



Canadian Association of
Professional Immigration Consultants

L'Association Canadienne des
Conseillers Professionnels en Immigration

CAPIC's Input for the Alberta Advantage Immigration Program Website Survey

February 20, 2024

Table of Contents

Introduction.....	3
Analysis and Recommendations	4
Conclusion	7
About CAPIC	7
Contact Us.....	7

CAPIC's Input for the Alberta Advantage Immigration Program Website Survey

This submission contains CAPIC's input for the Alberta Advantage Immigration Program Website Survey (AAIP Website Survey).¹ CAPIC has shared the AAIP Website Survey with our members based in Alberta and encouraged them to take the survey directly. CAPIC also offered an alternative for the members to send their feedback to us to be included in this submission.

The structure of the submission follows the order of the questions in the AAIP Website Survey. CAPIC's input for questions 1 and 2 and other questions are in the "Introduction" and "Analysis and Recommendations" sections respectively.

A minor issue we would like to bring to the AAIP's attention is that the survey deadline mentioned in the email we received is February 20, 2024, which initially caused some confusion on our part.

Introduction

CAPIC's answer to Q1: Other

CAPIC selected "Other" for our role in using the AAIP website because CAPIC is the national professional association of immigration and citizenship consultants,² a group of authorized representatives prescribed in s. 91(2)(c) of the *Immigration and Refugee Protection Act*, SC 2001, c. 27 (IRPA).³

CAPIC's answer to Q2: Updates

CAPIC selected "Updates" for Question #2 because "develops the profession" is enshrined in CAPIC's mission and information is one of the cornerstones of CAPIC. We provide various services, including statutory, regulatory, and policy updates, to our 4,400-plus members. The majority of CAPIC members are immigration consultants. We also have members who are graduate students at the Graduate

¹ See AAIP, "Alberta Advantage Immigration Program (AAIP) Website Survey," accessed February 18, 2024, [online](#).

² "Immigration and citizenship consultant" (including its variations) is a designation for the licensees of the College of Immigration and Citizenship Consultants (CICC) stipulated in [s. 2](#) of the *College of Immigration and Citizenship Consultants Act*, SC 2019, c. 29, s. 292 (the College Act), which can only be used by the licensees of the CICC according to [s. 77\(a\)](#) of the College Act.

³ See [s. 91\(2\)\(c\)](#) of IRPA.

Diploma in Immigration and Citizenship Law⁴ and two other groups of authorized representatives.⁵

CAPIC monitors statutory, regulatory, and policy changes in immigration, including AAIP updates regularly to keep our members informed.

Analysis and Recommendations

Q3: The issues finding information on the AAIP website

CAPIC does not have any issue finding information on the AAIP website.

However, we cannot speak for users who do not access the AAIP website as frequently as we do. We have members practicing in Alberta mentioning that the AAIP does not have a contact number even though there is a number posted in the “Updates”⁶ section, not the “Contact”⁷ section. This may indicate that the organization of the information on the AAIP website could be improved to make it more user-friendly. We detailed this in our answer to Q6.

Q4: The helpfulness of the AAIP updates page

CAPIC found this page quite helpful.

To further improve the page for better effect and to avoid confusion, we suggest having an archive web page to hold outdated updates that are no longer applicable.

Q5: The confusing or hard to use parts of the AAIP website

CAPIC suggests going through the eligibility criteria to determine if some parts can be further clarified.

Herein we use the “Alberta Express Entry Stream” as an example to show how we searched to determine what is considered “an in-demand occupation” for this Stream:

Step 1:

⁴ See Queen’s, “Graduate Diploma in Immigration and Citizenship Law,” accessed February 18, 2025, [online](#).

⁵ The other two groups are members in good standing of a Canadian law society and Quebec notary, see ss. 91(1)(a) and (b) of IRPA.

⁶ See the bottom of the “Alberta Advantage Immigration Program – [Updates](#)” page.

⁷ See the bottom of the “[Alberta Advantage Immigration Program](#)” page.

Referred to the first bullet point that reads: “experience in an in-demand occupation and ...” under the “Stream selections.”⁸ We know we have to dig deeper to identify “in-demand occupations.”

