

Business of Supply

the field of student aid we have very substantial programs to assist the development of Canada's youth.

• (4:40 p.m.)

The Leader of the Opposition spoke a good deal about the problem of student unemployment. Of course it is a problem which is evident. It arises from two sources. It arises from the post-war baby boom as a result of which students are now entering universities in large numbers. It arises also from the larger numbers of students who are going to universities in this day and age. It was serious last summer and it may be as serious, or more serious, this summer. We were aware of it last summer when we took special steps to meet it. As a matter of fact, the Canada manpower centres have been making special provision for student employment all along. They were engaged in special programs when they were known as national employment service offices.

Last year, when the number of students looking for summer employment exceeded the normal seasonal growth of job opportunities, the department moved quickly to co-ordinate and intensify all its activities on behalf of students. This was done by launching a jobs for students campaign. It was a modest start at a cost of \$75,000, but it produced encouraging results. The campaign was designed to encourage Canadian businessmen, trade unions, government authorities, mass communications media, community organizations and householders to give all the assistance they could to help students find jobs.

It should be evident to hon. members that it is not within the capacity of the Department of Manpower and Immigration to create jobs. The work of the department is to gauge the number of jobs which exist in the labour market and to bring the greatest possible information to bear on the situation. The purpose of the advertising program last summer was to get students to use the facilities of the manpower centres and to induce employers to use those centres and take on additional students where possible. In an effort to assist, my department last summer hired 100 students to help the regular staff in the manpower centres in their effort to match students looking for work with available opportunities. I think they did a good job. It was a short campaign and it was over quickly. It enjoyed wide support. Provincial youth departments and agencies, chambers of commerce, service organizations, merchants and construction associations all aided in varying degrees.

During the period of the campaign between July 25 and September 30, more than 13,000 student placements were made. We do not know how many would have been placed in the absence of our campaign, because this is information which it is impossible to obtain, but during the period of the campaign we did place the number I have mentioned and this has encouraged us to believe that a similar campaign this spring and summer will be of value. It is not easy to determine the number of students who will be looking for work this summer but our estimate at present is around 367,000, some 10,000 more than last year.

The Leader of the Opposition referred to our advertising campaign for summer student employment and said it was begun too late. Well, if I remember correctly, it was begun early in February, and surely if it started any earlier its effect would have been dissipated long before the summer season arrived. As a result of our experience we have tried to make this year's campaign larger and more effective. We have undertaken an extended program of national, local and regional publicity, using all media and aiming primarily at potential student employers. The campaign started some time ago and will continue during the summer. We have budgeted about \$250,000 this year for this advertising program. I think that is a substantial sum to put out for such a definite and specific purpose. We are seeking to encourage potential employers to identify the summer jobs which they have available, or can create, for students, and make sure that these jobs are brought to the attention of our manpower centres so that we can refer students to them. In addition, we hope to employ some 335 students in the department across Canada to assist in this program.

The Canadian manpower centres are, thus, actively searching for job opportunities and making a special effort to urge as many employers as possible to find jobs for students. In addition, we are taking steps to ensure that students looking for work are registered with the manpower centres. In this way we hope to make sure that the centres are the focal points for both students and employers. Moreover, the departmental officers in each of the five regions have been appointed to act as regional co-ordinators in connection with summer student employment. All in all, this represents a large task force, especially when one considers that there are over 300 Canada manpower centres or offices from coast to coast.