another positive step forward.”

Specifically, the St. John's Board of Trade was pleased with focus in the areas of:

- Employment, mentoring and skills development, including the [jobsinnl.ca](http://jobsinnl.ca) website;
- the long term commitment of government resources at the political and bureaucratic levels; and,
- the continual engagement of the Newfoundlanders and Labradorians with most to gain from the strategy and its implementation.

The Board of Trade recognizes that the Youth Strategy requires actions to be taken by more than just government and commits to playing a part in supporting the Strategy's implementation. Employers will need to be engaged to ensure employment opportunities and stronger labour market attachment, and will have to better engage younger audiences.

“The Board of Trade was pleased to offer government practical solutions to improve the environment in which youth live and work,” said 2010 Board Chair Derek Sullivan. “We are

pleased to see initiatives that reflect our suggestions, and we will work towards making these initiatives a success to support the business community and youth in this province.”

The St. John’s Board of Trade is a non-partisan, business advocacy organization that is the principal voice of business for over 700 members in the St. John’s area. Its mission is to improve the local business climate, enhancing its members’ ability to do business through advocacy and member services.

The Board of Trade submission to the Youth Retention and Attraction strategy can be found at: <http://www.bot.nf.ca/publications.asp>.

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