TO:	**CHAIR AND MEMBERS** **COMMUNITY AND PROTECTIVE SERVICES COMMITTEE** **MEETING ON JUNE 18, 2018**
FROM:	**SANDRA DATARS BERE** **MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES** **AND DEARNESS HOME**
SUBJECT:	**CHOOSE LONDON – INNOVATIVE, VIBRANT AND GLOBAL: LONDON'S** **NEWCOMER STRATEGY**

RECOMMENDATION

That, on the recommendation of the Managing Director, Housing, Social Services and Dearness Home, the attached Strategy report (Appendix A) on *Choose London - Innovative, Vibrant and Global: London's Newcomer Strategy* **BE ENDORSED**.

PREVIOUS REPORTS PERTINENT TO THIS MATTER

- Immigration Strategy Update (CPSC: February 22, 2017)
- London & Middlesex Local Immigration Partnership 2016-2019 Strategic Plan (April 2016)
- Update on "Immigrants & the Labour Market: A London Perspective" (CPSC, March 30, 2016)
- Update: Workplace and Community Diversity and Inclusion (CSC, February 16, 2016)
- Community Economic Roadmap 2015-2020 (November 2015)
- Immigrants and the Labour Market: A London Perspective, (CPSC, May 20, 2015)

BACKGROUND

The 2015-2019 City Strategic Plan establishes "Growing Our Economy" as an area of focus which specifically includes "diverse employment opportunities" with particular direction to "attract and retain newcomers, including international students, foreign trained professionals, and multigenerational immigrants to strengthen London's workforce".

Municipal Council, at its meeting held on March 2, 2017 resolved:

> *8. That, on the recommendation of the Managing Director, Housing, Social Services and Dearness Home, the Civic Administration BE DIRECTED to develop the London Immigration Strategy to attract and retain newcomers, including international students, foreign trained professionals, and multigenerational immigrants to strengthen London's workforce in accordance with the approach outlined in the staff report dated February 22, 2017. (2017-S15) (8/3/CPSC)*

According to Statistics Canada, the population growth rate of the City of London was 4.8% between 2011 and 2016, with a 4.1% increase to the Census Metropolitan Area (CMA) during the same period. Almost 14% (11,595) of London's immigrants are recent, arriving between 2011 and 2016. According to the London Economic Development Corporation, at least 5,000 job openings are posted per month, many of which could be filled by Newcomer talent.

The City of London's population growth projects an average annual growth rate for London of 0.9% to the year 2044. This will result in an annual average growth rate of 1.1% between 2016 and 2031, declining to 0.6% from 2031 to 2044. This change reflects both the aging population exiting the labour force and the decline in London's natural growth rate. The Newcomer Strategy recommends that London should attract and retain a minimum of 4,000 migrants annually to compensate and strengthen the workforce.

As a community, London has the components of a robust and effective system to support Newcomers and their families. There are an array of programs and services that already exist which do not need to be replaced or duplicated, but rather strengthened and enriched.

Process for development of the Strategy
A **Steering Committee**, responsible for leading the development of the Strategy, was formed in March of 2017, comprised of 16 members who are either newcomers with lived experience or representatives of organizations with experience in attracting, integrating, and/or retaining

newcomers to the City. The Committee is led by co-chairs, Joaquim Ballès Chair of Immploy, and VP, Business Development & General Counsel at Trudell Medical Limited, and Dev Sainani, Co-chair of the London & Middlesex Local Immigration Partnership (LMLIP), and Professor at Fanshawe College, and is supported by Civic Administration including an internal staff committee. The names of the Committee members can be found in the attached Newcomer Strategy report (Appendix A). (To view all Appendices of the Newcomer Strategy, please visit the following link: www.london.ca/NewcomerStrategy).

The Steering Committee decided that all Immigrant groups, including those mentioned in the City's Strategic Plan, would be represented under the defined terms of Newcomers, Immigrants, and/or Prospective Newcomers (See Section 2.1 of the Newcomer Strategy Report, Appendix A). International entrepreneurs were included in the Strategy as they are an important source of economic growth. To remain inclusive and consistent with the defined terms, the Steering Committee changed the Strategy's name from an "Immigration Strategy" to a "Newcomer Strategy".

Strategy's Objective, Mission, and Vision
The objective as set out by and for the Steering Committee, was to develop a Newcomer Strategy that recognizes and builds on existing programs and services, and that is also actionable to address current barriers around the attraction, integration and retention of international students, internationally skilled workers, and international entrepreneurs in and to the City of London.

The Vision and Mission of the Newcomer Strategy are as follows:

Vision: "**Newcomers choose London as Canada's leading community to live, learn and work".**

 Mission: **"To successfully attract, integrate and retain Newcomers, in particular international students, skilled workers and entrepreneurs, to and into the local economy and society".**

Methodology: Data, Literature, and Community Consultations
Main Findings from Data Review
A review of local statistics revealed that there is insufficient data collection on Newcomer arrivals, retention and participation in the workforce for mid-sized cities, such as London. In order to improve these gaps the City will look in the future to strengthen its partnerships to improve access to timely and accurate data.

