



# News Release

---

## LOCAL UNEMPLOYMENT RATE CONSISTENTLY DROPPING

WALKERTON (July 10, 2015) – Stratford-Bruce Peninsula’s unemployment rate has dropped consistently over the past six months.

June’s local unadjusted for seasonality jobless rate fell to 4.5%, down from 5.3% in May, according to Statistics Canada figures released today. The Stratford-Bruce Peninsula region has seen fluctuating unemployment rates, between 5.1% and 4.5% since January, yet remains consistently below the national and Ontario averages of 6.9% and 6.7% respectively.

In our region an estimated 600 more people were working in June as compared to the start of the year, with the majority of those being full-time positions.

From a local industry perspective, there was a slight increase in the number of people employed in construction and health care and social assistance in June, while agriculture and trade saw a slight dip in the number of people employed.

In recognizing the job market can be complex and confusing, the Four County Labour Market Planning Board (FCLMPB) recently offered an entrepreneurial workshop to inspire continued innovation for local businesses and entrepreneurs.

“There are certainly exciting things happening across our region for business start-ups, and ensuring we circle around these entrepreneurs to support and help with their success will be one of the most beneficial strategies for continued rural success,” said Gemma Mendez-Smith, executive director of the FCLMPB.

The Four County Labour Market Planning Board, one of 26 non-profit organizations in Ontario that play a leadership role in labour force planning, continues to work with businesses and community groups to address the most pressing concerns, deliver the most up-to-date information, and the catalyst for building a strong economic climate through community activities