

News Release

FOR IMMEDIATE RELEASE

GUIDE ON HIRING ABORIGINALS BEING RELEASED

BRANTFORD (Sept. 13, 2010) – Area businesses can benefit by tapping into the large, talented labour pool from Six Nations.

That's the theme of a newly published booklet, called *Building an Inclusive Workplace*, being released on Tuesday night. The booklet will be launched at the Business After Hours event being held at Grand River Employment and Training (GREAT) from 5 p.m. to 7 p.m. at 16 Sunrise Crt. in Ohsweken.

"It pays to hire from the Six Nations' labour force," said Yvonne Beaver, project manager of GREAT's Workforce Connections. "By employing from Six Nations' workforce, businesses can enjoy increased exposure to the Six Nations population, opening up valuable new market opportunities."

Six Nations represents a large market for selling goods and services, with about 11,000 Six Nations citizens and another 12,000 living off reserve in the region. There's also more than 300 businesses operating on Six Nations and the New Credit Territory.

Meanwhile, Six Nations has a larger percentage of young workers than Canada as a whole. Those workers are becoming increasingly better educated, with about 42 per cent completing post-secondary education.

Building an Inclusive Workplace is a joint venture between GREAT and the Workforce Planning Board of Grand Erie. The booklet helps employers build a more inclusive and diverse workforce, offering suggestions on how to recruit, retain and reward talented aboriginal employees.

"We want to make employers aware of this untapped pool of talent," said Jill Halyk, executive director of the Workforce Planning Board. "We have a remarkable source of human capital that is often overlooked."

Beaver said Business After Hours, a Brantford Brant Chamber of Commerce networking event, is a perfect opportunity to launch the booklet, since it will allow GREAT to reach many business leaders. The event will also allow GREAT to showcase many of the extensive services it offers out of its Business Opportunity Centre in Ohsweken.

Businesses wishing a copy of *Building an Inclusive Workplace* can contact:
Grand River Employment and Training at 519-445-2222 or info@greatsn.com
Or Workforce Planning Board at 519-756-1116 or admin@workforceplanningboard.org

- 30 -

For more information, contact:
Yvonne Beaver, project manager Workforce Connections, GREAT, 519-445-3095, or email Yvonne@greatsn.com
Jill Halyk, executive director, Workforce Planning Board, 519-756-1116, x227 or email jhalyk@workforceplanningboard.org