



## **MAGNET AND MDB INSIGHT PARTNER TO STRENGTHEN SUPPLY-SIDE EMPLOYMENT DATA**

**Toronto, September 18, 2015** – Magnet, a not-for-profit social initiative that connects job seekers and employers, announces a new partnership with economic consulting group MDB Insight, formerly Millier Dickinson Blais. MDB Insight is a leading economic development and workforce planning consultancy focused on helping communities and organizations engage in sustainable economic development. The relationship was forged to address a compelling need to bridge critical gaps in local labour market information, an issue that was highlighted by Auditor-General Michael Ferguson in his spring 2014 report.

While demand side data is well-represented, the supply side presents a larger challenge, explains Trudy Parsons, executive vice-president at MDB Insight in Toronto. “Magnet’s real-time job matching technology allows us to better understand what is happening with local labour supply, right down to the community level, giving us a more evidence-based picture to create useful solutions that better align supply and demand. Ultimately it allows our work to reflect the reality of what resources are needed, where.”

“This is an ideal partnership because Magnet’s platform is all about doing things more effectively, and sharing and creating data together,” says Mark Patterson, executive director for Magnet. “MDB works with hundreds of municipalities across Canada to examine issues they face in workforce development, and to support priority planning. By partnering together we can significantly build out supply employment data based on comprehensive, real-time information.”

Parsons adds that for years communities have struggled to match the jobs employers are seeking to fill to the individuals with the right skills. “There is a critical need for local labour market information that is actionable, accurate, and timely. All levels of governments look to local market information to guide policies and target funding. Data also helps to inform educators on program relevancy and is used by employment support agencies in helping clients transition to the workplace.”

Magnet was founded by Ryerson University, in partnership with the Ontario Chamber of Commerce which represents about 60,000 employers and two million jobs. Its unique technology platform tracks employment information that can be utilized throughout all levels of government. Magnet’s membership includes more than 25 universities and colleges and over 60,000 job seekers.

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### **About MDB Insight**

MDB Insight is a management consulting firm that helps people and places prosper in the 21st century economy. Founded in 2007, the firm specializes in providing economic development, workforce development, and cultural development solutions that create real-world impact for its clients. It works with communities, businesses, and organizations across North America and around the world. MDB Insight has offices in Calgary, Hamilton, Kingston and Toronto. Find out more at [www.mdbinsight.com](http://www.mdbinsight.com).

### **About Magnet**

Magnet is a new network powered by data-rich, job-matching technology that connects job seekers with employers based upon skills, preferences and talent needs. The network is also a unique source of real-time labour market information for decision makers and community planners. Magnet's goal is to address unemployment and under-employment specifically as it relates to youth, new immigrants, Aboriginal peoples, persons with disabilities and other individuals facing barriers to employment.

– 30 –

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