

TO:	CHAIR AND MEMBERS COMMUNITY AND PROTECTIVE SERVICES COMMITTEE MEETING ON OCTOBER 8, 2019
FROM:	SANDRA DATARS BERE MANAGING DIRECTOR, HOUSING, SOCIAL SERVICES AND DEARNESS HOME
SUBJECT:	CHOOSE LONDON – INNOVATIVE, VIBRANT AND GLOBAL: LONDON’S NEWCOMER STRATEGY – YEAR ONE UPDATE

RECOMMENDATION

That, on the recommendation of the Managing Director, Housing, Social Services and Dearness Home, that the following report *Choose London - Innovative, Vibrant and Global: London’s Newcomer Strategy – Year One Update* **BE RECEIVED** for information.

PREVIOUS REPORTS PERTINENT TO THIS MATTER
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- Choose London – Innovative, Vibrant And Global: London’s Newcomer Strategy (CPSC: June 2018)
- Immigration Strategy Update (CPSC: February 22, 2017)
- London & Middlesex Local Immigration Partnership 2016-2019 Strategic Plan (CPSC: April 2016)

BACKGROUND

The 2015-2019 City Strategic Plan established “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 multi-generational immigrants to strengthen London’s workforce”.

In response to the direction received from Municipal Council on March 2, 2017 to develop an immigration strategy, a community-led *Choose London – Innovative, Vibrant and Global: London’s Newcomer Strategy* was developed and endorsed by Council on June 26, 2018.

With an aging population and declining birth rates, creating increased supports for the attraction, retention and integration of Newcomers continues to be identified by the City as a top priority for Londoners, City Council and Civic Administration. The 2019-2023 Strategic Plan for the City of London, “Growing Our Economy” continues to be an area of focus, in particular to develop a top quality workforce, and recognizes the importance of the Newcomer Strategy which focuses on attracting, integrating, and retaining international students, Newcomer skilled workers, and entrepreneurs.

The most recent report released by the Conference Board of Canada, *Immigration Beyond the GTA*, recognizes London as a leader with its newly launched municipal Newcomer Strategy. This report argues the case for the need to develop an Ontario Immigration Strategy, as well as proposes recommendations on how to improve regional initiatives aimed at improving the distribution of Newcomers across Ontario. Currently, the GTA accounts for 44.7 per cent of Ontario’s population, receiving 77 per cent of the province’s Newcomers, leaving the rest of Ontario to vie for the remaining 23 per cent. London accounts for 3.7 per cent of Ontario’s population, receiving a 2 per cent share of Ontario’s Newcomers. London should actively seek opportunities to be included in any strategies being developed at both the regional and provincial levels around attraction, and retention of Newcomers, especially in response to filling current and future labour market needs.

Newcomer Strategy: Year One Progress

The Newcomer Strategy is a five-year community-led strategy which recognizes and builds on existing programs and services focused on addressing current barriers around the attraction, integration and retention of international students, internationally skilled workers, and international entrepreneurs to and into the city of London.

The following is a summary of the progress made in the first year of implementation. A table of completed activities and initiatives currently underway can be found in Appendix A.

Advisory Body

A Newcomer Strategy Advisory Body, created in November of 2018, has met four times, and has adopted the mandate to facilitate and guide implementation, and monitor progress on the execution of the Newcomer Strategy's work plan. This body is co-chaired by Joaquim Ballès and Dev Sainani, the original co-chairs to the Newcomer Strategy's Steering Committee. Its membership is composed of Newcomers with lived experience, community stakeholders, and representatives of organizations with experience in attracting, integrating, and/or retaining Newcomers. This balance maintains a community and multi-sector overview to encourage a coordinated implementation of the strategy's work plan.

Task Forces

Arising from the Newcomer Strategy Advisory Body, three task forces for Advocacy & Policy Change, Communications, and Data were formed. The purpose of these Task Forces is to focus on implementing specific action items as identified in the Newcomer Strategy's work plan, and in conjunction with the guidance of the Advisory Body.

Newcomer Strategy Activities

A few examples of completed activities include a statistical review of Newcomers arriving to London, their conversion rates from temporary to permanent residency, and related employment fields was completed. A bilingual English-French City of London welcome message is currently being used and shared by local stakeholders. City specific initiatives include piloting Newcomer Welcome Kiosks, an international student graduate internship program, and London's first annual Newcomer Day on October 10th 2019.

For employment-based activities, the Advisory Body has been connecting with community partners and reviewing how to work with existing employment-related initiatives aimed at improving Newcomer attraction and retention to support economic growth.

FINANCIAL IMPACT

The implementation of the Newcomer Strategy's Work Plan can be accommodated within the Council approved base operating budget. There is no additional financial impact projected at this time.

