

Welcome to this week's presentation & conversation hosted by the **Canadian Association for the Club of Rome**, a Club dedicated to intelligent debate & action on global issues.

The views and opinions expressed in this presentation are those of the speaker & do not necessarily reflect the views or positions of CACOR.

The Century Initiative:

An organization to advance the interests of the growth cartel through mass immigration.

Biography: Dr. Madeline Weld is President of Population Institute Canada, which promotes awareness of population issues & the limits to growth. PIC advocates for universal access to family planning & supports the Canadian government's funding of international family planning programs. However, PIC has been very critical of Canada's policy to grow its population through mass immigration. This policy has been in place since 1990, but was accelerated by PM Justin Trudeau.

Description: The Century Initiative advocates a Canadian population of 100 million by 2100. Given Canada's low fertility rate, this would be achieved through a massive increase in immigration. Until recently, the Century Initiative's website proclaimed the reasons for this growth to be to increase GDP, enable Canada to play a bigger role on the world stage, and to counter an aging population. It seems that Canada's reckless immigration policy under the last government was designed to meet the Century Initiative's objectives. In the face of the disastrous consequences of this policies and the backlash against high immigration, the Century Initiative is downplaying its focus on immigration per se and claiming to advocate increased immigration only to foster what that growth allegedly enables: economic strength, innovation, and a high quality of life for all. Don't believe them.

CACOR acknowledges that we all benefit from sharing the traditional territories of local Indigenous peoples (First Nations, Métis, & Inuit in Canada) and their descendants.



Website: canadiancor.com

YouTube: [Canadian Association for the Club of Rome](https://www.youtube.com/c/CanadianAssociationfortheClubofRome)

2025 April 23 Zoom #242

The Century Initiative

An organization to advance
the interests of the growth cartel
through mass immigration

Madeline Weld

Population Institute Canada

populationinstituteCanada.ca

Presentation to the Canadian Association for the Club of Rome

April 23, 2025

What is the Century Initiative?

- **Established in 2011**, with the goal of growing Canada's population to 100 million by 2100. Co-founded by:
- **Dominic Barton** (then Global Managing Director of McKinsey & Co., ambassador to China 2019-21, now chairman of LeapFrog Investments) and
- **Mark Wiseman** (then with Canada Pension Plan Investment Board, later with BlackRock, now chairing Alberta Investment Management Corporation)



Why does the CI want 100,000,000 Canadians by 2100?

- **It will increase the GDP** (GDP growth has not increased per capita wealth.)
- **Canada will play a bigger role on the world stage** (Small developed countries are more influential than many larger ones.)
- **It will counter an aging population** (False: Most immigrants are adults and family reunification brings in a lot of older people. Thirty-five years of mass immigration has not changed Canada's age structure.)

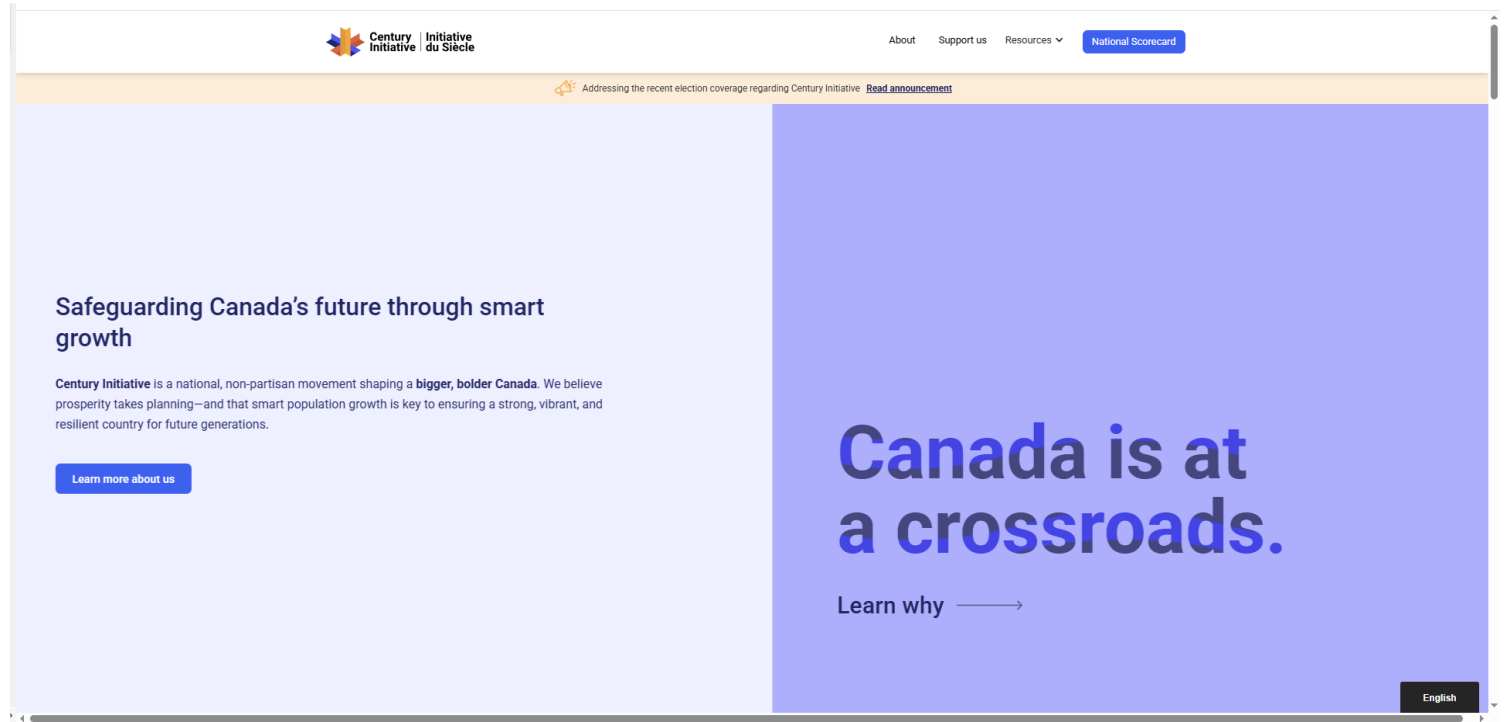
Those are the reasons that used to be listed on their website

