



News Release

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BRANTFORD POSTS POSITIVE JOB NUMBERS IN APRIL

BRANTFORD (May 9, 2014) – Brantford’s employment picture brightened in April, as the jobless rate fell and more people reported they were working.

April’s local seasonally adjusted jobless rate fell to 7%, down from 7.4% in March, according to Statistics Canada figures released Friday. The unemployment rate a year ago in April 2013 was 7.6%.

Brantford’s figures improved across the board. The number of residents who reported they were working grew by 1,000, while 200 fewer people reported they were jobless. The employment rate climbed almost a full percentage point to 61.7%, while there was a similar jump in the percentage of people participating in the labour market.

Canada’s jobless rate remained unchanged at 6.9%, even though employment fell across the country by 29,000 positions. Ontario’s unemployment rate stood still at 7.4%.

“We are pleased to see signs of improvement locally,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “But we don’t know the quality of these jobs. We need to continue to help our businesses grow to ensure job creation.”

April saw a jump in the number of jobs advertised on BrantJobs, with 475 positions listed – the highest number in 18 months. The Manufacturing and Processing sector lead the way, while the Retail and Sales sector had the second highest number of new job postings.

“The BrantJobs website continues to be a very active destination for job seekers and employers,” said David Miskiw, Transition Manager – Ontario Works & Housing Services of the City of Brantford. More than 32,000 people visited BrantJobs in April, and some 2,100 employers also use the service, he said.

Statistics Canada’s figures for Brantford showed higher employment in management, sales and service, and in the trades in April.

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

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Note: Statistics Canada’s monthly Labour Force Survey provides estimates of employment and unemployment, based on a sampling of households in communities.