



Premier of Alberta

Office of the Premier, 307 Legislature Building, Edmonton, Alberta T5K 2B6 Canada

July 5, 2023

The Honourable Matt Jones
Minister of Jobs, Economy and Trade

Dear Minister:

I want to thank you for your service to this government and congratulate you on your new role as Minister of Jobs, Economy and Trade.

Our diverse Cabinet is made up of talented and experienced leaders and I am proud to share with you our responsibility to fulfill the mandate given to us by Albertans. We all love this beautiful province and want the best for our families and our future. Over the next four years, we will take clear and decisive action to grow and diversify our economy while ensuring our health, education and other core social programs are world-class.

I have full confidence that our team will build on our solid foundation of stability, informed decision-making, and good governance to improve the lives of Albertans and help our province realize its potential.

Alberta continues to be the economic and job creation engine of Canada, and a world hub for technological innovation in multiple sectors; our Government must keep it that way and grow our Alberta Advantage to new heights.

Under your leadership as Minister of Jobs, Economy and Trade, I expect you to work closely with your Cabinet and Caucus colleagues, and the public service through the committee, Cabinet, and legislative processes to deliver on our election platform commitments to support Albertans, including:

- As lead, working with the Ministers of Treasury Board and Finance as well as Forestry and Parks, develop programs similar to the Agri-Processing Investment Tax Credit to incentivize investment in forestry and other manufacturing sectors.
- Collaborating with partner organizations, including Regional Economic Development Alliances, to enhance wayfinding services and other business-attraction initiatives for investments under approximately \$50 million.
- Introducing a one-time “Alberta is Calling” attraction bonus of at least \$1,200 for workers in skilled trades and professions where there are labour shortages in Alberta, including health care, child care and trades.



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- Consulting with Alberta private sector unions on ways to reduce red tape in aspects of the *Restoring Balance in Alberta's Workplaces Act* that made it unduly onerous for unions to make charitable donations.

In addition, I expect you to work on several ongoing and new initiatives to create jobs and grow the economy including:

- Working directly with each economic ministry across government, design a ministry-specific job-attraction strategy to raise the awareness of young Albertans (aged 16 to 24), and adults changing careers, of the skilled trades and professions available in each economic sector, including pathways for education, apprenticeship, and training.
- Under my direction, advancing and defending Alberta's interests with the federal government in the negotiation, implementation, and management of international trade agreements.
- In collaboration with other ministries and Alberta investment attraction partners, ensuring Alberta is a highly competitive destination for job-creating international and domestic investments through effective and client-centred programs and policies.
- Promoting Alberta's trade interests on the global stage and supporting Alberta businesses to diversify into new international markets through programs, services, and international trade missions.
- In collaboration with other ministries, seeking solutions to Alberta's labour market shortages in key sectors including technology, agriculture, construction, and health care.
- Working in concert with the economic development ministries to remove barriers to the growth and development of Alberta's airports, with special attention to regional airports (i.e., Grande Prairie, Fort McMurray, Lethbridge and Medicine Hat), that can help Albertans connect themselves and their goods to major international airports and increase our province's economic competitiveness.
- Partnering with the Minister of Arts, Culture and Status of Women, who is the lead, to continue growing Alberta's cultural industries, including focusing on Alberta-made productions and supporting Alberta producers and companies in developing Alberta content.



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I direct you to work closely with the public service, including your Deputy Minister and other senior officials in your ministry, to support the priorities outlined in this letter, with the highest standard of professionalism, integrity, and creativity.

I also expect you to regularly and proactively reach out to all ministry-related stakeholders to take feedback and identify potential solutions to issues of importance to them, including finding ways our government can reduce burdensome and unnecessary red tape and barriers that are hurting their ability to grow the economy and improve the quality of life for the Albertans they serve.

Together with you and our Caucus and Cabinet colleagues, I look forward to serving all Albertans to ensure our province remains one of the best places on earth to live, work and raise a family.

Sincerely,

A handwritten signature in black ink that reads "Danielle Smith". The signature is written in a cursive style with a large initial 'D'.

Danielle Smith

Premier of Alberta