



## Choose London - Innovative, Vibrant and Global: London's Newcomer Strategy



June 18<sup>th</sup> 2018  
Community and Protective Services Committee



## City of London 2015-19 Strategic Plan

City Council's 2015-2019 Strategic Plan established "Growing Our Economy" as a strategic area of focus.

Under this Strategic area of focus, subsection 5. Diverse employment opportunities, item D. speaks to the development of an Immigration Strategy.



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# Where does London sit?

- London CMA received a lower number of Newcomers between 2011 and 2016 compared to the Hamilton and Kitchener-Cambridge-Waterloo CMAs.
- Between 2011-2016, Refugees represented the second largest percentage of Newcomers coming to the London CMA at **34%**, after economic immigrants at **44%**.
- Currently, the London CMA has a total of 94,690 Newcomers. This remains higher than both the Windsor and St. Catherines-Niagara CMAs, but the Kitchener-Cambridge-Waterloo CMA remains higher with 118,615.

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# Need to move from “Why” to “How”

- Over the period of 2009-2010 to 2015-2016, 31% decrease in net population growth.
- Gradual decline in the labour force participation rates over the first half of the forecast period (2016 to 2031) from 60% to 57%.
- A 1% population growth is needed to maintain and support economic growth.
- Newcomer talent is needed to help fill the approximately 5,000 jobs that are posted monthly.

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# Steering Committee and Internal Supports

- Led by co-chairs
- 16 members, including external stakeholders and newcomers with lived experience
- Internal City of London staff support team
- Process and execution supported by Civic Administration

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# The Process

- Data Review
- Literature Review
- Community Feedback

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# Data Review and Guiding Principles

## Four Guiding principles

1. Common Understanding
2. Common Voice to Create Change
3. Leadership
4. Include our Neighbouring Municipalities

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## Mission and Vision

***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.”**

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# Defined Key Terms

- “Newcomers” means individuals who are Immigrants or are Prospective Newcomers.
- “Immigrants” means individuals, including their accompanying family member(s), who when they arrived to Canada from another country were not citizens.
- “Prospective Newcomers” means individuals: who are not living in or citizens of Canada:
  - (i)...have skills that would be of benefit to London’s economic and social development, or
  - (ii)...have the requisite academic and/or other credentials to gain admission to a University, College or high school in London.

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## 3 Strategic Priorities

1. Enhance Awareness
2. Facilitate Access
3. Active Engagement

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# Recommended Activities

## Enhance Awareness:

City Welcome Message

Digital Strategies

Welcome Centre for Newcomers

City's Internal Education, Coordination,  
and Initiatives

Improve Awareness for Local  
Employers and Newcomers

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# Recommended Activities

## Facilitate Access:

Welcome and engage international  
students

Increase Community building

Program funding and Procurement

Strengthen London's workforce  
through workplace connections

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# Recommended Activities

## Active Engagement:

Data Collection Development, and  
Coordinated Advocacy

Strengthen existing and create new  
partnerships

Expand London's business and  
Networking programs

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# Targeted Outcomes

## Targeted Outcome Measures for 2018-2023:

1. Annual inflow of 4,000.
2. Average 60% of inflow through secondary migration.
3. Maintain a retention rate of 70%.
4. Average min. attraction of 11,000/yr of international students.
5. a) Average annual employment rate for Permanent Residents that closely approximates the employment rate of all Londoners.  
b) Of the employment rate in 5a), at least 50% are employed in their intended field.

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# Measurement Timelines

In 2023, all the targeted Outcome Measures for 2018-19, 2019-2020 and 2020-21 will be evaluated.

Civic Administration to update Committee and Council regularly on the progression of activities.

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## Next Steps -

- Establish Advisory Committee.
- In-depth implementation plan with financial resources needed to support the implementation and ongoing activities.
- Progress report of work accomplished, next steps, and activities completed within the next twelve months.

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