



NEWS RELEASE

FOR IMMEDIATE RELEASE

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WORKFORCE WINDSORESSEX LAUNCHES SURVEY FOR FEMALE ENTREPRENEURS

New survey seeks to identify the needs of female entrepreneurs in Windsor-Essex and highlight local success stories

Windsor, ON – Today, Workforce WindsorEssex launched a new survey for female entrepreneurs to support their annual RISE Needs Assessment report. This report will outline recommendations and actions based on these survey results.

To inform the annual report, female entrepreneurs can share their experiences with local programming for business owners, what government supports they use or need, and how service providers can better support female founders in Windsor-Essex. Those that participate in the survey will be entered for a chance to win prizes from local female-owned businesses.

As the 2017 statistic of Windsor being the worst city in the country for women continued to spread (Policy Alternatives), Workforce WindsorEssex wanted to highlight the good work that is being done in the Windsor-Essex community and share success stories of women thriving in their careers.

With a focus on female entrepreneurs in Windsor-Essex, Workforce WindsorEssex continues to develop the RISE Windsor-Essex Needs Assessment Report. Based on community consultations, the reports provide an overview of the challenges facing women in their careers as entrepreneurs, and the successes of community organizations, entrepreneurs, and education institutions. Recommendations for improvement to the local entrepreneurship ecosystem are identified from local success stories and provincial best practices.

RISE is a network of organizations that are empowering women in entrepreneurship and women in STEM in Windsor-Essex. Founded by Invest WindsorEssex, through partnerships with the Small Business & Entrepreneurship Centre, the University of Windsor's EPICentre, Workforce WindsorEssex, WEtech Alliance, Build-A-Dream, and Windsor Essex Capital Angel Network (WECAN). The purpose of RISE is to create a suite of services available to women in the Windsor-Essex region, by amalgamating and supporting resources with the goal of increasing the number of women in these fields.

QUOTES:

“Hearing from female entrepreneurs, whether they have recently created a start-up or have been operating their business for decades, will ensure that local business-supporting organizations have up-to-date information on how they can serve their clients best and offer the most in-demand services to founders at all stages of their business.”

- Tashlyn Teskey, Manager of Projects and Research, Workforce WindsorEssex

QUICK LINKS:

- Take the Female Entrepreneur Survey:
www.workforcewindsoressex.com/survey.
- View the 2021 and 2020 RISE Needs Assessment:
www.workforcewindsoressex.com/rise.
- Learn more about the Windsor-Essex RISE Network:
www.risewindsoressex.com.

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About Workforce WindsorEssex

Workforce WindsorEssex is a workforce and community development board whose mission is to lead regional employment and community planning for the development of a strong and sustainable workforce.

Workforce WindsorEssex is an experienced leader in the development of regional labour market tools, research, guides, and events that create positive change in the local labour market while saving others time and effort. These resources, created in close coordination with employment, education, and industry partners, are designed to help jobseekers, employers, students, and educators, as well as the community, make more informed labour market decisions using locally-responsive, data-rich, and unbiased resources. To learn more about Workforce WindsorEssex and view our tools and resources, visit www.workforcewindsoressex.com.