



News Release

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AREA EMPLOYERS AGAIN HIRING FOR 2016: SURVEY

BRANTFORD (April 15, 2016) – Area employers are optimistic about their hiring plans for the rest of the year, a recent local survey shows.

Sixty-one per cent of the 260 area employers who filled out January's EmployerOne survey expect to hire more employees in 2016 than in 2015, according to figures released by the Workforce Planning Board of Grand Erie. Meanwhile, 77% of survey respondents said they hired in 2015.

"Every year, local employers have reported hiring far more people than they anticipated hiring which is good news for Grand Erie residents," said Jill Halyk, executive director of the Workforce Planning Board. "We've surveyed employers for three years now, and the hiring trend is positive and moving upwards."

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

The findings include:

- 40% of employers reported that a lack of job applicants resulted in hard-to-fill jobs;
- 91% of people who work in Manufacturing, the area's largest source of employment, are full time;
- Almost half of the people working in Accommodation and Food Services are under 25;
- Over 100 participating employers have 25 employees or less, showing how important small business is to our community.

The results are shared with employers, government and other groups, including two dozen community organizations to help build a quality labour force. Results are also posted on the Workforce Planning Board's [website](#).

"People who are looking for a job need to know what skills employers desire. Knowing the skills needed gives jobseekers a chance to boost their skills and better their chances of being hired," Halyk said.

Halyk noted that there have been some positive trends emerge. This year's survey found that the share of employers who had hard-to-fill jobs decreased and more employers rated the availability of qualified workers in Grand Erie higher than last year. "We are hoping that this year's results reflect a trend where employers are hiring that talent locally."

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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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