

mobility of manpower is of great importance in the effective utilization of manpower resources.

**AREA INDUSTRIAL DEVELOPMENT**

The Mobility Programme and the Area Development Programme are complementary. Not only must we move workers to jobs, but also we must sometimes move jobs to workers. Substantial grants are available to industries which move into any of 65 specially designated areas of low income and high unemployment. By moving an industry into an area, jobs are brought to workers, the standard of living is improved, and new prospects are created for many of these depressed areas. Since 1963, ten areas have recovered their economic vigour sufficiently to be removed from the programme. Another measure of the success of this programme is that, since December 1963, some 39,000 jobs have been created by the movement of industry into these areas.

**SEASONAL EMPLOYMENT**

Canada, being a country of low unemployment in the summer and high unemployment in the winter, our stabilization programmes are intended to provide a more efficient year-round utilization of our manpower resources, particularly in the construction industry. Financial incentives are provided municipalities to assist in the construction of projects undertaken during the winter months. We endeavour to promote the building of homes, home renovations, and other activities through a large-scale publicity programme, and we believe that this publicity has been instrumental in the shifting of an estimated 260,000 jobs from the summer to the winter months.

These programmes which I have mentioned provide the means of implementing an active manpower policy. Through these, counsellors can counsel and refer persons to training programmes, provide financial assistance to move a worker to another locality where employment is available, advise an employer on training programmes and the availability of graduates from them, and arrange for securing adequate workers from other countries through our Immigration Division....

**EDUCATION STUDY**

A preliminary study of the relative importance of formal and informal education and training and

experience has been made and is to be extended during this coming summer. A study of the geographical migration experience of a group of engineers and scientists during a ten-year period is complete and will be published shortly, and a study of migration between Canada and the United States was published last September. An investigation is being carried out of the factors determining the career decisions of Canadian high-school students begun by the Department of Labour in 1965.

I would like to place particular emphasis on one project which we regard as the first serious attempt at basic educational and skill development in areas of slow economic growth. We are aware that many people in slow-growing areas cannot benefit from the creation of jobs unless they are motivated and trained for these jobs. And yet little is known about how adults in such circumstances may best be motivated to enter and persist in employment or in any training or retraining to qualify them for employment. Further, there is still much to be learned about the special techniques and processes to be used in this motivation.

To meet these problems, the Federal Government announced the inauguration of a new pilot training programme directed at areas of slow economic growth and, in turn, the Department of Manpower and Immigration has established a Pilot Projects Branch to initiate and co-ordinate the programme.

Many people in areas of slow growth have attended schools which were hampered by lack of staff and facilities. Many lack the skills, attitudes, and orientation required for full participation in Canada's changing economy. It is apparent that methods must be developed to provide these adults with basic education so that they may benefit from subsequent skill training. In addition, many people in slow-growth areas have suffered from unsatisfactory social and personal adaptation to school and to work values and patterns. An experimental programme of this nature requires that each pilot training project have considerable autonomy to ensure flexibility and creativity to develop new methods....

Parts of this programme are already under way with an attempt to develop methods of identifying the relevant characteristics of potential trainees and the demands that jobs would make of them if they were trained....

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