But not anymore. However, we can still find information that refers to what it used to say. For example:

- ***Pourquoi il faut rejeter le projet Century Initiative***, by Rodrigue Tremblay in Le Devoir, June 13, 2022
<https://www.ledevoir.com/opinion/idees/722130/toronto-pourquoi-il-faut-rejeter-le-projet-century-initiative>
- ***Century Initiative: The Lobbyists that Want to Raise Canada's Population to 100 Million***, by Riley Donovan, Dominion Review website, May 29, 2023
<https://dominionreview.ca/century-initiative-the-lobbyists-that-want-to-raise-canadas-population-to-100-million/>
- ***The Century Initiative: a Blueprint for a Bigger, Broken Canada***, by Madeline Weld on PIC website, July 13, 2024
<https://populationinstituteCanada.ca/the-century-initiative-a-blueprint-for-a-bigger-broken-canada/>

What does
their
website say
now?

centuryinitiative.ca
(April 15, 2025)



“**Century Initiative** is a national, non-partisan movement shaping a **bigger, bolder Canada**. We believe prosperity takes planning—and that smart population growth is key to ensuring a strong, vibrant, and resilient country for future generations.”



“We see growth not as a problem to manage, but an opportunity to seize.”

Our Vision: A Stronger, Smarter Canada

We envision a future where Canada continues to be a leader in quality of life, innovation, and global influence. Achieving that vision means:

- **Planning for responsible population growth**
- Strengthening our workforce and building talent pipelines
- Supporting families and communities through affordable childcare, housing, and investments in infrastructure
- Helping all regions of Canada grow and thrive
- Encouraging a national mindset that plans not just for today, but for decades to come

(Century Initiative website, April 14, 2025)

There have been many recent changes on the Century Initiative website

The Century Initiative has deleted a lot of what used to be on the website.

Why would that be? Is it feeling the heat?

The Century Initiative used to operate behind the scenes to quietly influence government policy to massively increase immigration.

When the negative consequences of that policy became manifest and created a backlash, more attention was directed at the Century Initiative.

The Century Initiative then denied it ever promoted the things it in fact had promoted.

Some of the changes and deletions on the CI website are discussed.

The Century Initiative has re-invented its origin story

The information below is from their website (highlighting added)

Our story

In 2014, a group of influential Canadian leaders came together with a bold vision: to champion long-term thinking and planning that would shape Canada's future for the next century. Recognizing the demographic, economic, and security challenges on the horizon, they founded Century Initiative—a non-partisan movement dedicated to fostering a prosperous, resilient, and globally influential Canada for generations to come.

While our goal of reaching 100 million people by 2100 is often cited, our focus has always been on what that growth enables—**economic strength, innovation, and a high quality of life for all**. In an era of increasing global competition and uncertainty, long-term population planning is not just an opportunity—it's a necessity for safeguarding Canada's sovereignty and securing its place on the world stage.

As we move further into the 21st century, Canada's sovereignty, security, and economic resilience are under threat. To remain strong and independent, Canada must adopt a growth-oriented mindset—one that prioritizes smart policies, innovation, and responsible population planning. Century Initiative is committed to leading this conversation and ensuring a secure, prosperous future for generations to come.

(From CI website, accessed April 16, 2025)

When was the Century Initiative actually founded?

