



# Immigration Matters

*Canada is stronger when we welcome immigrants  
into our communities*

Rabat, July 5, 2019



Immigration, Refugees  
and Citizenship Canada

Immigration, Réfugiés  
et Citoyenneté Canada

Canada 

# 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.

## 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.

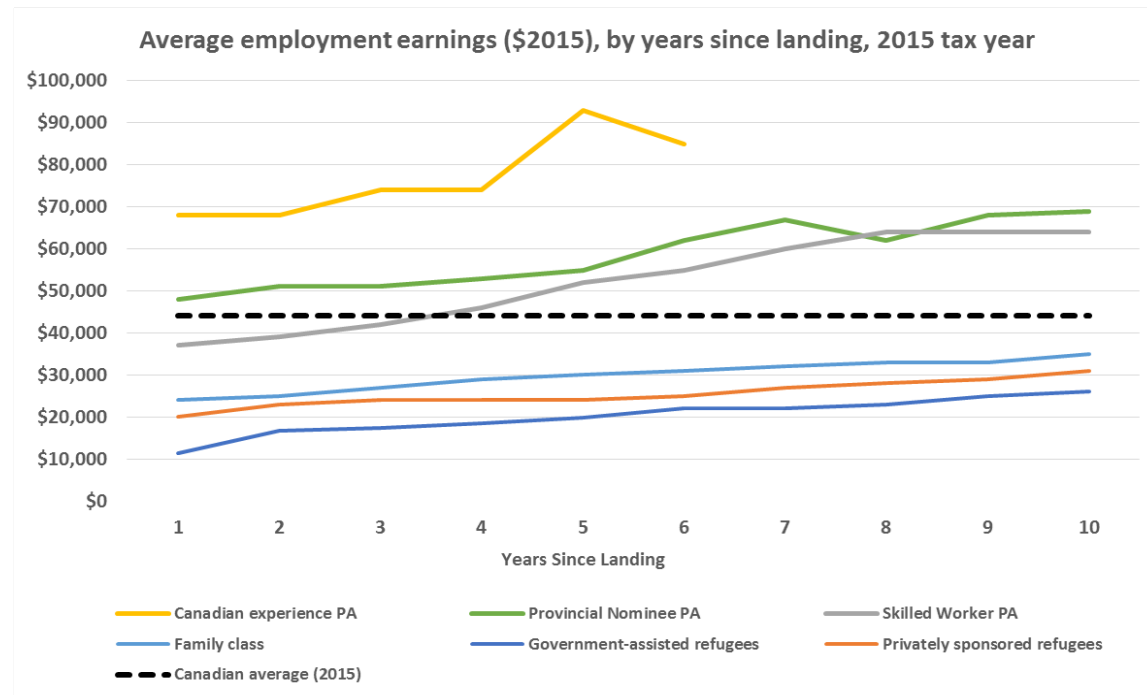
### Respond to crises & offer protection

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%).\*\*



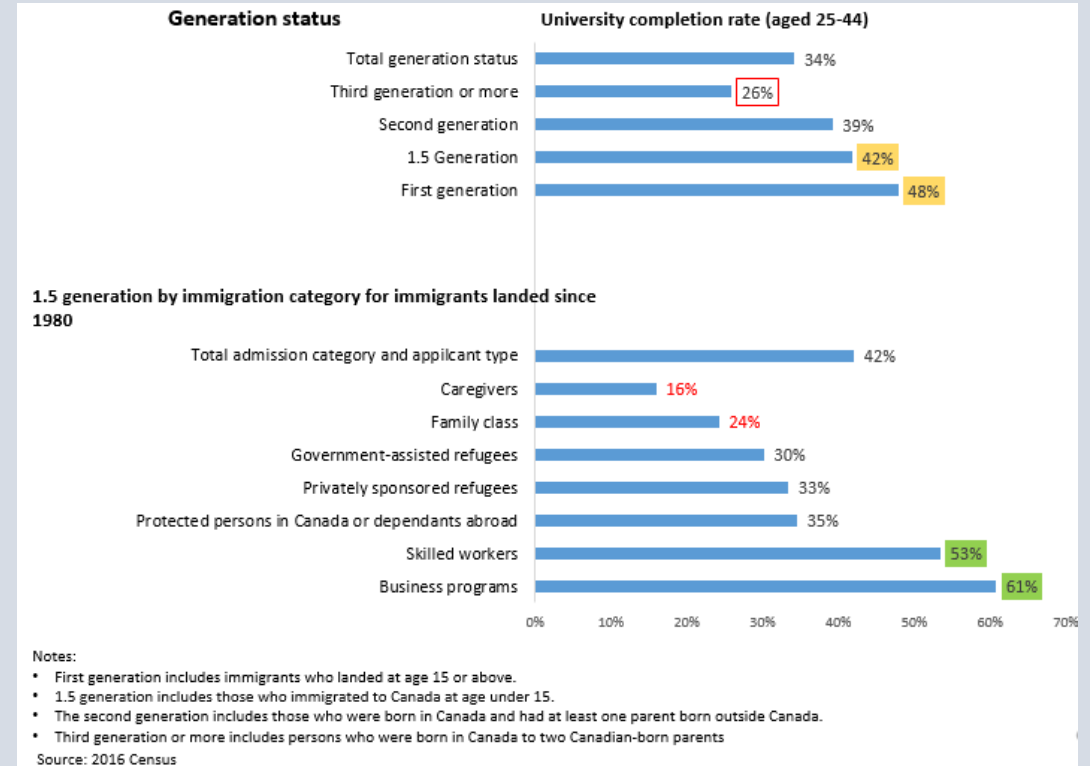
Source: CANSIM Table 054-0001 (2015 IMDB, Income Statistics Division, Statistics Canada), 2015 constant CAD

\*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.

# ...and have encouraging outcomes

- 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.

# #IMMIGRATION #MATTERS

## **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



## 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](#)

# 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

# #IMMIGRATION #MATTERS



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



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

Follow

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



# 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