Main Findings from Literature Review
A scan and review of local, national and international best practices and Newcomer strategies was also conducted to inform the strategy development process. This aided in identifying new opportunities for London to consider for local implementation. This process also included the review of existing City strategic documents, such as *Immigrants and the Labour Market: A London Perspective* report, prepared by City of London staff in 2015 and updated in 2016. This report identified a number of employment barriers and needs of newcomers. Similar issues were identified throughout the development of the Newcomer Strategy and are addressed in the work plan.

Community Feedback
Community feedback was sought from local agencies and stakeholders, international students, internationally trained skilled workers and entrepreneurs, and specifically newcomers, to help inform this process. The development of the Newcomer Strategy has been informed by over 45 interviews, focus groups and feedback sessions with local private and public organizations, agencies, ethno cultural and faith based community groups, as well as two surveys.
Funding from the Ontario Ministry of Citizenship and Immigration was used to support research activities, data collection, and the multiple consultations which informed the development of this Strategy.

Guiding Principles and Strategic Priorities
The Steering Committee identified the following guiding principles for the Strategy based the main findings:
•   Common Understanding: There must be a two-way approach to immigration as there is a role for immigrants and a role for the community.
•   Common Voice to Create Change: There is a need to create a united voice to effect a bigger impact when approaching the federal and provincial governments with respect to policies.
•   Leadership: The Corporation of the City of London should lead by example in supporting and engaging the community as a whole, and should also look to its own practices in hiring, mentoring and integrating immigrants.
•   Include our Neighbouring Municipalities: While this Strategy focuses on London, in the long run a regional approach would be of benefit, particularly in terms of attracting skilled workers to fill vacancies within the job market.

There is a recognition that the Corporation of the City of London has a key role to play in driving and championing the vision and mission of this Newcomer Strategy. The City can play a leadership role in the attraction, integration and retention of Newcomers and can drive the desired action of community stakeholders.

The Newcomer Strategy, through a five year plan to correspond with the next Statistics Canada Census release set for 2023, is a living document and will be reviewed on an annual basis to track progress, and to make adjustments as needed. It's Strategic Priorities with recommended high-level activities, as laid out below, are framed broadly and intended to support the mission and vision. (The targeted outcome measures and the work plan can be found in Appendix A).

Strategic Priorities	Recommended High-level Activities
1. **Enhance Awareness**: Foster greater Awareness of the City, the importance of Newcomers to the City, and programs, services, and opportunities aimed at the attraction, integration and retention of Newcomers.	1.1 City Welcome message
	1.2 Digital strategies
	1.3 Welcome Centre for Newcomers
	1.4 City's Internal Education, Coordination, and Initiatives
	1.5 Improve awareness for local Employers and Newcomers
2. **Facilitate Access**: Foster greater Access to programs, services and opportunities aimed at the attraction, integration and retention of Newcomers.	2.1 Welcome and engage international students
	2.2 Increase Community building
	2.3 Program funding and Procurement
	2.4 Strengthen London's workforce through workplace connections
3. **Active Engagement**: Foster greater Engagement with and/or among Newcomers, local, regional, provincial and federal stakeholders, and City staff/departments to achieve a more coordinated and concentrated approach to the attraction, integration and retention of Newcomers.	3.1 Data Collection Development, and Coordinated Advocacy
	3.2 Strengthen existing and create new partnerships
	3.3 Expand London's business and networking programs

Implementation and Next Steps
After the endorsement of this Strategy, Civic Administration will report back on an ongoing basis to update the Committee and Council on evolving activities. An advisory body will be established and will develop an in-depth implementation plan including financial impacts, which will be brought back and presented to Council by Civic Administration. The strategy will also be supplemented by the upcoming Statistics Canada Census release set for July 2018.

FINANCIAL IMPACT

Upon endorsement, Civic Administration will begin the process of creating an implementation plan, with the established advisory body, to provide a more detailed costing, which will inform the development of the 2020-2023 Multi-Year Budget.

CONCLUSION

This Newcomer Strategy will work in collaboration with existing Stakeholder initiatives, and City-led strategies. This comprehensive Newcomer Strategy has been developed under the leadership of the Steering Committee and through a Community approach, which included significant input from the community and Newcomers. Council's endorsement of this Strategy is seen as an important step in demonstrating its leadership in creating a more welcoming and inclusive London.

PREPARED BY:	SUBMITTED BY:
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RECOMMENDED BY:	
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Cc: Joaquim Ballès, Chair of Immploy, and VP, Business Development & General Counsel
      at Trudell Medical Limited (Co-Chair, Newcomer Strategy Development)
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