



News Release

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2018 labour market report shows “Help Wanted”

BRANTFORD (Feb 14, 2018) – Employment growth hit a 10-year high last year in the local job market but there are still jobs being left unfilled.

That’s one of the findings of a new report, *Help Wanted: Growing the Talent Pool*, published by the Workforce Planning Board of Grand Erie.

The report’s title comes from the fact that area employers are seeing a shortage of applicants for many jobs, from general labour positions to highly skilled occupations, and there is increased competition for qualified employees. At the same time, the growing skill requirements are making it increasingly difficult for people with lower levels of education and skills training to get and keep jobs.

“This is an excellent time for people to step into the labour market,” said the report’s author, Jill Halyk, executive director of the Workforce Planning Board. “But we need to take a fresh look at how our community, employers and workers develop the talent needed in today’s workplace.”

Help Wanted is based on extensive research on the Grand Erie region’s economy and job market, as well as interviews and consultations with some 500 area businesses and community service organizations.

The report has key messages, strategies and actions that can benefit local employers and job seekers, Halyk said.

“Employers face human resource challenges to attract good employees, but businesses can do more to share information about their industries and career opportunities,” she said. “And once staff are hired, businesses need to invest in training that covers both the technical and soft skills that help employees succeed and grow.”

The report also highlights that getting a job is only the first step for job seekers, and that there are opportunities to advance for people who are willing to learn new skills. “In today’s environment, lifelong learning and skill development plays an important role in job retention,” Halyk said.

Help Wanted: Growing the Talent Pool is available on the Workforce Planning Board’s website: www.workforceplanningboard.org

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