(Wikipedia, accessed 16 April 2025)

Laurier Project [\[edit\]](#)

The Century Initiative was founded **in late-2009** as the **Laurier Project Foundation** by [Mark Wiseman](#) and [Dominic Barton](#), who was the head of [McKinsey & Company](#) at the time, along with other "prominent Canadians."^{[21][3]}

Century Initiative [\[edit\]](#)

In 2011, the project shifted to population expansion;^[22] **it was later rebranded and reorganized as the Century Initiative.**

In March 2021, [The Globe and Mail](#) hosted a virtual event in partnership with the Century Initiative examining key indicators of the Century Initiative's progress towards growing Canada's population to 100 million by the year 2100.^{[23][24]}

- The Century Initiative has also been written about by columnists including [Andrew Coyne](#),^[25] [Terence Corcoran](#),^[26] and [Doug Saunders](#), who subsequently authored the book *Maximum Canada: Why 35 Million Canadians Are Not Enough*.^[27]

The Century Initiative is both a charitable organization and a lobby group

Current Canada Revenue Agency page on Century Initiative (**Charity** as of [May 8, 2014](#)):

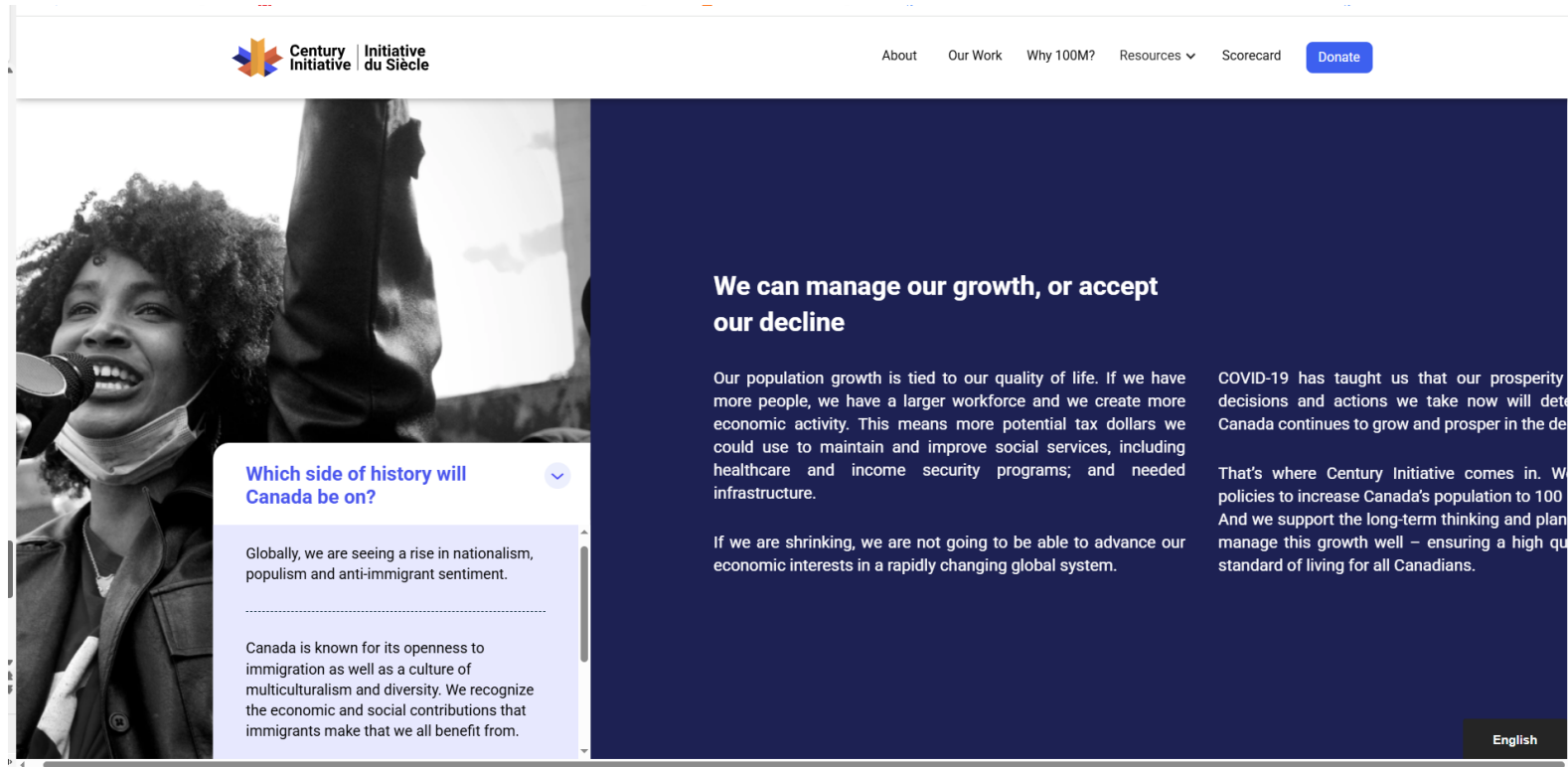
<https://apps.cra-arc.gc.ca/ebci/hacc/srch/pub/dsplyRprtngPrd?=0007&selectedCharityBn=843519638RR0001>

Current Office of the Commissioner of Lobbying of Canada page for Century Initiative as a lobby group (**Lobby group** as of [March 8, 2021](#)):

<https://lobbycanada.gc.ca/app/secure/ocl/lrs/do/vwRg?cno=368865®Id=909664&blnk=1>

The Century Initiative is pretending that its registration date as a charity is its founding date. But these “influential Canadian leaders came together” long before 2014.

