

# IMMIGRATION – INDUSTRY NEEDS OVER IDEOLOGY

Canada is, at its core, a country built on immigration. Immigrants have helped drive our nation's growth. Today, one in four Canadians are foreign born.

We have developed a reputation for welcoming immigrants and valuing multiculturalism. Our "mosaic" makes Canada one of the most unique places in the world and an attractive landing spot for those pursuing the Canadian dream.

Unfortunately, reality is setting in – housing is unaffordable and there is a mismatch in skills and employment. New Canadians are struggling more than ever. This is bad for business and for Canada's long-term economic growth.

Immigration has become a metric for politicians and the results are poor:

- Newcomers work jobs they are **overqualified for**. This is not sustainable long term.
- **In-demand trades** are not prioritized, leading to worker shortages in vital and growing industries.
- Finding good people is challenging. Businesses focus on just getting by instead of investing in the future.

Government needs to improve its labour strategy by focusing on **filling the jobs of today**. Simply increasing the number of immigrants will not solve our issues in the labour force.

- Immigration policy should prioritize labour market demands and Canadian standards.
- Improved support for newcomer integration and population growth (housing and infrastructure) has to be addressed.



As boomers retire and birth rates continue to decline, there's no doubt that immigration has an even bigger role to play in Canada's future success.

It's time our government resets its focus back on **industry needs over ideology**. Canadian companies need to prosper to protect our future in the global market. Can we find a way to help our immigrants find the Canadian dream?



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