



JOINT MEDIA RELEASE

Wednesday, November 9, 2022

FOR IMMEDIATE RELEASE

City and partners host *Women in Manufacturing* events, to showcase manufacturing in Simcoe County and inspire more women to join the industry

(Barrie, ON) – The City of Barrie and partners including the County of Simcoe, Simcoe Muskoka Workforce Development Board, Georgian College and the Economic Development Corporation of North Simcoe are hosting *Women in Manufacturing* events on November 22 in Midland and November 30 in Barrie. The events will highlight the opportunities and career paths available in manufacturing, share experiences, celebrate local women already working in this industry and promote and inspire women to pursue careers in manufacturing in Simcoe County.

“Manufacturing is a key sector in Barrie and the surrounding area. In general, women are under-represented in this industry, providing a great opportunity to grow the workforce in a high-skilled sector,” says Stephannie Schlichter, Director of Economic & Creative Development at the City of Barrie. “Attracting more women to this industry is critical to helping companies grow. Events like this help shine a light on the diverse opportunities available and change perceptions about what working in the industry is really like.”

“Attracting more women into manufacturing professions is not only critical to help companies grow and replace their aging workforce, it provides women with careers that are high tech and highly skilled,” said Nancy Huether, Director, Economic Development and Airport Services for the County of Simcoe. “There is no better time than now to invest in and provide pathways to success for women in manufacturing. This event will help our businesses and job seekers connect and continue to diversify this key sector.”

Events will be held at two locations (Midland and Barrie) on separate days. The Midland event will take place at the Midland Public Library (320 King Street, Midland), on Tuesday, November 22. The Barrie event will take place at the Sandbox Centre (24 Maple Avenue, Barrie) on Wednesday, November 30. Both events will run from 4 p.m. to 6:30 p.m. Registration is required.

At each event, attendees will be able to:

- Discover the diverse roles available in the manufacturing industry;
- Network and make new connections;
- Learn and hear from local women who work in manufacturing;
- Meet local manufacturing employers.

The Women in Manufacturing events are part of the Skills Development Fund. The fund is a way to address skills development and labour shortages within the manufacturing sector by offering educational opportunities at no cost to the participant. The Skills Development Fund is an Employment Ontario program funded in part by the Government of Canada and the Government of Ontario.

“Our government is proud to invest in innovative projects that connect women to well-paying jobs in manufacturing,” said Monte McNaughton, Minister of Labour, Immigration, Training and Skills Development. “This program will help more women land rewarding careers to earn bigger paycheques for themselves and their families.”



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Also as part of the Skills Development Fund, the City of Barrie has partnered with Georgian College with support from the County of Simcoe to offer training through the [RapidSkills program](#). The RapidSkills program provides industry-focused training to address the needs of local manufacturers and develop skills within the workforce, at no cost to the participant.

Prospective attendees can register for the event at either location at WorkInSimcoeCounty.ca/women-in-manufacturing.

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For more information, please contact:

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