





Career Development Services

First, we need to
determine our goals


1



Career Development Services

Should our client
populations reflect our
communities?

2




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Statistics Canada / Statistique Canada

Search website

Census of Population

Find 2021 Census data

Place name, postal code™ or geographic code

Kitchener, City (Census subdivision), Ontario

2021 Census Profile - CANSIM datasets (1991-2021) Web Data Service (WDS) GeoSearch

Census data
Census analysis
Census reference
Census topics
Census geography

Census Profile, 2021 Census of Population

Profile table

Feedback Notice Gender Download

▶ Add a geography

▶ Add or remove data

Characteristic	Kitchener, City (CY) ¹ Ontario [Census subdivision]					
	Counts			Rates		
	Total	Men +	Women +	Total	Men +	Women +
Population and dwellings						
Population, 2021 ¹	256,885
Population, 2016 ¹	233,222
Population percentage change, 2016 to 2021	10.1	10.1

3




Career Development Services

Looking at the local populations

- Women 50%
- Disabilities 23%
- Recent Immigrants 4%
- Youth 12%
- Indigenous Canadians 8%
- Mature Workers 14%

4



Career Development Services

Applying the 20% Rule

• Women	50%	60%
• Disabilities	23%	28%
• Recent Immigrants	4%	5%
• Youth	12%	15%
• Indigenous Canadians	8%	10%
• Mature Workers	14%	17%

5



Career Development Services

Sources of Potential Clients

- Family Place and other parent support programs
- Local counsellors, lawyers, doctors, bankers, recreation programs, realtors, etc.
- Settlement organizations
- Bands and first nations
- MLA's, MP's, city counsellors, school trustees
- Social programs such as meals on wheels, home care, etc.
- Literacy programs
- Senior programs
- Temples, synagogues, churches and other places of faith

6



Career Development Services

Build Relationships

- Learn about the non-employment and –career supports in the community
- Seek to gather information and understanding
- Work to achieve information sharing rather than referrals
- Establish your organization as a subject matter expert in the community
- Provide space, facilities and supports for non-employment events and activities
- Create resources tailored to individual client groups