Immigration Matters

Canada is stronger when we welcome immigrants into our communities

Rabat, July 5, 2019
Canada’s Managed Migration Model

- **Canada has a managed migration model** with formal pathways to permanent residence and annual admissions targets.

- **Permanent residents**: Foreign nationals settle in Canada as economic immigrants; spouses and family members; or refugees and protected persons. May become eligible for citizenship.

- **Temporary residents**: Foreign nationals visit, study or work in Canada for a limited time.

- **Canada’s Annual Immigration Plan** tabled in Parliament each year sets out planned permanent resident admissions based on Government objectives.

- **By the numbers**: 1 in 5 Canadians is born outside of Canada, and over 6 million new immigrants have arrived in Canada since 1990.

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Permanent Resident Admissions Planning: Government Objectives

- **Attract talent**: Selection policies (primarily economic classes) attract highly skilled individuals that drive economic growth and innovation.

- **Reunite families**: Family class immigration reunites families, provides support networks, and builds Canada in this generation and those that follow.

- **Respond to crises & offer protection**: Ongoing refugee resettlement continues Canada’s humanitarian tradition and builds on our global reputation for pluralism and openness.
Migrants contribute to Canada’s prosperity…

Performance remains strong, especially when we look across generations and categories

- **Annual earnings** of high-skilled economic principal applicants **surpass** the Canadian average soon after arrival and increase over time.

- Immigrants as a group have **positive net direct fiscal contributions**, while economic principal applicants have higher net contributions than other immigrants and average Canadians.*

- Immigrants tend to be **more entrepreneurial** than the Canadian born, and have higher rates of business ownership (5.8% compared to 4.8%).**

*Source: 2016 Census of Canada

** Source: Canadian Employer Employee Dynamic Database (CEEDD). Note: comparison is between immigrants who have been in Canada 10-30 years and the Canadian-born, and refers to ownership of incorporated businesses.
The 2016 Census shows that immigrants are highly educated and innovative.

Second generation outcomes (e.g. educational attainment) are particularly strong.

Immigrants’ social outcomes are also positive.

- Civic involvement (voting, volunteerism, social organization membership) is comparable to that of Canadians
- Sense of belonging to community to Canada and life satisfaction similar to Canadian average

...however, some groups of newcomers continue to experience barriers to integration.
Goals:
• Demonstrate the benefits of immigration at the local level
• Dispel common myths about immigration
• Promote positive engagement between newcomers and Canadians

Target:
• Canadians who are neither strongly in favour nor strongly against immigration – about 60% of the population

Strategy:
• Storytelling complemented by facts
• Community conversations
• Collaborations to amplify content
# IMMIGRATION MATTERS

Canada is stronger when we welcome immigrants into our communities

Stories across Canada
Be inspired by stories of immigrants enriching our communities and making a difference in our lives.
See stories

Canada’s immigration system
How are immigrants selected, screened and set up for success?
Learn more

Canada’s immigration track record
What does immigration do for our country?
Learn more

Canada.ca/immigration-matters
Range of stories offers access to new networks for promotion, not just regionally, but thematically…

- Technology
- Health
- Music
- Food
- Sports
- Tourism
- Black history
- Francophonie
- Education
- Environmentalism (food waste)
- Philanthropy
- Volunteerism
- Fundraising
- Seniors
- Youth
- Women
22 stories in 9 provinces and 2 territories
Community conversations

• Community profiles supporting partner conversations:
  Demographic, labour market & economic data showing how some communities have benefitted from immigration, and how others could see benefits from welcoming more immigrants.

• Identifying communities to hold IRCC conversations with partners.

• Opportunities for collaboration, amplification of our content:
  Encouraging other communities to host their own community conversations, generation of their own content.
Collaborations – tie in with citizenship

IRCC @CitImmCanada • Aug 25
Before cheering on the @BCLions and @SSKRoughriders, 30 new @CFL fans helped show that #DiversityIsStrength in a special pre-game citizenship ceremony. Congratulations! #RepYourRoots #ImmigrationMatters #MyCitizenship

Ottawa Senators @Senators
Following the largest Citizenship Ceremony in Canadian sports history earlier today, 186 new Canadians took to the ice and both benches to sing the national anthem before puck drop tonight. #ImmigrationMatters #HockeyIsForEveryone

NEW CANADIANS NIGHT
Benefits and Lessons Learned

• Immigration Matters is generating a more positive response than IRCC’s regular social media posts.

• Economic data that we prepared to support community conversations is being used by partners: sector-specific benefits

• Important to feature honest and balanced stories and supporting facts that are clear and concise

• Acknowledge both the opportunities and challenges in building immigration levels