



NEWS RELEASE  
FOR IMMEDIATE RELEASE  
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### **Perth County and investStratford Launch new Toolkit for Employers**

**PERTH COUNTY, ON** - Perth County and investStratford are proud to launch the Workforce Attraction and Retention Employer Toolkit (WARET). WARET is an innovative and interactive toolkit that was developed to address the critical labour shortage that employers in Perth County, Stratford and across Ontario are facing. The toolkit brings together some of the best practices for recruiting and retaining workers from across the country and provides easily accessible and implementable tools, templates, instructional guides and more to help employers choose the solution that works for them and their business.

As an online resource, the WARET toolkit can be accessed by any employer across Ontario through a simple registration process. Employers can get access to downloadable forms, templates and resources to easily implement best practices that have been tried and tested by other employers from a variety of sectors. This living toolkit will also serve as a repository for new and innovative retention and attraction techniques through opportunities to continue building and adding to the toolkit.

"We are incredibly excited to launch the WARET toolkit and share this resource with our Perth County employers and beyond" said Meredith Forget, Perth County Manager of Economic Development and Tourism. "Our goal for this resource is to support our employers with innovative solutions that they can implement in their own business without having to start at square one."

"I'm so pleased to offer the WARET toolkit as a free resource to our Stratford and area employers in partnership with Perth County. The project will provide important information and tools to support talent retention and attraction, which have become increasingly important to our industries and employees." Joani Gerber, CEO, investStratford

This Perth County and InvestStratford partnership project is being housed on the Perth County website. To register for access to the WARET toolkit, employers can complete the online form at [www.perthcounty.ca/employerregistration](http://www.perthcounty.ca/employerregistration) or [www.investStratford.com/WARET](http://www.investStratford.com/WARET)

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