



News Release

Susan Kadis, M.P., Thornhill

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The Conservative Government Singles Out New Canadians with Insulting Ad Campaign

OTTAWA – The Conservative government is unfairly portraying new Canadians as tax cheats under a new federal tax compliance campaign that targets select groups of immigrants, said Liberal Opposition Revenue Critic Susan Kadis today.

“Despite the fact that the Canada Revenue Agency (CRA) does not have clear figures about lost revenue from Canadians who don’t pay their taxes, it is launching a campaign targeting new Canadians citing concerns about non-compliance among recent immigrants,” said Ms. Kadis. “Singling them out with a compliance campaign is not only insulting, but creates an unfair impression that new Canadians do not pay their taxes.”

Ms. Kadis was referring to recent reports that the CRA is moving forward with an advertising campaign in an effort to use communications as a compliance tool. Despite no reliable figures that show the lost revenue from non-compliance, CRA has expressed concerns about possible non-compliance with tax requirements among new Canadians.

According to a request for tender published earlier this week, the CRA plans to launch a multimedia campaign this year that focuses on compliance and targets new Canadians in particular. Among the themes being considered for the campaign, are: “Canadian way of life” and “fear of penalty”.

Mandarin, Punjabi and Arabic speakers are among the groups targeted so far.

“New Canadians have chosen Canada as their new home, and study after study has reinforced their commitment to this country and its laws,” said Ms. Kadis.

“If the Conservative government really wants to reach out to new Canadians, it should look at broadening the languages in which material is provided, rather than advertising the potential penalties of non-compliance.

“This Conservative government must stop using fear and condescending themes to reach new Canadians.”

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