

Talent Attraction Messaging in North Perth

Spring 2024

Talent recruitment strategies are vital to businesses of all sizes and sectors.

Place can be a deciding factor in a candidate's decision to choose one job offer over another. In addition to Employer brand assets and advantages, cost of living, quality of life, local amenities, culture, and growth opportunities all play a role. For many, a work choice is also a lifestyle choice.

Why choose here?

Why should potential talent choose North Perth? Our story is built on four pillars that reflect strengths of our community that we know are relevant to job seekers of all types. We can back them up with proof points that reinforce what makes North Perth a great place to thrive.

Use these messages in your recruitment where appropriate:

Did you know...

- 27% of Canadians are actively searching for work;
- 47% are open to new options.
- Glassdoor found that 68% of job seekers consider location and commute time to be top priorities when evaluating a job offer.

Cultivating Careers

We grow great careers here... from leading ag tech & food producers to diverse healthcare roles and next-gen business builders ready to make their mark. Tap into powerful career supports including reskilling & upskilling programs.

Proof points

We're growing: North Perth has grown by 18%+ since 2016.

2% unemployment rate.

300+ businesses across many growth sectors: agriculture, construction, manufacturing, retail, finance, real estate, professional services, transportation and healthcare.

Fibre connectivity throughout most of region.

Well Connected

All the comforts of country living with easy access to shopping, dining, learning & healthcare. Be well-connected for business and pleasure with trails, lakes and ski hills close by.

Proof points

Our central location: Kitchener-Waterloo (40 min); Guelph (1 hr.); London (1.5 hr.); Toronto (2 hr.) with 5 international airports within 90-minute drive.

Listowel, Atwood, Monkton, Gowanstown and our many hamlets and communities offer a variety of residential options.

Easy access to shopping, dining, arts and culture, excellent healthcare, and learning opportunities.

Great recreation amenities: 2 golf courses; pools & splash pads; indoor sports facilities; trails, beaches, skiing including 22 km. of local trails to explore on foot, by cycling, horseback riding, skiing or snowshoeing.

Easy access to four seasons of outdoor and cultural delights: Lake Huron (1 hr); Collingwood (1.5 hr); Stratford (40 min).



For more information, please visit:
northperth.ca

Hometown Belonging

A hometown to call your own – with neighbours from down the road and around the globe – where community celebrations and collaborations build belonging.

Proof points

Over 50 community groups and organizations and 20 places of worship.

The North Perth Arts and Culture Council provides a variety of performances, workshops, and gallery shows throughout the year.

The Library acts as the cultural hub for arts and artists as well as the community welcoming place.

Increasing growth and diversity has spurred new businesses locating and growing here, as well as many inclusive events and celebrations.

The largest St. Patrick's Day Festival in North America; raises money for local youth sports, non-profits, community projects, and charities.

Since 1856, the Listowel Fair has drawn crowds for its livestock, midway, crafts, agricultural exhibits, entertainment, tractor pulls & demolition derby.

Our local character has inspired popular screen successes like Letterkenny and Shoresy.

Champions of Opportunity

Committed to creating sustainable futures for our youth, residents and businesses with do-things-differently ingenuity.

Proof points

Innovative Set7 Skills and Technology Centre: world-class training to employees, employers and job seekers.

Specialized youth programs

Strong network of local, provincial and federal business organizations working to foster growth, prosperity and innovation here.

Municipality is a committed partner with resources, training, and services.

Our Story (sample narrative)

North Perth grows many great things, especially thriving careers. Business and career builders are attracted to North Perth by our location and its proximity to Kitchener-Waterloo, Guelph, and the Greater Toronto Area. The powerful career supports we offer include smart reskilling and upskilling. Find the best of four-season country living with easy access to shopping, dining, top healthcare, and more. Community celebrations and collaborations knit close connections with neighbours from down the road and around the globe. It takes a certain think-differently ingenuity to nurture the success stories we're growing in North Perth. Let's cultivate something great together.

Our Story (short version)

North Perth grows many things, especially thriving careers. People are attracted here by our location; powerful career supports; the best of four-season country living; and rich community connections.

North Perth's Talent Attraction Toolkit

This suite of materials is designed to help you integrate our place benefits into your recruitment efforts. The toolkit includes:

- Photography library
- Website introduction/overview
- Promotional video
- Shareable social tools and templates
- Banners to borrow
- Digital screen animations
- Various other marketing support



For more information, please visit:
northperth.ca