Step 2:

Checked the “Eligibility requirements.” In “Minimum assessment requirements” under the “Eligibility requirements,” it explains “an in-demand occupation” as “[either] part of a specific Express Entry stream pathway or is identified as an occupation connected to a provincial economic, sector or occupation priority.” The former is clear, but the latter is ambiguous. Further searches are required.

Step 3:

Checked the “Ineligible applicants,” which has a list of “Alberta Opportunity Stream Ineligible Occupations List.” At this point, it seems clear to us that a foreign national who meets other minimum requirements for this Stream and whose work experience is not in an ineligible occupation on the “Ineligible Occupations List” would be eligible for being a candidate for the Stream.

Step 4:

To be cautious, we conducted further checks and noticed that in-demand occupations are further specified under the “Family connection and primary occupation in demand” in the “Pathway requirements.” Therefore, we assume that “an in-demand occupation” must not be on the “Ineligible Occupations List” and “with significant cumulative imbalance on Alberta’s Occupational Outlook or occupations in ‘High’ or ‘Moderately High’ demand in the Short-Term Employment Forecast.” However, we are not certain about this conclusion.

With more time piecing the different parts explaining this term together, we may come to a concrete conclusion. However, we believe with some modifications, the AAIP can make it crystal clear to the users.

Q6: Improvement suggestions concerning the organization of web content

(1) For user-friendly purposes

In our input to Q3, CAPIC mentioned confusion about the AAIP contact information. CAPIC recommends moving the phone number to the “Contact” section on the AAIP home page to complement the web form as the general contact information.

⁸ See “Stream selections” on the [“Alberta Express Entry Stream”](#) page.

CAPIC understands that both the federal and provincial departments are in the process of modernization, which entails more virtual components. However, human support behind the virtual elements to facilitate communication is still much needed.

(2) For fraud-prevention initiative

Unauthorized practitioners (UAPs) have been a threat to the integrity of the Canadian immigration system. CAPIC understood that the AAIP has an up-to-date Use of Representative Form (the Form).⁹ The Form explains the type of representatives and requires applicants to declare no compensation for non-authorized representatives.

CAPIC recommends having a “Use of Representative” web page, which can be similar to the “Learn about Representatives” of Immigration, Refugees and Citizenship Canada (IRCC).¹⁰ This makes this piece of important information more accessible and should be more effective in immigration fraud prevention concerning UAP practice.

CAPIC also recommends specifying that UAP practice is a federal offence on that proposed web page and encouraging the reporting of UAP practice.

Q7: Preference for getting information about changes in immigration policy/process

CAPIC selects “Email” to answer this question because inboxes are attended to immediately.

CAPIC can inform our members of general updates in a timely manner as we actively monitor changes in immigration. However, for updates that require authorized representatives’ immediate attention, emails work better than our regular checks.

Email exchanges also facilitate collaboration between the AAIP and CAPIC. Our members serve AAIP candidates and applicants. Their perspective may help with policy-making and ease potential uncertainties that could be incurred by policy changes.

⁹ See “Alberta Advantage Immigration Program Use of Representative Form,” accessed February 19, 2025, [online](#).

¹⁰ See IRCC, “Learn about representatives,” modified January 14, 2025, [online](#).

Conclusion

CAPIC welcomes and thanks the AAIP for seeking CAPIC and our members' input on the AAIP Website Survey. This submission is based on CAPIC's review of the AAIP website. Should any further assistance be needed from CAPIC and our members, CAPIC welcomes the AAIP to reach out to us.

About CAPIC

The Canadian Association of Professional Immigration Consultants (CAPIC) is a non-profit professional organization representing the interests of Canadian Immigration Consultants. Our headquarters is located in Toronto (M5C 1C4) with staff from across Canada and members in Canada and overseas. The organization advocates for competency, ethical conduct, and consumer protection in the immigration consulting industry. CAPIC's mission is to lead, connect, protect, and develop the profession, serving the best interests of its 4,400-plus members. It is the only association recognized by the Government of Canada as the voice of Canadian immigration and citizenship consultants. CAPIC is a major stakeholder consulting with federal and provincial governments and their respective departments on legislation, policy, and program improvements and changes.

All CAPIC submissions are publicly available on the CAPIC Advocacy web page¹¹ to facilitate communication between CAPIC and our 4,400-strong membership and the general public.

Contact Us

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¹¹ See CAPIC, "Advocacy and Consultation Papers," accessed February 18, 2025, [online](#).