



# News Release

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## NUMBERS POINT TO BRIGHTER EMPLOYMENT PICTURE

BRANTFORD (May 6, 2011) – Brantford’s employment picture brightened in April, mirroring a decrease in Canada’s jobless figures that was announced Friday.

Brantford’s unemployment rate fell to 8.9 per cent in April, down from 9.2 per cent in March, according to Statistics Canada figures released by BrantJobs.

The improved job picture is also supported by the monthly labour force survey conducted by the Workforce Planning Board of Grand Erie.

The 63 Grand Erie employers who participated in April reported hiring 67 staff, while only 14 positions were eliminated, for a net gain of 53 positions. Employment growth was especially strong among the local manufacturers who participated. Forty-six manufacturing jobs were added while only 9 were eliminated, for a net gain of 37 positions.

“We’re happy to see these employment gains and hope they continue,” said Jill Halyk, executive director of the Workforce Planning Board. “We want to see more great news like the recent announcement by Bell, coming home to Brantford to hire our residents.”

BrantJobs, meanwhile, is also seeing an increase in job posting. BrantJobs reported 298 active listings last month, up 16 per cent from April 2010. Full-time, permanent positions saw the most increase year over year, growing 56 per cent. The strongest demand for jobs is coming from business and finance, manufacturing, trades and transportation.

The Workforce Planning Board is one of 21 non-profit organizations in Ontario that play a leadership role in labour force planning.

BrantJobs is a service of the City of Brantford and County of Brant, providing a broad range of employment solutions to local employers and job seekers. Full details can be found at [www.brantjobs.ca](http://www.brantjobs.ca)

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