



## NEWCOMER WELCOME AND INCLUSION POLICY AND STRATEGIC FRAMEWORK

# AT A GLANCE



The City of Winnipeg's (the City's) [Newcomer Welcome and Inclusion Policy and Strategic Framework](#) (Policy and Framework) serve as the blueprint for enhancing the lives of Newcomers in Winnipeg by identifying ways in which the City could better meet their distinct needs.

The Policy and Framework seek to improve Newcomer access to City services, and increase City employee and public understanding of human rights, equity, diversity, and inclusion, with a focus on creating a welcoming, inclusive, and equitable Winnipeg for all.

### Policy Statement

The City will be an advocate and ally to Newcomer residents, and will work to ensure that all Newcomers are made to feel welcome, safe, equal and included, and at home in their new communities and city.

### Guiding Principles

The Newcomer Welcome and Inclusion Policy and Strategic Framework are based on these guiding principles:

- **Human Rights** must be upheld ([Manitoba Human Rights Code](#))
- **Anti-oppression:** Societal inequities and systemic discrimination shall be acknowledged, understood, and addressed
- **Intersectionality:** The intersectional nature of an individual's or group's identity and how it shapes their life experiences and social needs shall be considered
- **Community development:** Engaging, collaborating, and empowering the community in decision-making and priority-setting will be pursued to ensure better outcomes for everyone

**Definition of Newcomer:** generally means all new residents to Winnipeg, including people arriving from reserves, rural communities, other provinces or territories, or countries outside Canada.

**For the purposes of the Newcomer Welcome and Inclusion Policy** the term "Newcomer" refers primarily to the following groups: recent immigrants (arrived within last 5 years), refugees, refugee claimants or asylum seekers, and temporary residents.



Adopted by City Council on  
February 27, 2020.



# FIVE STRATEGIC PRIORITIES

There are five Strategic Priorities that form the foundation for the Newcomer Welcome and Inclusion Policy and Strategic Framework.

**1 | A Welcoming City:** Work to ensure all Newcomers to Winnipeg are welcomed and supported.

- Improve communications and promotions to Newcomers of existing and future City programs and services.
- Create welcoming and orientation opportunities for Newcomers to learn about and connect with the City.
- Encourage Newcomers to access City services.
- Educate Newcomers on important life-safety issues through targeted information campaigns.

**2 | A City Without Racism:** Address racism and discrimination in the city and work to eliminate inequities through education, public awareness, and leading by example.

- Demonstrate anti-racism leadership city-wide.
- Train the Public Service on anti-oppression, including anti-racism and cross-cultural competency.
- Build relationships to foster community safety and trust.
- Work to build understanding between Newcomers and Indigenous peoples.

**3 | Equitable and Accessible Services:** Work to provide City services that are equitable, responsive to community need, and accessible for all, through partnerships, social cooperation, and advocacy.

- Support and encourage Newcomers to access City services.
- Improve access to recreation for Newcomers, and adapt services and programs to meet Newcomers' unique needs.
- Support Newcomer community use of City facilities.

## **4 | A Representative Workforce:**

Strive to build a City workforce that represents the population it serves.

- Diversify the Public Service by creating opportunities for Newcomers and equity seeking groups.
- Create training and employment opportunities for Newcomer youth at the City.
- Build a Winnipeg Police Service and Winnipeg Fire Paramedic Service that represent the demographics of the communities they serve.
- Support Newcomer employment opportunities through social procurement policies and related initiatives.

**5 | Active Implementation:** Implement through collaborative interdepartmental and intergovernmental relations, multi-stakeholder partnerships, communication, and advocacy.

- Dedicate staff resources to support Newcomer programs and services and implement the Newcomer Welcome and Inclusion Strategic Framework.
- Diversify representation on civic committees.
- Collaborate with the community to implement the Strategic Framework.
- Collaborate with other levels of government to support better inclusion, settlement, and integration of Newcomers.
- Report regularly to monitor active implementation of the Strategic Framework.



### **From Words to Action**

The Policy and Framework are implemented using a phased approach and detailed work plans. These are developed and presented to City Council on a regular basis, and reflect stakeholder input on priorities, evolving needs in the community, and available resources during each phase.

# WORKING WITH THE COMMUNITY

The Newcomer Welcome and Inclusion Policy and Strategic Framework were developed in collaboration with [Immigration Partnership Winnipeg \(IPW\)](#), a lead organization advocating for Newcomer needs. Many departments across the Public Service are actively involved in providing services to Newcomers, and also participated in the development of the Policy and Framework. Newcomer service providers, settlement agencies, ethnocultural organizations, and Newcomer youth provided critical insight into the Policy and Framework, and are engaged in its ongoing implementation. Highlights of some key activities undertaken to date to implement the Policy and Strategy, include:

- **Presentations to community groups and settlement agencies** to orient and promote City services to Newcomers
- **Supporting the annual Newcomer Welcome Fair and Multiculturalism Day** organized by the community and attended by hundreds of Newcomers and their families
- **Implementation of anti-racism campaigns and introduction of mandatory training for City staff** on anti-racism, anti-oppression, and cultural competency
- **Targeted employment fairs for Newcomer and Indigenous youth** aimed at increasing employment opportunities at the City, and bridge-building activities to foster supportive relationships
- **Establishment of a [Diversity & Equity Fire Training \(DEFT\) program](#)** providing Firefighter I and II level training to equity group candidates, and career exploration camps for Newcomer youth
  - **Improving access to recreation for Newcomers**, and adapting services and programs to meet Newcomers' unique needs
  - **Enhanced public service announcements on water safety and drowning prevention**, including [awareness videos in multiple languages](#) targeted at Newcomers



Newcomer youth participating in a [Newcomer-Indigenous Bridge Building event](#) on the Red River, and at a [Winnipeg Fire Paramedic career exploration camp](#).