A brazen insinuation that rejecting mass immigration means being on the wrong side of history has been deleted



(Webpage saved on January 4, 2024)

What it said:

Which side of history will Canada be on?

Globally, we are seeing a rise in nationalism, populism, and anti-immigrant sentiment.

Canada is known for its openness to immigration as well as a culture of multiculturalism and diversity. We recognize the economic and social contributions that immigrants make that we all benefit from.

Together, we can reinforce our reputation as an influential force for good in a turbulent world.

Take home message: If you don't support mass immigration, you're a deplorable.

(From webpage saved on January 4, 2024)

Interestingly, the young woman in the picture seems to be at a social justice demonstration. An uncropped picture, originally from unsplash.com, shows the sign someone near her is holding, which says:

“If you are neutral in situations of injustice you have chosen the side of the oppressor.”

If you do a Google Image search with this picture, you will find that it has been used by dozens of social justice, anti-racism, climate justice, church and other groups.

The Century Initiative is aligning itself with social justice causes by presenting its objective of mass immigration as being on the right side of history.



In 2019, the CI published an 88-page document with the title **“For a bigger, bolder Canada.”**

I downloaded the document as a PDF from the CI website in February 2023. It was still available in July 2024.

The document called for Canada’s big cities to be turned into mega-regions.



https://cdn.prod.website-files.com/5f931bff6aee7ca287dbada2/5f99ce137eaf1ee0243f1d98_CI-Report.pdf

The CI's Bigger, Bolder Canada envisioned many cities becoming mega-regions

“Our mega-regions can be globally competitive hubs of economic power, innovation and culture.”

- Toronto (GTA) will go from ~9 million to 33 million
- Montreal will go from ~4.5 million to 12.2 million
- Vancouver will go from ~3.3 million to 11.9 million
- Calgary will go from ~3 million to 15.5 million
- National Capital Region will go from ~1.4 million to 4.8 million

But now the CI says it ain't so

It even has an announcement on its website dated April 7, 2025, called

“Setting the Record Straight: Fact vs Fiction”

And one of those fictions is that the Century Initiative was promoting mega-regions.

Fiction: CI wants “Mega Cities.”

- **Fact:** No. While referenced in a 2019 report, **this idea was retired in 2020**. We shifted focus to measurable indicators in our [National Scorecard](#), such as infrastructure, housing, and environmental sustainability—to **support smart growth** in communities of all sizes.

<https://www.centuryinitiative.ca/news/fact-vs-ficton-century-initiative> (accessed April 16, 2025)

The document “For a bigger, bolder Canada” is now nowhere to be found. The link no longer works. But why was it **still available in 2023 and 2024**, with no indication that the idea had **been retired**? And it was being promoted in a **press release of December 20, 2019** where “**develop greater density in mega-regions**” was listed as **one of “10 key actions”**.

<https://www.centuryinitiative.ca/news/press-release-new-report-outlines-10-key-actions-to-ensure-long-term-prosperity-for-canada> (accessed April 16, 2025)

Other records also need to be set straight

Setting the Record Straight: Fact vs Fiction

Fiction: Century Initiative is a lobby group.

- **Fact:** Century Initiative is a registered charity, not a lobby group. While we have engaged with all three major Canadian political parties, we do so in a non-partisan and transparent manner, advocating for policies that support long-term economic resilience and prosperity for all Canadians.

Fiction: CI has advocated for 100 million immigrants.

- **Fact:** Our 100 million population vision refers to Canada's total population by 2100, not immigration numbers. It's meant to spark national conversations about smart, responsible growth—it is not a policy target. The point is to set bold, forward-looking goals that reflect the scale of the opportunity ahead. Canada needs that kind of ambition to thrive in a changing world.

<https://www.centuryinitiative.ca/news/fact-vs-fiction-century-initiative> (accessed April 16, 2025)

The CI says it wants to start a conversation

Another announcement on its website dated April 4, 2025, is also about setting the record straight.

“Setting the Record Straight: Who we are, What we are about”

Through Century Initiative’s research, convening, and outreach we have helped advance:

-
-
- A national conversation about the importance of smart, responsible growth.

