



News Release

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BRANTFORD JOB PICTURE IMPROVES

BRANTFORD (April 10, 2015) – Brantford’s job market improved in March, with more people reporting they were working.

March’s local seasonally adjusted jobless rate was 5.4%, down from 5.5% in February, according to Statistics Canada figures released Friday. Brantford’s unemployment rate has fallen 1.5% over the last six months.

Canada’s jobless rate remained unchanged at 6.8%, as about 29,000 (largely part-time) jobs were created across the country, while Ontario’s rate remained 6.9%.

In Brantford, an estimated 1,400 more people were working in March, improving our employment rate to 66.5% - a figure that has been climbing month over month.

“These are positive numbers, with a slow but steady increase in the number of residents employed,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “We are moving in the right direction, and we continue to hear about new job opportunities in the Brantford area.”

Halyk said there are still a sizeable number of residents who are struggling to find jobs, and they need help to gain the skills employers are looking for. “Employers have told us their top desired skills in employees are: having a good work ethic, commitment to customer service, the ability to work in a team, communication, and being self-motivated.”

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