Within Canada, Quebec has a unique degree of control over immigration policy and implementation, power sought and purportedly used in the pursuit of economic development within a sustainably francophone context. In the past decade, successive Quebec governments have made rapid changes to immigration policy. While there has been a series of negative measures (i.e. the need to pass a values test, and threats to access to permanent residency for international students and migrant workers), there have been contradictory positive measures (i.e. opening PR to lower skilled migrant workers, and providing settlement services and French courses for international students and migrant worker.) How can these contradictory measures be explained? How should advocacy groups respond? Without claiming to have definitive answers, this presentation will provide an overview of the changes before grappling with these questions.