<https://www.centuryinitiative.ca/news/2025-century-initiative-brief>

And nothing says sparking a “conversation about smart responsible growth” more than telling people not to talk about immigration

“Don’t make election about immigration, corporate Canada tells political leaders,”
by Andy Blatchford. National Newswatch, 26 April 2019

Big business leaders worried about Canada's aging demographics have been urging political parties to avoid inflaming the immigration debate ahead of this fall's federal election....

With signs of public concern about immigration, Business Council of Canada president and CEO Goldy Hyder said he's promoted the economic case in favour of opening the country's doors to more people.

“We are 10 years away from a true demographic pressure point,” Hyder said during a meeting with reporters Thursday in Ottawa. “What I've said to the leaders of the political parties on this issue is, 'Please, please do all you can to resist making this election about immigration.' That's as bluntly as I can say it to them.” ...

Hyder said he's personally part of a group called the Century Initiative, which would like to see Canada, a country of about 37 million, grow to 100 million people by 2100...

Demographics are not going to be relying on just making babies, we're going to need immigration,” Hyder said. “We have to be able to communicate that from an economic perspective, but cognizant of the social concerns that people have.”

(This article is no longer available online. On January 9, 2023, I could find it in the Internet Archives.)

We never said that! (Yes you did, actually.)

In 2023, Anne Michèle Meggs and Pierre Fortin published an article titled “[Are We Heading for 100 Million Canadians?](https://inroadsjournal.ca/are-we-heading-for-100-million-canadians/)” in the Summer/Fall (#53) issue of *Inroads*. Meggs and Fortin were critical of the Century Initiative’s immigration policy.

Anne Michèle Meggs is a retired senior official in the Quebec immigration ministry and a member of the Inroads editorial board.

Pierre Fortin is a Professor Emeritus of Economics at the Université du Québec à Montréal and a Fellow of the Royal Society of Canada.

Lisa Lalande, CI’s CEO, responded with a letter to the managing editor, Bob Chodos, received June 13, 2023.

<https://inroadsjournal.ca/are-we-heading-for-100-million-canadians/>

<https://inroadsjournal.ca/inroads-special/> (accessed April 16, 2025)

Lisa Lalande says the Century Initiative only promoted permanent immigration. Below are excerpts from her letter to *Inroads*:

The conversation between Anne Michèle Meggs and Pierre Fortin starts with the untrue statement that *“unplanned massive temporary immigration is consistent with the goal of the Century Initiative.”*

The Century Initiative supports and advocates for responsible, planned growth and has recommended an immigration system **based on permanent migration**. We have **never advocated for massive, temporary immigration**, as our aim is to advance *long-term* economic and social prosperity for all.

I would welcome the opportunity to engage in a conversation or interview ...but in the short term, would request that you **correct the statement that we advocate for “massive temporary immigration,”** which is simply untrue.

Meggs and Fortin post a long rejoinder, pointing out that temporary immigration is a huge component of total immigration.

...in the past decade there has been a massive increase in temporary immigration, both in absolute levels and relative to permanent immigration.

In the old days, most newcomers planning to settle in Canada arrived with permanent residency because they were required to apply for immigration from outside the country. Today, most people arriving from other countries do so on temporary visas and permits or as asylum seekers. The game has changed. And the change is deliberate policy of the federal government put in place largely to hasten the permanent immigration objectives.

There is no upper bound on the number of people accepted each year as nonpermanent residents.

When Lisa Lalande sent her letter to Inroads in 2023, had she looked at CI's 2022 Annual Report?

This is from page 4 of the 11-page Annual Report, which has the heading “**Achieving record-level immigration targets**”.

- In 2021, the federal government satisfied Century Initiative's long-standing calls for more ambitious immigration targets, and for new pathways to permanent residency for essential workers and international students. This was renewed in the 2022-2024 Immigration Levels Plan; and expanded upon in the 2023-2025 Immigration Levels Plan.
- **Statement:** Century Initiative was pleased to see the federal government announce that it would temporarily lift work limits on international students and automate some study permit renewal processes. International students are vital to our economic prosperity and to addressing our labour challenges. Removing the cap will help students better support themselves while they are in Canada and gain valuable Canadian work experience. This creates a more conducive environment for their success and makes Canada a more attractive destination. (October 7, 2022)

https://cdn.prod.website-files.com/5f931bff6aee7ca287dbada2/64b0a2eb2af4ab9d5f8ebb9a_CI%20Annual%20Report%202022%20FINAL%20.pdf

More from CI's 2022 Annual Report, page 4

- Our efforts have yielded significant results. In 2022, Canada's population grew by more than one million people, setting a new record as the country welcomed more immigrants. For the first time, Century Initiative has assessed that Canada is on track to achieve the goal of 100 million Canadians by 2100.

Demonstrated impacts:

- IRCC announced new immigration target increases targeting industries with high job vacancies. The plan also aims to boost regional immigration.
- The federal government introduced a plan for \$35 million in new money over the next three years to improve and expand immigration settlement services in small towns and rural communities.