Artworks by  
Gibril Bangura

# SNAPSHOT OF NEWCOMERS IN WINNIPEG

**Population Growth:** Winnipeg's population growth is largely driven by immigration: **15,395**

**Newcomers settled in Winnipeg in 2022;** 12,895 in 2021; 6,455 in 2020; and 14,740 in 2019. *\*Does not include temporary residents, or study permit holders.*<sup>1</sup>

**Skilled Workers:** 69% of recent immigrants were selected for their ability to contribute to the economy (e.g. skilled workers, business people, and their families). **87%** of recent immigrants to Winnipeg (and all immigrants arriving between 1980 and 2021) were either Economic Immigrants or sponsored by family.<sup>2</sup>

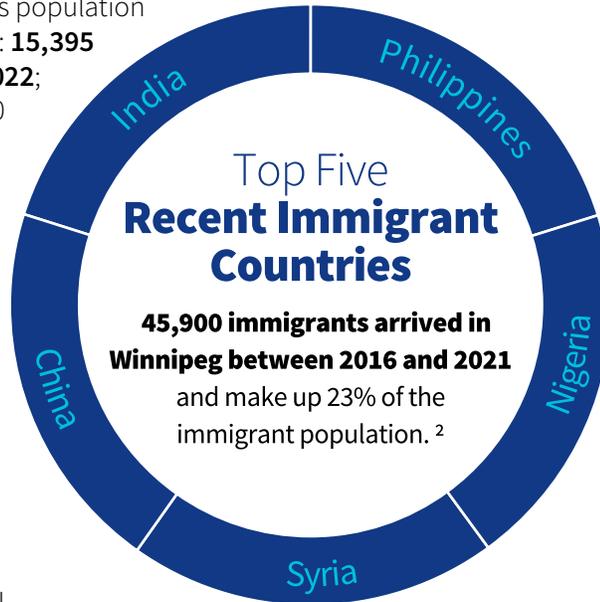
## Countries of Origin:

In 2021, the top five places of birth of all immigrants living in Winnipeg were Philippines, India, China, Nigeria, and United Kingdom. **Among recent immigrants, the top five places of birth were India, Philippines, Nigeria, China, and Syria.**<sup>2</sup>

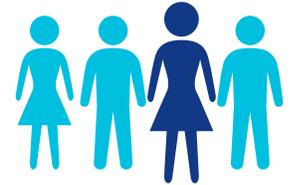
**Refugees:** 12% of Newcomers to Winnipeg are refugees.<sup>2</sup> **Eritrea, Syria, Somalia, Democratic Republic of Congo, and Ethiopia are the top five countries of citizenship of refugees** who arrived in Manitoba between 2018 and 2020 (excludes protected persons).<sup>1</sup>

**Recent Ukrainian Arrivals:** Between March 17, 2022 and July 14, 2023, **more than 24,000 Ukrainians arrived in Winnipeg** at reception centres.<sup>3</sup>

**Education:** Newcomers have a high level of education: **71%** of recent immigrants and **61%** of all immigrants have completed a post-secondary education. **56%** is the Winnipeg population average (population aged 15 years and over).<sup>2</sup>

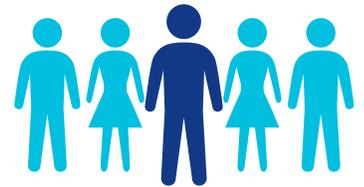


Over **1 in 4** Residents in Winnipeg are immigrants



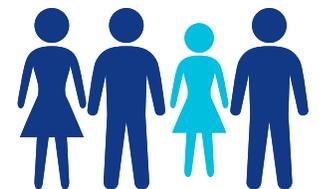
**27%** or **201,040** people have identified as being born outside of Canada<sup>2</sup>

**1 in 5** People living in poverty are immigrants



Immigrants make up **20%** of all Winnipeggers living on low income. Of these, almost half are Newcomers (recent immigrants in first five years) (LICO AT)<sup>2</sup>

Over **3 in 4** Recent immigrants are in the labour force



Recent immigrants (**75%**) and all immigrants (**69%**) are participating in the labour force at a higher rate than the general population (**66%**) (population aged 15 years and older)<sup>2</sup>

Co-Created in Partnership With:



Immigration  
Partnership  
Winnipeg

For More Information:

Phone: 311

Email: [newcomers@winnipeg.ca](mailto:newcomers@winnipeg.ca)

[winnipeg.ca/newcomers](http://winnipeg.ca/newcomers)

SOURCE: <sup>1</sup> Immigrate Manitoba 2021, <sup>2</sup> Census 2021, <sup>3</sup> Province of Manitoba 2023

