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Press Release

For Immediate Release

St. John's Board of Trade and Newfoundland and Labrador Employers' Council Announce Wage Support Program

St. John's, NL – The St. John's Board of Trade and the Newfoundland and Labrador Employers' Council, in partnership with the Government of Newfoundland and Labrador, announced today a new wage support program to assist small and medium businesses in response to the April 1st minimum wage increase. The announcement was made today at Bannerman Brewing Co. in St. John's.

Over \$2,000,000 is being provided by the Provincial Government through the Canada-Newfoundland and Labrador Labour Market Development Agreement to provide financial assistance to approximately 600 businesses in the province.

“Our Government recognizes the importance of a balanced approach to changes in minimum wage since it affects both employees and employers,” said the Honourable Bernard Davis, Minister Responsible for Labour. “It is important to support local business as they adapt to increases in labour costs. The Wage Support Program is an excellent initiative that will provide much needed assistance to employers.”

Businesses across the province with fewer than 100 employees and that had more than one employee paid at the minimum wage rate between April 1st, 2023 and March 31st, 2024, will be eligible to receive a one-time payment of \$2,500 to \$5,000 through the Newfoundland and Labrador Wage Support Program.

“The cost of doing business has had a significant impact on our members,” said Judy Sparkes-Giannou, Chair of the Newfoundland and Labrador Employer's Council. “We are pleased to work with the Government of Newfoundland and Labrador to support hundreds of businesses throughout the province.”

“The Newfoundland and Labrador Wage Support Program provides critical relief at a time when local businesses like ours are adjusting to increased operational costs,” said Bannerman Brewing owner and operator, Phil Maloney. “This funding not only helps us maintain our commitment to fair wages but also enables us to continue supporting our community.”

Mark's franchise owner, Sarah Deer, said, “With this funding, local businesses like ours are better equipped to support our workforce. It's a powerful investment in our community, ensuring that we continue to provide economic and social benefits to the province.”

Eligibility requirements and the application form will be available at NLWageSupport.com in the coming weeks. The program will be administered on a first-come, first-served basis.

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