

For Immediate Release

## **Eastern Ontario Regional Network Partners with Innovative Online Jobs Portal**

Toronto, Ontario (March 25, 2015) – The Eastern Ontario Regional Network (EORN) is partnering with a powerful online platform that helps job seekers connect to meaningful employment opportunities across the region.

The portal, Magnet, uses secure, fast and accurate technology, developed at Ryerson University, to match employers and qualified candidates. Through funding from EORN and the Eastern Ontario Development Program, a Magnet portal will be created specifically for Eastern Ontario employers and candidates, who will have access to the service's full benefits both in the region and across the network.

"After substantially improving broadband access across Eastern Ontario, EORN is now focused on how to use that network to deliver tangible economic benefits to communities, through our Digital Strategy," said EORN Chair David Burton. "This partnership represents an important first step in delivering on that strategy."

Magnet enables employers to be instantly matched with a pre-screened list of individuals who meet their specified skills requirements and have expressed an interest in the position. Magnet also lowers search costs and allows businesses to remain connected to qualified candidates even if they are not currently hiring, providing an easier, more accurate and cost-effective way to tap into the supply of talent.

"Supporting employers' efforts to efficiently identify and secure skilled workers is key to ensuring a strong and vibrant economy throughout eastern Ontario," commented Christine Dukelow, Chair, Eastern Ontario CFDC Networks. "This important online platform will enhance the impact of the various job creation programs being supported by the Eastern Ontario Development Program."

"Magnet is about connecting jobs to people and helping communities to work more productively," says Mark Patterson, Executive Director, Magnet. "As a resident of Eastern Ontario, I understand first-hand the importance of improving economic growth in the region. Our partnership with EORN will significantly strengthen our quest to address unemployment and underemployment and help businesses succeed, while providing decision makers with a rich and detailed source of real-time labour market information."

"The Eastern Ontario Wardens' Caucus is pleased that EORN has developed this relationship with Magnet. Improving access to quality labour market intelligence for the region is a priority," said EOWC Chair Eric Duncan. "Having reliable data about employment needs, workforce skills and skills gaps will help us make informed decisions about labour matters in the region."

Over the next few months, EORN will be sharing information on Magnet with the local economic development community and other organizations to help recruit both employers and candidates for the regional portal. A critical mass of participants is needed for the region to realize the full benefits of the technology.

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“We’re excited that our members will have access to such a valuable employment tool. We think it will be an effective way for them find and attract people with the skills they’re looking for,” said Suzanne Andrews, General Manager of the Quinte West Chamber of Commerce. “Ultimately that will help make businesses in the Quinte area, and across the region, more productive and successful.”

Employers and job seekers can access EORN and Magnet’s Eastern Ontario portal at <http://eorn.magnet.today>.

### ***About EORN***

EORN has improved high-speed internet access to 99 per cent of the homes and businesses in rural Eastern Ontario through a \$170-million network completed in fall 2014. The network was built with the support of federal, provincial and municipal governments, as well as the private sector. The project was spearheaded by the Eastern Ontario Wardens’ Caucus, which represents 11 upper tier governments and two separated cities. EORN is now focused on a long-term Digital Strategy that seeks ways to leverage the broadband network to improve quality of life and economic opportunity across the region.

### ***About Magnet***

Magnet is a not-for-profit organization developed by Ryerson University, in partnership with the Ontario Chamber of Commerce. Its membership currently includes more than 20 universities and colleges, including Fleming College and Loyalist College. Dozens of trade and professional associations and community organization have also partnered with Magnet. Across Ontario, more than 43,000 job seekers have registered on the platform.

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