CONCLUSION

The implementation of the Newcomer Strategy's work plan will continue to be driven by its Advisory Body, task forces, and executed in collaboration with existing stakeholder initiatives and City-led strategies. The outcome of the Federal election, and the ongoing Provincial reforms to the Ontario Immigration Nominee Program, will need to be actively monitored to ensure the Newcomer Strategy's activities remain relevant to accomplish their intended purpose, and that targeted outcomes remain achievable

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Cc: Newcomer Strategy Advisory Body

Appendix A

Strategic Priority 1 : Enhance Awareness		
High-level Activity	Action	Completion Date and Details
1.1 Welcome Message	Create, disseminate, and maintain a City of London branded Welcome Message aimed at all Newcomers.	Message completed July 10th 2019 , and shared with local partners. A French version has also been made available, and shared with local partners. Letter has been uploaded to the City's Immigration Portal, and the London Economic Development Corporation's websites.
1.2 Digital Strategies	Update, improve and maintain current digital platforms, such as London & Middlesex's Immigration Portal. Review of current Immigration Portal and streamline of information.	All work completed May 17th 2019 internally through City of London Intern working with City Staff.
	Issue RFP for the creation and hosting of the new Immigration Portal website.	RFP launched September 3rd 2019. Contract to be awarded the week of November 19 th 2019. The launch of the new website shall be completed by June 30th 2020.
1.3 Welcome centre for Newcomers	Pilot Welcome Centre at an existing high traffic and accessible location(s) in London.	Launched Newcomer Welcome Kiosk on August 7th 2019 , in Bostwick Community Centre (Service London), and in City Hall (Business London Counter).
1.5 Work with community stakeholders to coordinate and build Newcomer employment components into existing events and activities	Work with community stakeholders to coordinate and build Newcomer employment components into existing events and activities This also responds to Action 2.2: Actively participate in the planning and implementation of activities by internal City divisions and external stakeholders that will have an impact on Newcomers.	London's first Newcomer Day confirmed for October 10th 2019 , being held in partnership with the London Public Library's Central Branch. Activities include the following: <u>What's happening at City Hall</u> 9-10am – City of London-HR department to deliver morning information session on "Working for the City of London". 11am – 3pm - Information Fair (includes local agencies, and internal City departments) 10:30am – 1:30pm - City Hall tours <u>What's happening at Central Library:</u> 2pm – 5pm - Family Friendly Activities including a photo booth & story time in multiple languages. 2:30pm -4:30pm - A Human Library by the London & Middlesex Local Immigration Partnership. There will also be a Citizenship Ceremony, held at The Wolf Performance Hall from 1:30pm – 3:30pm. These ceremonies are typically reserved for family and friends of those receiving their Citizenship. Therefore, this event will not be promoted on the general agenda of activities.

Strategic Priority 2: Facilitate Access

High-level Activity	Action	Completion Date and Details
2.2 Increase community building	Support specific campaigns promoting the benefits and positive impacts of immigration on the local workforce/	<p>Coordinate the implementation of the Newcomer Strategy with the new Strategic Plans of the London & Middlesex Local Immigration Partnership (LMLIP), and the Comité Local en Immigration Francophone (CLIF).</p> <p>Ongoing participation of the City as co-chair of the LMLIP. Representation on the three sub-councils of: Education, Employment, and Inclusion & Civic Engagement.</p> <p>Ongoing participation on the CLIF (Local Francophone immigration committee), which includes the Réseau de Soutien en Immigration Francophone.</p>
2.4 Strengthen the link between Employers and Newcomers	Work with community stakeholders, employers, IMMPLY, LEDC and Chamber to participate in networking conferences/events aimed to connect Newcomers, internationally skilled Newcomers, entrepreneurs and international students with local employers	<p>May 14, 2019 - City presented local resources to help support employers in hiring and retaining Newcomers at the 2019 Immigration Update for local Employers organized by London Economic Development Corporation.</p> <p>Other presentations included: Federal Immigration Programs by Immigration, Refugee, and Citizenship Canada; Global talent and Immigration programs by Employment and Social Development Canada; and Ontario Immigrant Nominee Programs by the Ministry of Economic Development, Job Creation and Trade.</p>
	Remove barriers to employment for Newcomers through increased internship positions for all Newcomers, including international student graduates, available through the City of London Internship Program.	<p>August 26th 2019 – Launch of new City of London Internship Program for International Student Graduates. Two internship positions are being offered to start in October 2019. Positions run 20 weeks, at 30 hours per week.</p> <p>Funding pending, two to three internship positions projected annually for the next 3 years.</p>
	Work with community stakeholders to promote the benefits of Job Matching and Mentorship programs within the City of London divisions.	City of London Human resources working with IMMPLY to organize an event with the objective to re-engage the mentorship process with the City of London employees as mentors.

Strategic Priority 3: Active Engagement

High-level Activity	Action	Completion Date and Details
3.1 Data Collection Development and Coordinated Advocacy	Create an advisory body to review the progress of the implementation of the Strategy, coordinate advocacy efforts with the federal and provincial governments, and create data development partnerships to improve access to current statistical information on an ongoing basis.	Advisory Body Membership created, first meeting November 30th 2018 , terms of reference and mandate approved. Body has met four times to date, and out of the Newcomer Strategy Advisory Body, the creation of three Task Forces for Advocacy & Policy Change, Communications, and Data were formed.
	Identification of the data sources needed to track the Newcomer Strategy's targeted outcome measures.	Secondary data set review completed June 10th 2019 by external researcher. June 24th 2019 , the list of the tools to be used to measure the targeted NS outcomes year over year, was finalized. Additional information requests sent to all local Education institutions to track the aggregated average level of international student enrollment in London.
3.2 Strengthen existing and create new partnerships	Explore opportunities to create new regional partnerships to raise awareness of the immigration needs of the region and encourage secondary migration to London.	Advocacy & Policy Change Task Force to review regional partnerships. Review of current policies that prevent or hinder the attraction, retention or integration of Newcomers completed August 30th 2019 . Next steps, including regional partners to approach, to be developed.