

# **Municipal Newcomer Strategy: Scope & Development Approach**

**CSD-2025-054**

March 17, 2025  
Finance & Corporate Services Committee

# Presentation Focus

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- Strategic Plan item, development of the Municipal Newcomer Strategy has generated significant interest from staff, members of the community, and members of Council
- We're here to seek initial high-level feedback on the **scope** and **approach** as we launch the development of the strategy

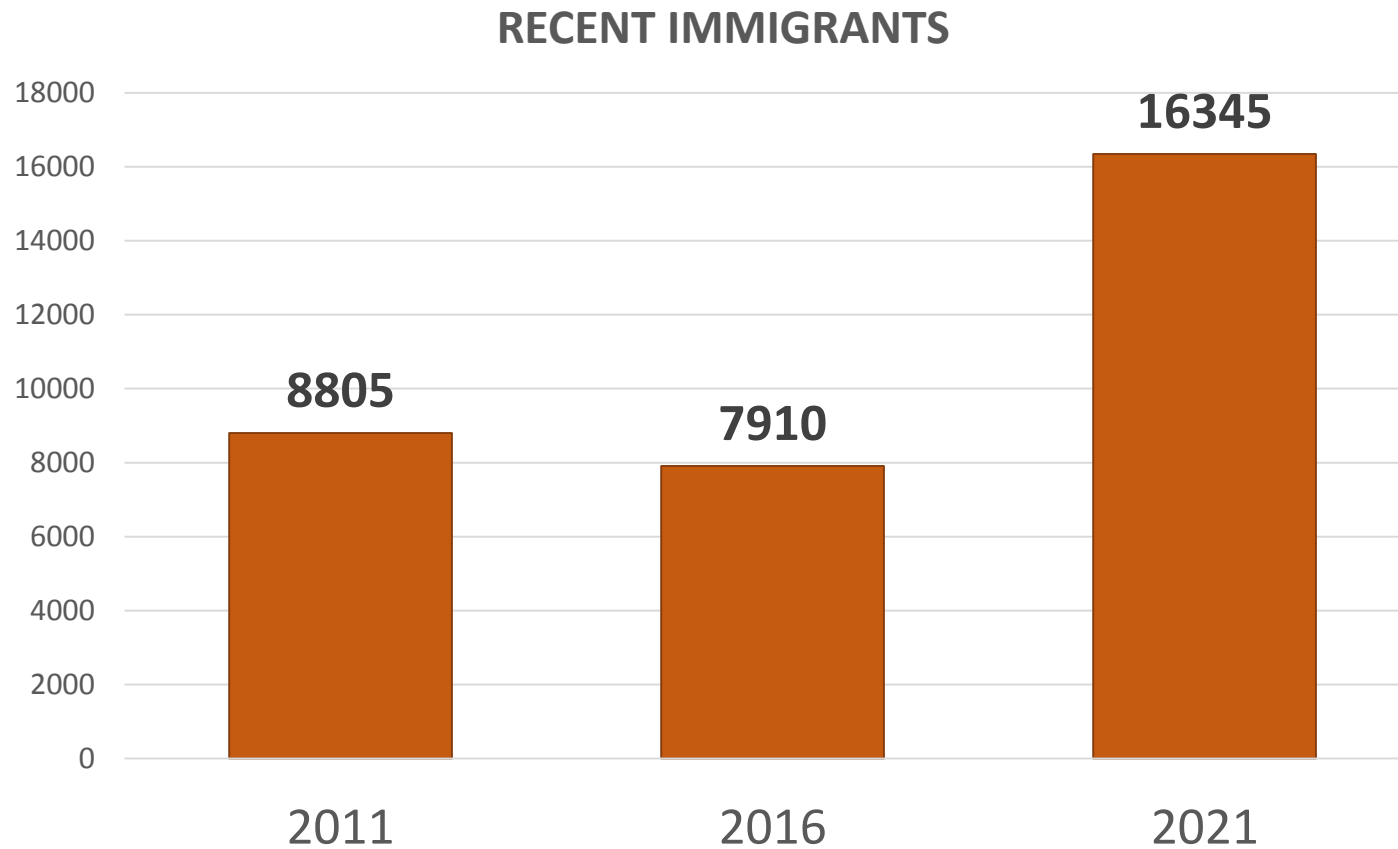
# Why is this strategy important for the City?

