



Canadian Association of
Professional Immigration Consultants
L'Association Canadienne des
Conseillers Professionnels en Immigration

Mr. John Murray
CEO of the College of Immigration and Citizenship Consultants

jmurray@college-ic.ca

September 14, 2023

RE: Addressing the long-lasting issue brought forth by an ApplyBoard advertisement

Dear Mr. Murray:

Recently, our members brought to our attention an ApplyBoard advertisement, which reads, “ApplyBoard Students Are More Likely to Get a Study Permit Approval.” It seems to imply that ApplyBoard students may be treated favourably in their study permit applications.

CAPIC has concerns over this type of advertisement. ApplyBoard is not an authorized representative in terms of Canadian immigration practice. It is not bound by the *Code of Professional Conduct for College of Immigration and Citizenship Consultants Licensees: SOR/2022-128* (the Code). While immigration and citizenship consultants (licensees) are bound by the Code that prohibits them from advertising as such pursuant to sections 44 and 45 of the Code, organizations, such as ApplyBoard are unauthorized to practice in immigration yet can freely post advertisements of this kind. The same applies to unauthorized practitioners (UAPs). Such practice puts immigration and citizenship consultants who are regulated under the law in a disadvantageous position compared to unauthorized organizations and UAPs, which counters the objectives of both the *Immigration and Refugee Protection Act, SC 2001, c. 27* (IRPA) and the *College of Immigration and Citizenship Consultants Act, SC 2019, c. 29, s. 292* (the College Act). Also, such advertisements may draw international students to unauthorized organizations without knowing that they are not protected if they retain those advertisers. There is no clarity from such advertisements in terms of who is responsible for an immigration file that may be routed through such organization. Is that person an authorized immigration consultant or student advisor, as authorized under the law?



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To address this long-lasting issue, CAPIC recommends the College propose to regulate international student recruitment in the effect that only the College licensees are authorized to recruit international students. This will help to enforce both the IRPA and the College Act. In addition, it is an effective measure to prevent international student exploitation by UAPs, a heated issue that has been troubling Canada's immigration system and the international student community.

CAPIC has confidence that the College will take the noted issue forward and would be pleased to provide further input if so needed.

Sincerely,

A handwritten signature in black ink, appearing to read 'Dory Jade'.

Dory Jade, C. Dir.
Chief Executive Officer
CAPIC-ACCPI

Enclosures: Section 44(2) and 45, a copy of the ApplyBoard ad



The College Act

Section 44(2):

44(2) In marketing immigration or citizenship consulting services, a licensee must not

- (a) make false, misleading or inaccurate representations;
- (b) guarantee the success of an application, expression of interest or proceeding; or
- (c) imply that the licensee has a relationship with the Government of Canada or a provincial government.

Section 45:

A licensee may use an endorsement by a client or former client in the marketing of their immigration or citizenship consulting services only if the endorsement

- (a) was actually given by a client or former client;
- (b) is true and accurate; and
- (c) has been reviewed and approved for public use by the client or former client in writing.



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7:15



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