They know very well that Canadians are not benefitting from mass immigration (pg. 4 of 2022 Annual Report)

- To maintain public support, we must understand and respond to Canadians' concerns about population growth. We need to get the foundational policies right: affordable housing, timely access to healthcare, increasing the number of good jobs and investing in the growth of the Canadian economy.
- And a quote from CI co-founder Mark Wiseman:
"Ultimately, we need to look beyond the numbers and take concerted action toward building our future prosperity – a future where the benefits of growth are not captured by a few, but shared by all who do and will call Canada home. Now is the time for Canada to seize our advantage. But it requires that we make bold policy decisions."

In 2022, Mark Wiseman suggested that screening immigrants was a waste of time

In a [resurfaced viral clip](#) from an event co-hosted by the Century Initiative and the Globe and Mail, Wiseman once discussed loosening immigration controls.

“Let the private sector move to bring people in and facilitate them being able to do that. A lot of the screening and other stuff that we do frankly is just bureaucracy, it's a waste of time. Let's let people in by and large and if we have to do the screening ex-post, that's fine.”

[The links below give no date, but Wiseman said it at the CI webinar “Unlocking our Potential” hosted by the Globe and Mail on April 6, 2022]

In an interview with [Bloomberg Markets](#), Wiseman spoke about the need for the Liberal government to bring in closer to 500,000 people per year.

<https://www.junonews.com/p/carney-advisor-dismissed-immigration>
<https://x.com/MaximeBernier/status/1903534536006435130>
<https://x.com/brianlilley/status/1903500072333017198>
<https://x.com/valdombre/status/1905088519087034623>

Who funds the Century Initiative?

Riley Donovan, founder of the **Dominion Review**, looked into that.

Finance: Bank of Montreal, Scotia Bank, TD Bank, Power Corporation of Canada

Corporations: AGT Food and Ingredients, Business Council of Canada (*President and CEO is Goldy Hyder, who is on the board of the Century Initiative*)

Foundations: **Quarrywood Foundation** (president is **Mark Wiseman**), **Lynwood Family Foundation** (president is Sarah Milroy, treasurer is **Thomas Milroy**, who is vice-chair and treasurer of Century Initiative), **Srinarayanathas Foundation**, and **Larry and Judy Tanenbaum Family Foundation**

Individuals: **Dominic Barton** (CI co-founder), **Goldy Hyder** (CEO of Business Council of Canada, board member of CI), **Lisa Lalande** (CEO of CI), **Willa Black** (VP, Corporate Affairs at Cisco), **Martin Basiri**, **Massi Basiri**, and **Meti Basiri** (three brothers who co-founded [ApplyBoard](#), an international student recruitment company based in Ontario), **Matthew Mendelsohn** (Public policy expert, founding director of Mowat Centre, led Justin Trudeau's Results & Delivery Unit tracking the achievement of Liberal promises; in 2015, he wrote the first draft of Trudeau's future platform)

<https://dominionreview.ca/who-funds-the-century-initiative/> (9 August 2023)

Did the Century Initiative indirectly run the immigration department (IRCC) via McKinsey?

In fiscal 2016-2017, the Trudeau government hired the consulting firm McKinsey & Company where Dominic Barton worked for 33 years (until July 2018)

Its first contract with Immigration, Refugees and Citizenship Canada was in August 2018

At IRCC, McKinsey's task was to develop and implement various strategies for "transformation"

IRCC targets and its stated justification follow [similar conclusions in the 2016 report of the Advisory Council on Economic Growth](#), chaired by McKinsey's then-global head Dominic Barton

<https://www.cbc.ca/news/politics/mckinsey-immigration-consulting-contracts-trudeau-1.6703626>

A chronology of events

- **October 2015:** Trudeau is elected prime minister. Shortly thereafter he says Canada is the first post-national country with no core identity or mainstream.
- **December 2015:** Finance minister Bill Morneau announces the creation of the Advisory Council on Economic Growth.
- **February 2016:** Morneau announces Council will be headed by Dominic Barton. (McKinsey & Co. provided pro bono research for the Council.)
- **March 2016:** The rest of the Council members are announced; they include Mark Wiseman.
- **October 2016:** The Council produces its first report, recommends a 50% increase in immigration targets to 450,000 annually. Subsequent reports (3rd and final in December 2017) all promote similar targets.
- **October 2017:** Immigration minister Ahmed Hussen announces targets for next 3 years of 300,000 to 340,000.

