



News Release

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AREA EMPLOYERS PLAN TO HIRE THIS YEAR: SURVEY

BRANTFORD (April 16, 2015) – Area employers are in a hiring mood for 2015, results from a recent local survey show.

Sixty-nine per cent of the 200 area employers who filled out January's EmployerOne survey said they plan to hire in 2015, according to figures released by the Workforce Planning Board of Grand Erie. Meanwhile, 81% of survey respondents said they hired in 2014.

"These survey results are good news for residents in Grand Erie," said Jill Halyk, executive director of the Workforce Planning Board. "We've surveyed local employers for two years now, and the hiring trend is positive and moving upwards, which is what we want to see."

EmployerOne asked employers in Brantford, Brant, Haldimand, Norfolk, Six Nations and New Credit about their hiring plans, practices, needs and challenges, including skills needs and shortages.

Survey results are being shared with employers, government and other groups, including two dozen community organizations that are EmployerOne partners. Results are also posted on the Workforce Planning Board's [website](#).

Some survey highlights:

- 47% of employers had hard-to-fill jobs (jobs it was hard to find qualified applicants for);
- 92% of people who work in manufacturing, our area's No. 1 employer, are permanent full time;
- 61% of organizations employ fewer than 25 people, showing the importance of small business;
- Word of mouth/personal contacts is the No. 1 way employers recruit;
- Work ethic and dependability is the No. 1 skill desired by employees.

"Knowing what skills employers desire, for example, is crucial information for anyone looking for a job. Jobseekers have a chance to boost their skills and better their chances of being hired," Halyk said.

Halyk noted some survey results are concerning and need to be watched. The percentage of employers who had hard-to-fill jobs climbed from 2014 to 2015. Meanwhile, employers gave a lower score this year when asked to rate the availability of qualified workers in Grand Erie. "We want to ensure local employers can find qualified staff here, and not be driven to look outside Grand Erie to hire."

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The annual EmployerOne survey is funded by the Ministry of Training, Colleges and Universities. The [Workforce Planning Board](#) is one of 26 non-profit organizations in Ontario that play a leadership role in labour force planning.

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