



## **PRESS RELEASE**

County of Dufferin  
55 Zina Street  
Orangeville, ON L9W 1E5

*For Immediate Release: January 12<sup>th</sup>, 2018*

# **EmployerOne Survey: A Voice for Local Employer Workforce Needs**

*Dufferin* – For everyone in Dufferin County having a vibrant workforce is vital for the ongoing success of the local economy. Each year the annual EmployerOne Survey conducted by the Workforce Planning Board of Waterloo Wellington Dufferin allows businesses to share important information about hiring challenges and specific workforce needs.

“Today, we are forced to think differently about productivity and growth for many different reasons”, said Karisa Downey, the County’s newly appointed Economic Development Officer. “Globalization is expanding more than ever creating a highly competitive market while incredible movements in technology are changing the skills required to advance in the workforce, additionally a demographic shift in population means a decrease in individuals of working age”, says Downey.

The EmployerOne survey aims to gather reliable labour market information from employers, in a confidential manner, on an annual basis. The information gathered is used to assist local business owners. Because of surveys completed in 2017, the Workforce Planning Board has been able to host local job fairs, industry days and consultations for struggling industries.

The newly established Workforce Development Committee in Dufferin is working to create solutions to these local workforce challenges. However, they are only as strong as the information they are given. If you are an employer, please be a part of this important conversation! The survey is open until January 31, 2018 and it needs your participation. Using this link to access and complete the survey will provide valuable insights.

<https://www.surveymonkey.com/r/EmployerOneDufferin>

-30-

**For more information, please contact:**

Sonya Pritchard, Chief Administrative Officer  
sritchard@dufferincounty.ca  
519.941.2816 ext. 2502