Chronology continued

- **July 2018:** Dominic Barton leaves McKinsey & Co. after 33 years with the firm.
- **August 2018:** McKinsey gets its first contract with Immigration, Citizenship, and Refugees Canada (IRCC).
- **August 2018 to January 2023:** IRCC pays McKinsey \$24.5 million to develop and implement various strategies for “transformation.” (Coincidentally, “transformation” was also a theme at the WEF Davos meeting in January 2023.)
- **September 2019:** Trudeau announces appointment of Barton as ambassador to China.
- **November 2022:** Immigration minister Sean Fraser announces targets of 465,000 to 500,000 immigrants for 2023 to 2025.

It has been suggested that the relationship between the Liberal government and McKinsey & Co. is a bit too cozy

- Anonymous sources in IRCC report that department bureaucrats feel pushed aside and that McKinsey's influence over immigration policy had grown without the public's knowledge.
- Public administration Professor Isabelle Fortier says McKinsey contract at IRCC supplants the internal expertise of the civil service and operates as a shadow government without transparency or legitimacy.
- According to public accounts data from Public Services and Procurement Canada (PSPC), the Liberals spent 30 times more money on McKinsey's services than did Stephen Harper's Conservatives (>\$66 million by early January 2023 vs \$2.2 million).
- 44% of the money was for contracts with IRCC and Canadian Border Services

<https://www.cbc.ca/news/politics/mckinsey-immigration-consulting-contracts-trudeau-1.6703626>

Globalist connections

- Both of the Century Initiative's founders, [Dominic Barton](#) and [Mark Wiseman](#) are members of the World Economic Forum, whose 2023 Davos meeting was enthusiastically promoted by McKinsey & Company, where Barton worked for 33 years before leaving the company as a Senior Partner in July 2018, one month before McKinsey got its first contract with Immigration, Refugees and Citizenship Canada.
- Former Prime Minister [Justin Trudeau](#) is also a member of the World Economic Forum as is his finance minister and deputy prime minister [Chrystia Freeland](#). Freeland sits on the WEF's [board of trustees](#) along with [Larry Fink](#), CEO of BlackRock. It was Dominic Barton who in January 2016 [personally introduced](#) Justin Trudeau as the newly elected prime minister of Canada to the Davos "in-crowd" at the WEF's annual meeting.

<https://www.macleans.ca/politics/ottawa/dominic-barton-wants-justin-trudeau-to-think-big-about-the-economy-will-he/>

<https://populationinstitute canada.ca/canada-a-country-for-canadians-or-a-cornucopia-for-globalists/>

Both Century Initiative co-founders, Dominic Barton and Mark Wiseman, are members of the World Economic Forum

<https://www.weforum.org/people/dominic-barton>



Dominic Barton
Incoming Chairman, Rio Tinto

Thirty-three years with McKinsey & Company: 2000-04, led Korea office; 2004-09, Asia Chairman; 2009-2018, Global Managing Partner; currently; Senior Partner. Active participant in international forums, including Davos, St Petersburg International Economic Forum and Asia Business Council. Member of boards and committees, including: Canadian Government's Advisory Council on Economic Growth (Chair);

<https://www.weforum.org/people/mark-wiseman>



Mark Wiseman
Chairman, BlackRock Alternative Investors;
Global Head, Active Equities, BlackRock Inc.

Mark is a Senior Managing Director at BlackRock, Global Head of Active Equities, Chairman of its Alternatives business, and Chairman of BlackRock's Global Investment Committee. He also serves on BlackRock's Global Executive Committee. Prior to joining BlackRock in 2016, Mark was President & CEO of the Canada Pension Plan Investment Board (CPPIB). Mark joined CPPIB in June, 2005 as the organization's Senior Vice-President, Private Investments. He was....

The Century Initiative's own scorecard from 2024 belies its assertions regarding the benefits of population growth

- Life expectancy fell for the second year in a row.
- Infrastructure is under stress and not getting sufficient investment.
- Housing affordability is getting worse.
- Canada is among the lowest-ranking on climate change performance.
- Early-stage entrepreneurship activity recently declined with increasing economic uncertainty.
- Business spending on R&D remains low.
- Canada has improved in some areas of innovation but still lags behind many advanced economies.
- Productivity has declined (could that be related to the cheap labour the government has been importing?)
- GDP per capita is behind many peer countries with negative impacts on standards of living.
- Canada's household debt is increasing.

But the Century Initiative keeps meeting its growth targets! Hooray!

Pretty much the only thing Canada is excelling at is meeting and exceeding the CI's population targets.

Canada also leads, according to the CI scorecard, in global freedom. (Wait until the successor of Bill C-63 takes effect.)

Canada has a strong global reputation, is perceived in a positive way internationally, and is considered among the most trustworthy, generous and safe countries.

https://cdn.prod.website-files.com/5f91f97a16f0aef1dff41fcb/665f8b1d9f801b398e1926db_Century%20Initiative%20Full%20Report%202024%20-%20EN.pdf

The idea of 100,000,000 Canadians did not arise in 2011. It seems the Century Initiative was created to advance an idea that was starting to be promoted at least by 2010.