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- Fostering a Caring City Together
  - build a more cohesive community that benefits newcomers and the entire community
  - 30% of Kitchener's population born outside of Canada;
  - Newcomers play a crucial role in enhancing Kitchener's economic resilience, workforce sustainability, and long-term economic growth

# Immigration Trends for Kitchener

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# Economic Impact

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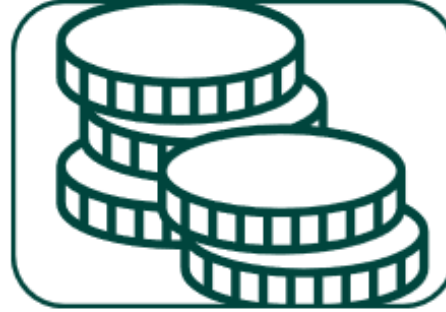
## Entrepreneurial Potential

- 38% of immigrants surveyed by the Immigration Partnership in Waterloo Region accessed small business supports
- More than 1 in 4 enterprises in Canada are owned by immigrants
- Newcomers drive local business growth and job creation



## Workforce Contribution

- 71% of recent immigrants (15+) in Kitchener have employment income
- Newcomers fill talent shortages & workforce gaps



## Economic Independence Potential

- 29% of recent immigrants earned over \$50K annually in 2020



## Young & Growing Workforce

- Average newcomer age is 29.9 years (compared with the overall Kitchener population of 39.0)
- Supports workforce & business sustainability

# Purpose Statement

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- ❑ Develop a strategy that enhances the quality of life for newcomers by improving access to City services, facilities, events, and supports, to foster opportunities for:
  - economic prosperity,
  - cultural inclusion, and
  - active community participation

# Scope

Seeking council's  
endorsement

The strategy will:

- Prioritize the experiences and needs of newcomers who have arrived in Kitchener **within the last 10 years.**
- Focus on opportunities **within the City's jurisdiction.**

## OUT OF SCOPE

- Regional responsibilities
- Federal and Provincial immigration policies
- Credential recognition processes
- Education systems

## IN SCOPE

- Direct programming
- Informational materials
- Engagement practices
- Use of City facilities
- Recruitment/retention policies

# The Approach: Experience-based & Data-driven

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**Conduct  
comprehensive  
engagement  
(newcomers &  
newcomer  
serving orgs.)**

**Utilize  
research,  
demographics  
best practices**

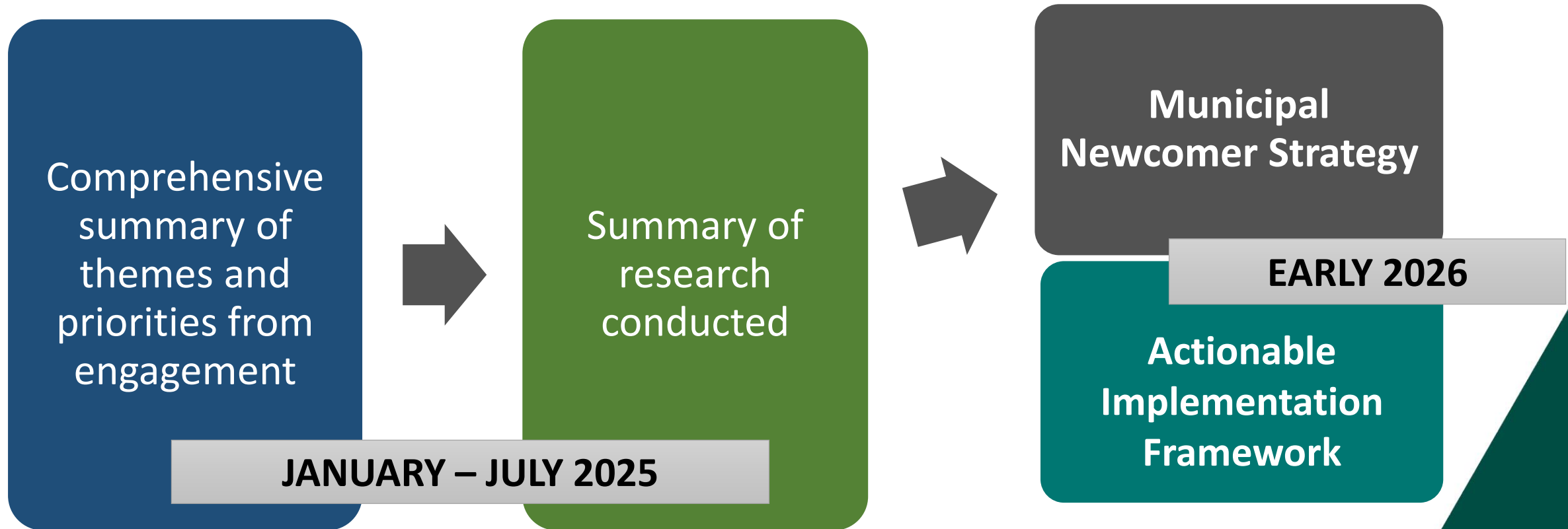
**Collaborate  
with City Staff**

**Ensure  
collaborative  
governance**

**Seeking council's  
endorsement**

# Deliverables

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# Questions?