



Labour and Advanced Education

Canada-Nova Scotia Labour Market Agreement Communications Requirements

Background

The Canada-Nova Scotia Labour Market Agreement (LMA) was signed in June 2008 to provide an estimated \$85 million in funding transfers from Ottawa to the Province over six years to help low-skilled workers, non-Employment Insurance eligible individuals, and groups who are under-represented in the workplace, to find work.

Canada and Nova Scotia have agreed that both levels of government are to be recognized in project-related communications, regardless of whether it is developed by government entities or community based agencies.

Required Text

Please include the following text in news releases, features, speeches, announcements, etc.:

<Project Name> is funded through the Canada-Nova Scotia Labour Market Agreement, through which Canada will transfer an estimated \$85 million to Nova Scotia over six years to help low-skilled workers, individuals who are not eligible for Employment Insurance benefits, and groups who are under-represented in the workplace, to find sustainable employment.

Please include the following text on posters and other pieces that are more graphic and light on text:

Funded under the
Canada-Nova Scotia
Labour Market Agreement

The Canada and Nova Scotia wordmarks should also appear on posters and other pieces that are more graphic and light on text. Contact Judy Munro to obtain the wordmarks.

Canada 


NOVA SCOTIA
NOUVELLE-ÉCOSSE

Funding Announcements

Please contact Judy Munro, Department of Labour and Advanced Education, 902-424-0011 or munrojc@gov.ns.ca if you are contacted by the media about a project or as soon as your organization starts to discuss:

- a funding announcement or event
- a news release or feature
- a radio or television spot
- an advertisement
- a poster or brochure
- a speech by one of your organization's leaders or staff

For more information, please contact:

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