

# INVEST COB O U R G MANAGER BLOG

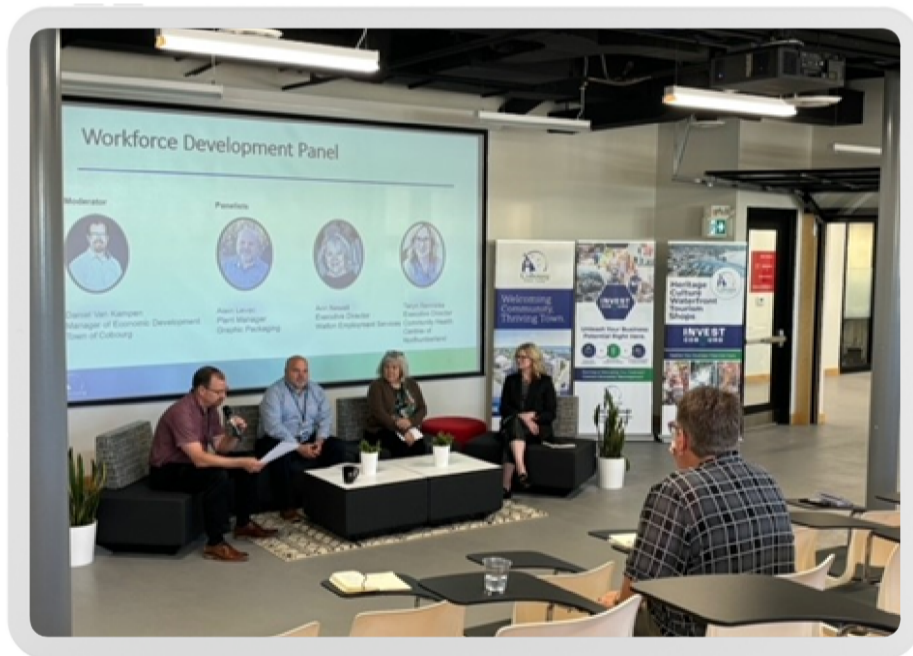


## Continuing to Deliver on Forward Thinking Workforce Development Programming

Over this past quarter, our economic development team is delighted to have delivered the inaugural Cobourg Workforce Development Symposium. This symposium was held at the Venture13 Innovation and Entrepreneurship Centre on May 29, 2024, and attended by nearly 20 people from the Cobourg business community.

Our economic development team heard from business community members about the challenges of recruiting and retaining staff. Our team delivered this inaugural program to share local workforce development solutions.

The symposium began with a presentation on labour market research trends in Northumberland County followed by a local manufacturer sharing their journey to become the first Living Wage Employer in Northumberland County. The panel discussion featured representation from the manufacturing, health care and employment services industries. Our panelists provided concrete examples of industry workforce shortages, their business impacts and local solutions to address these challenges. Attendees were given actionable insights of workforce retention strategies as takeaways.



The symposium also provided an opportunity for Loyalist College's administrative team to provide insight into micro-credentialing to strengthen and upskill your workforce. In addition, Quinte Economic Development Commission's ElevatePlus Program was featured as an example of how a neighbouring community retains and employs new people in their manufacturing industry.

This symposium is planned to return in May 2025. In the meantime, check out [investcobourg.ca](https://investcobourg.ca) or subscribe to the [Cobourg Economic Development Newsletter](#) to stay current on programming, marketing efforts and development projects.

Daniel Van Kampen  
Manager of Economic Development