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The Prince Edward County Chamber of Commerce and The County Workforce Partnership Release the Attracting and Engaging the Evolving Workforce Strategy

Prince Edward County: In 2017, provincial funding to assess the labour market, formulate a strategic plan and create a partnership, led to the creation of what is collectively known as the County Workforce Partnership and is now a standing committee of The PEC Chamber of Commerce. The partnership includes The Prince Edward County Chamber of Commerce, the Prince Edward Learning Centre, the Community Services, Programs and Initiatives Department of the Corporation of the County of Prince Edward, Career Edge, the Centre for Workforce Development, and the Prince Edward Lennox & Addington Community Futures Corporation.

The mandate for the County Workforce Partnership committee is to develop organizational and community capacity to implement and sustain a sector approach to workforce development, by assessing and coordinating resources to deliver an enduring collective approach that serves both the sector and our workforce. Through this partnership, the familiar and successful training program, H.E.A.T. (Helping Employers Acquire Talent) was developed.

At the close of 2019, the County Workforce Partnership, recognized that while the economic development of various sectors in Prince Edward County are booming, the need to research the jobs of the future (1-5 years from now) so that The County will be in a good position to transition from a labour market heavily based in tourism to a year-round workforce was needed. With the declining population, Prince Edward County needs to attract potential residents from outside of the area to support the jobs of the future. As the project was underway, the global outbreak of Covid-19 affected small-medium sized businesses that are especially vulnerable to the social distancing requirements. Add to that the tourism, hospitality and retail services that are significantly reliant on in-person business and the county's economy has been especially hindered.

“This report highlights opportunities and initiatives to address current challenges to support strong economic growth, based upon the attraction, retention, and development of the workforce that drive investment to remain competitive in this changing world,” said Lesley Lavender, Executive Director with The Prince Edward County Chamber of Commerce. “We are thrilled to announce that we have received additional funding to implement some of the amazing opportunities highlighted in this strategy. Our hope is that you are inspired to join our efforts as we continue to navigate unprecedented times, looking to businesses, organizations, and communities to assist in not only coping with the effects of the COVID-19 pandemic, but to also lay the foundation for growth and prosperity for the future.”

The link to this report can be found at: <https://www.pecchamber.com/attracting-and-engaging-the-evolving-workforce>

The Prince Edward County Chamber of Commerce is a member-based organization. Our focus is to channel the collective strength of the business community to improve the economy.

For further information regarding this event contact:

Lesley Lavender, Executive Director, Prince Edward County Chamber of Commerce

lesley@pecchamber.com

www.pecchamber.com