



News Release

Media contact:
Mark Skeffington 519-756-1116, x228
mark@workforceplanningboard.org

BRANTFORD JOBLESS RATE DIPS AS ONTARIO'S FIGURE CLIMBS

BRANTFORD (Dec. 5, 2014) – Brantford's unemployment rate dropped half a percentage point in November as about 1,100 more residents reported they were working.

November's local seasonally adjusted jobless rate fell to 6.2%, after two months at 6.7%, according to Statistics Canada figures released Friday.

Brantford's employment picture brightened even though Ontario saw a loss of about 34,000 jobs. Ontario's unemployment rate climbed to 7%, while Canada's rate edged up to 6.6%.

While Brantford has recently seen its workforce participation rate – the percentage of people active in the job market – decline and its labour pool shrink, November reversed that trend.

“Our local job market has been pretty stable recently, but it's good to see more people being active and successful in their job search,” said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. “We believe some of the hiring may be seasonal, in retail for example, but there has been an upswing in hiring for other occupations, too.”

More Brantford area residents reported working in sales and service jobs (which includes travel, accommodation and recreation), health care and in teaching in November, Statistics Canada reported.

BrantJobs posted 335 jobs in November, down about 100 from October but 50 more than a year ago.

Halyk said the Workforce Planning Board continues to hear from employers, especially in manufacturing, that they are looking for motivated people with a good work ethic, positive attitudes, ability to work in a team, and a willingness to learn new skills on the job. “We know there are vacancies out there, with some companies having trouble filling certain positions.”

Next month, the Workforce Planning Board and a group of community partners will conduct the second annual EmployerONE survey of area employers. The survey asks employers to indicate if they plan to hire in 2015, as well as what skills and occupations they are looking for.

[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.