



# News Release

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## SEASONAL HIRING BOOSTS EMPLOYMENT

BRANTFORD (Dec. 1, 2017) – Seasonal hiring helped boost the number of people working in Brantford in November.

Brantford's unemployment rate was 4.8% in November, falling half a percentage from 5.3% in October, according to seasonally adjusted Labour Force Survey numbers released by Statistics Canada on Friday.

Across Canada, employment grew by 80,000 in November, dropping the national monthly jobless rate to 5.9%. More than half of that employment growth came in Ontario, primarily in wholesale and retail trade, and manufacturing. Ontario's monthly jobless rate was 5.5% in November.

In Brantford, employment continues to grow on a monthly basis, with an estimated 5,500 more people working now than in July.

"The local job market continues to be a healthy one, with employment at a 10-year high," said Jill Halyk, executive director of the Workforce Planning Board of Grand Erie. "The latest numbers reflect hiring for the holiday season, but it continues to be a good time to enter the job market."

Halyk said there's a new, free education program called Adult Dual Credit coming that will help adults complete high school while also earning college credits, thereby creating new opportunities for local residents to gain skills for employment. Conestoga College in Brantford and Fanshawe College in Simcoe will both offer the dual credit programs starting early next year.

The release of November's Labour Force Survey comes just days after labour market information was released from the 2016 Census.

Among the highlights was that two-thirds of employed residents in the Brant census division also work here, while the other 33% commute outside the Brant area. In the Haldimand-Norfolk census division, 41% of employed residents commute outside the area to work.

The [Workforce Planning Board](#) is one of 26 non-profit organizations funded through the Government of 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. Brantford's unemployment figures are reported on a 3-month moving average, while Canada's and Ontario's are monthly.