Canada – Population 100 Million, by Irvin Studin. Global Brief (magazine), Spring/Summer 2010. Versions of that article (or articles about it) were republished under various titles incl. Ottawa Citizen and Vancouver Sun.

Fulfilling Laurier's vision: a Canada of 100 million, by Robert Kaplan. Globe and Mail, 21 July 2011.

Why Canada needs a flood of immigrants, by Joe Friesen. Globe and Mail, 4 May 2012.

Let's strive for that 100 million, by Andrew Coyne. Ottawa Citizen, 29 October 2016.

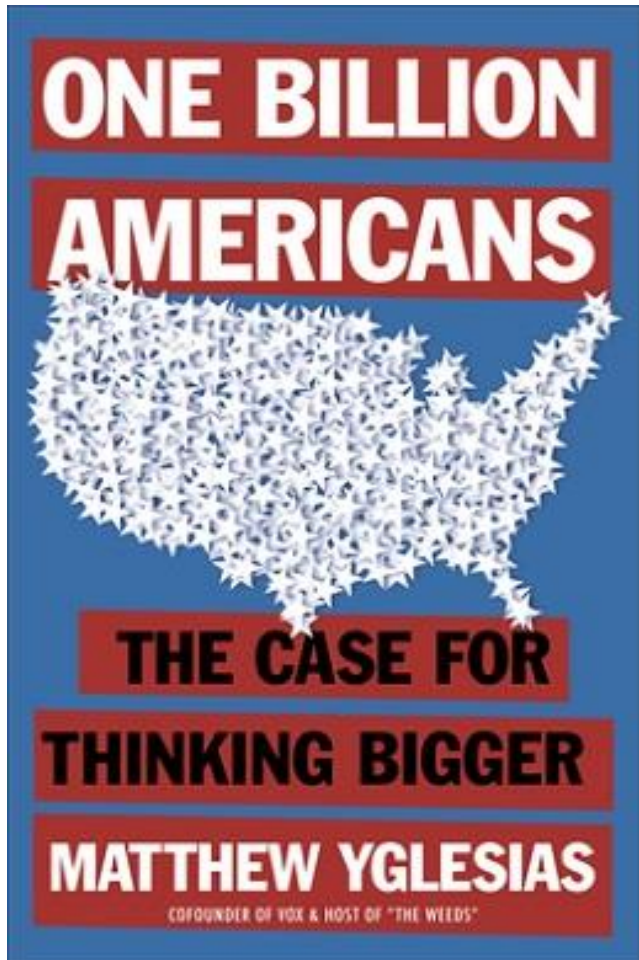
Maximum Canada: Why 35 million Canadians are not enough (book), by Doug Saunders. Knopf, Sept 2017.

Five pivots to Canada's success in the post-COVID-19 period, by Irvin Studin. Ottawa Citizen, 2 May 2020.
(Pivot #2 was 100 million by 2100)

It's time for Canada to focus on expanding our population, by John Ibbitson. Globe and Mail, 31 March 2021.

Immigration will help Canada build back better, but only if the country has all hands on deck,
by Lisa Lalande and Goldy Hyder, Globe and Mail, 28 December 2021.

The above is by no means an exhaustive list. There have also been TV and radio programs pushing 100M.



And coincidentally (?), in 2020, Matthew Yglesias came out with a book promoting one billion Americans.

This of course would require a substantial increase in immigration.

Is Mark Carney associated with the Century Initiative?

- He was a speaker at the Century Initiative's webinar, "Building for Growth," on June 7, 2024
- He recently appointed CI co-founder Mark Wiseman to his Council on Canada-U.S. Relations
- Now Carney is trying to distance himself from the CI, saying that Wiseman will not be advising him on immigration
- Mark Carney was one of Trudeau's economic advisors
- After the Liberals came to power, immigration levels doubled and the number of foreign workers and international students increased five-fold

<https://vancouversun.com/opinion/columnists/this-should-be-the-first-canadian-election-that-focuses-on-migration>

Is the Century Initiative a growth cartel?

What is a cartel? Definitions according to Dictionary.com:

noun

1. an international syndicate, combine, or trust formed especially to regulate prices and output in some field of business.

Synonyms: [combination](#), [merger](#), [monopoly](#)

2. a coalition of political or special-interest groups having a common cause, as to encourage the passage of a certain law.

3. a written agreement between belligerents, especially for the exchange of prisoners.

4. a written challenge to a duel.

Conclusions

- Yes, the Century Initiative is a cartel to promote the interests of the profiteers of growth
- The Century Initiative has been setting Trudeau's immigration policies
- Canada's immigration policy has been run by the "cartel" for decades. Brian Mulroney who initiated permanent mass immigration in 1990, was a member of the Century Initiative
- George Carlin had it figured out:
"It's a big club and you ain't in it"

(<https://www.youtube.com/watch?v=Nyvxt1svxso>)

