



## MEDIA RELEASE

# LOCAL BUSINESSES AND JOBSEEKERS ENCOURAGED TO VISIT JOBSSTRATFORD

### Employment Resource Page Aggregates Resources for Employers and Jobseekers

Stratford, ON – June 24, 2020 ... The Stratford Economic Response and Recovery Task Force (SERRTF) is encouraging local businesses and jobseekers to visit the “JobsStratford” page on the investStratford.com website as they deal with specific employment issues. Stratford and Perth County continue to reopen their doors since Covid-19 shut the economy down in mid-March, business have been retooling and adjusting to what the ‘new normal’ might look like for not only customers but employees as well. Employers and job seekers looking for meaningful employment, are encouraged to visit the Investstratford.com website’s “JobsStratford” page which has the resources to assist in both job search and job posting.

The JobsStratford also features popular feeds to various search engines, the newest of which is Connect2Jobs, a new jobs website that pulls vacancies for the region into one place for easy access. Normally, job seekers have to search several different sites to find local jobs; now with this time saving one-stop-shop, their search is made easy as they look for employment opportunities in Bruce, Grey, Huron, Perth counties. Additional resources include links to valuable organizations which provide opportunities for skilled workers in a variety of different industries such as Partners in Employment, Conestoga Career Centre, Employment Ontario, Canadian Job Bank, Connect2Jobs: Four County Labour Market Planning Board, Indeed.com, Opportunity Lives Here and Agrifood Canada.

This “one-stop” resource will help provide a concentrated experience for those looking for work and for those looking to find workers. Stratford and Perth County have enjoyed a historically below-average unemployment rate but the pandemic has shifted the balance with the region’s unemployment rate at the end of May at 9.3% compared to a 4.9% pre-pandemic rate in February.

**Eddie Matthews, SERRTF Committee Chair for Manufacturing, AgriFood and Professional Service** stated “*I believe this site is a valuable resource for both employers and employment-seekers. Part of making Stratford open for business means making sure anyone looking for employment can connect with opportunities to find good jobs, and that employers can hire the skilled workers they need right now and in the future. As consumer behaviour shifts, the ability of businesses to adapt and pivot will be a major determinant of Ontario’s long-term economic recovery.*”

The Task Force continues to develop previously announced complementary projects including Digital Mainstreet ShopHERE program, downtown Patio Extensions and Boardwalk Installation, Stratford Summer Music’s MusicBarge, and Streetside Live program Stratford “Al Fresco”, and The Circles Project within “Stratford en Plein Air” that strive to help the local tourism sector navigate the economic challenges caused by the Covid-19 pandemic.

For employment resource page visit: [www.investstratford.com/jobsstratford](http://www.investstratford.com/jobsstratford)

For full list of SERRTF activities visit [www.investstratford.com/taskforce](http://www.investstratford.com/taskforce)

-30

#### About investStratford

investStratford is committed to advancing the economic future of Stratford, Ontario, Canada through investment in arts, education and industry. Globally Connected | Community Driven [www.investStratford.com](http://www.investStratford.com)

#### About Stratford Economic Response and Recovery Task Force (SERRTF)

Coordinated by investStratford, the SERRTF is a unique partnership of business-facing organizations which include Stratford & District Chamber of Commerce, Stratford Tourism Alliance, Stratford City Centre BIA, United Way Perth-Huron and the Stratford Perth Museum. The Task Force mandate is to create the best recovery strategy for the City of Stratford.

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