



# News Release

Media contact:  
Mark Skeffington 519-756-1116, x228  
[mark@workforceplanningboard.org](mailto:mark@workforceplanningboard.org)

## NORFOLK LABOUR FORCE SHRINKING

SIMCOE (Jan. 12, 2015) – Norfolk’s unemployment rate has remained fairly steady over the last three years but other figures are raising concerns.

Norfolk’s unemployment rate was 7.5% in December, based on a 3-month moving average, according to figures released by Statistics Canada. December 2014’s figure closely match those for the same month in 2013 (7.7%) and 2012 (7.6%).

Canada’s jobless rate in December 2014 was 6.6%, while Ontario’s was 7%. Brantford was at 6.2%.

“Although the unemployment rate has remained relatively stable in Norfolk, we have some concerns,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “The labour force has shrunk by several thousand people and fewer people are looking for work.”

There were 29,400 Norfolk residents reported working in December 2014, down 2,800 from a year ago. Norfolk’s labour force stood at 31,800 people last month, down 3,100 from December 2013.

Halyk said that while some of the shrinkage in the labour force may reflect people retiring, it also suggests some residents have given up searching for work.

At the same time, the caseload of residents on Ontario Works has been climbing. In October 2014, there were 1,436 cases, up from 1,413 in October 2013, according to figures from Haldimand Norfolk Health and Social Services.

“There’s a continued need for innovative partnerships between businesses and the community to assist people to gain the skills needed to successful in the job market,” Halyk said.

The Workforce Planning Board is currently conducting a survey of area employers called EmployerOne that should provide a sense of businesses’ plans for hiring over the next year. The survey closes Jan. 31

The [Workforce Planning Board](#) is one of 25 non-profit organizations in Ontario that play a leadership role in labour force planning.