



GREEN JOBS INITIATIVE

# Success Story

## Green Job Helps Grow Town of Sussex

**J**ASON THORNE REMEMBERS HOW THE  
Town of Sussex looked only a few years ago.

“We were surviving, but we definitely weren’t thriving when it came to landscape in the community,” says Jason, the community services director for the New Brunswick town of roughly 4,000 people. “We were really fortunate for a number of years to have a Communities in Bloom committee doing a lot of the manual labour to maintain our green spaces, but that’s only sustainable for so long.”



TOWN OF SUSSEX,  
NEW BRUNSWICK

**Canada**

This project is funded by  
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O'Connell Park - Before



O'Connell Park - After

*“You can draw a line between the Green Jobs funding in 2018 to the enhanced appearance in the community today.”*

Jason Thorne, the community services director for the New Brunswick town of roughly 4,000 people

In 2018 he heard about the CPRA Green Jobs Initiative, which is funded in part by the Government of Canada's Youth Employment Skills Strategy program, and applied for the grant to hire a student landscaper. Residents and visitors saw instant results, and the experience showed town council the need to hire a dedicated professional to help beautify the community's outdoor spaces.

“It greased the wheels for a lot of people to see and realize that if we dedicate more focused resources to this area, then you will start to see some of the improvements that people are expecting. It started the process,” Jason remembers. “You can draw a line between the Green Jobs funding in 2018 to the enhanced appearance in the community today. It gave us really tangible, visible results.”

The following year, Jason got the green light to hire a professional landscape horticulturist – the town's first newly created position in at least 25 years.

He didn't have to look far to fill the role. The community connected with a nearby school that trains students to become professional landscape horticulturalists, and from there he met Michael Haines – a Red Seal Landscape Horticulturist who has been beautifying the town ever since.

“There's a lot of work,” says Michael. “I look after the town's plants, trees, flowerbeds and sports turf. And there's a number of hanging baskets that need to be watered and fed. But it makes the community look a whole lot better.”

The same year he was hired, the town applied for and received another Green Jobs student who worked with Michael in the field – which gave him the opportunity to work as a mentor.

Since that student's initial hiring through the Green Jobs Initiative, he returns to the town every year to work as a summer student.

“It's a pretty rewarding experience, working with someone who had very little experience in this area and seeing them grow over the years,” Michael says.

Jason adds that the town is now looking to hire an apprentice to work with Michael as a Red Seal, as well as a student from University of New Brunswick Fredericton's forestry program to help with the next steps on the town's recent urban forest management plan.

“We're at a stage now where people are excited by what they see,” Jason says, adding that the initial funding has spiralled into more green initiatives for the community, including plans for the establishment of permanent greenhouses in the town. “When you run a small community, there's not a lot of wiggle room. Sometimes you need some initial funding to get some of these important initiatives off the ground.” 🍁