

Backgrounder

Ministers' availability during Ontario Mission

Advanced Education, Employment and Labour Minister Rob Norris will be in London, Ontario on May 30 and 31, 2008 to meet media, business and local dignitaries. Aside from media interviews, Norris plans to meet with stakeholders in London's manufacturing sector, the London Economic Development Corporation and with local businesses that have ties to Saskatchewan. He will also attend the WorkWest Career Fair.

To speak to Minister Norris on the ground in London, call:
Herman Hulshof – 306-526-6815

Enterprise and Innovation Minister Lyle Stewart will be in Windsor, Ontario June 2 to 4, 2008 to gather information on Ontario's business climate, tell business about Saskatchewan and explore potential partnerships between Ontario and Saskatchewan. This includes meetings with manufacturing sector stakeholders, local business people and dignitaries.

To speak to Minister Stewart on the ground in Windsor, call:
Joanne Johnson – 306-533-5519

About the WORKWEST Career Caravan

WORKWEST® sources out the best career opportunities in Western Canada by bringing together high quality employers with perspective employees. Saskatchewan employers who have participated at previous WORKWEST career fairs have reported positive experiences, including excellent exposure, strong leads and direct hires as a result of participation in the event.

For more information, visit: www.workwest.ca

SaskJobs Spring 2008 Campaign

- The current campaign runs from May 19 to June 23, 2008. The overall budget is \$400,000 and includes the following:
 - Outdoor (billboard) advertising – 128 billboards in Ontario and 32 in Manitoba
 - Broadcast (traffic report sponsorships) – in Edmonton and Calgary, Alberta
 - Print Advertising (Manufacturing Week supplement) – in the London Free Press and Windsor Star

- Online Advertising (Facebook, MSN, Google, Yahoo) – in Alberta, Manitoba and Ontario. This is the largest online component for any SaskJobs campaign. The technology includes:
 - Sending SaskJobs ads directly and exclusively into our target regions of southwestern Ontario, Alberta and Manitoba;
 - Sending ads to Facebook users based on their age;
 - Sending ads directly to users who are actively seeking information on employment opportunities; and
 - Google Ads: serves ads related to specific Google search topics
- A semi-trailer will advertise SaskJobs in Southern Ontario from May to October.
- The total budget will be divided regionally as follows (approx.):
 - Ontario – 73%; Alberta – 20%; Manitoba – 7%
- The spring campaign profiles two young Saskatchewan people who have discovered big opportunities for themselves and their families right here in Saskatchewan:
 - Jennifer Robb is a research associate at the Canadian Light Source Synchrotron, one of the most advanced research facilities in the world, located in Saskatoon. She came back to Saskatchewan following her graduate studies at Dalhousie University.
 - Roddie Jesso is a Heavy Equipment Mechanic with Redhead Equipment in Regina. Roddie originally hails from Newfoundland. He made the move to Saskatchewan after a stop in Calgary.

About SaskJobs.ca

SaskJobs is Saskatchewan's largest job-matching website with more than 9,000 quality career opportunities in communities across the province.

Traffic to SaskJobs.ca continues to reach record levels, with more than 394,000 visitors for the 30-day period ending April 23.

- Of interest, hits from Alberta and Manitoba have reached record levels – with more than 15,000 and 14,000 respectively during that time.
- Ontario continues to be a significant source of visitors to the site – 12,000 per month
- SaskJobs hit one million visitors 88 days into 2008 (March 28). Current projections see the site hitting two million 170 days into the year (June 19).