



The national program for **artistic, cultural and heritage activities**
in French immersion schools

Methodology Used to Determine a School's Eligibility for the Distance Premium

BACKGROUND

Under the **immersART** program, microgrants will be awarded to non-profit organizations (NPOs) that will work in collaboration with one or more French immersion schools to provide students with opportunities to engage in French in arts, culture and heritage activities. A NPO whose application is approved will receive a microgrant of \$ **1,500** per school participating in the proposed activity.

To take into account the multiple realities of communities and the vastness of the Canadian territory, a distance premium will be added to the microgrant awarded for activities in schools located far from major urban centres and from communities where a significant number of French-speaking professionals are active in the arts and culture sector. The distance premium is designed to provide NPOs working in partnership with these schools, additional resources to cover higher expenses for transportation, accommodation or the purchase of artistic materials, which can be more costly in remote areas.



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DATA USED

To determine which schools would be considered “remote”, it was necessary to identify geographical points on the Canadian territory where there is a relative concentration of professionals working in French in the cultural and artistic sector. It would then be easier, and above all less costly, to organize cultural, artistic and heritage activities in schools close to these geographic points. Once the geographical points have been determined, the distances separating the schools from the points can be calculated.

An analysis was therefore carried out using data obtained from Statistics Canada, from the 2016 census (sample data - 25%). The analysis cross-referenced data on individuals' occupations, language of work and geographic place of residence.

Variable 1: Profession

The following professions, all of which relate to the arts and culture sector, were used to identify professionals. The number preceding the name of each profession corresponds to the occupational classification code assigned by Statistics Canada:

- **0511** Library, archive, museum and art gallery managers
- **0512** Managers - publishing, motion pictures, broadcasting and performing arts
- **5111** Librarians
- **5112** Conservators and curators
- **5113** Archivists
- **5121** Authors and writers
- **5122** Editors
- **5123** Journalists
- **5125** Translators, terminologists and interpreters
- **5131** Producers, directors, choreographers and related occupations
- **5132** Conductors, composers and arrangers
- **5133** Musicians and singers
- **5134** Dancers
- **5135** Actors and comedians
- **5136** Painters, sculptors and other visual artists
- **5211** Library and public archive technicians
- **5212** Technical occupations related to museums and art galleries
- **5221** Photographers
- **5222** Film and video camera operators
- **5223** Graphic arts technicians

- **5224** Broadcast technicians
- **5225** Audio and video recording technicians
- **5226** Other technical and co-ordinating occupations in motion pictures, broadcasting and the performing arts
- **5227** Support occupations in motion pictures, broadcasting, photography and the performing arts
- **5231** Announcers and other broadcasters
- **5232** Other performers, n.e.c.
- **5241** Graphic designers and illustrators
- **5242** Interior designers and interior decorators
- **5243** Theatre, fashion, exhibit and other creative designers
- **5244** Artisans and craftspersons
- **5245** Patternmakers - textile, leather and fur products

Variable 2: Language of Work

From the list of occupations in variable 1, data were raised for the population aged 15 and over who worked in 2015 and whose language used most often at work was “French”, “English and French”, “French and unofficial”, or “English, French and unofficial”.

Variable 3: Geography

The data was then classified according to the geographical location of the private households where these professionals live. For Canada as a whole, by province and territory, and by census metropolitan areas and census agglomerations.

PROCESS

Using data supplied by Statistics Canada, the total number of individuals in the occupation categories of variable 1 was calculated for each Canadian city (census metropolitan areas and census agglomerations). The 19 cities with the highest number of arts and culture professionals whose main working language is French (50 or more individuals) were therefore selected as the geographic points for calculating the distance to schools, as part of the **ImmersART** program. The threshold of 50 or more individuals was selected because the towns just below it (36 to 49 individuals) was all close to another town that exceeded the 50-individual threshold.

ELIGIBILITY CRITERIA

Based on this analysis, the following criteria were established for determining eligibility for the distance premium.

1. A distance premium of **\$ 500** is granted to applicant organizations working with schools located **more than 200 kilometers** from the following cities:

Alberta	Calgary, Edmonton
British Columbia	Vancouver, Victoria
Manitoba	Winnipeg
New Brunswick	Bathurst, Edmundston, Fredericton, Moncton
Nova Scotia	Halifax
Ontario	Greater Sudbury, Hamilton, Kingston, Ottawa, Toronto, Windsor
Quebec	Montreal, Quebec City
Saskatchewan	Regina

2. All schools in Newfoundland and Labrador and Prince Edward Island are entitled to a **\$ 500** distance premium, since all cities were below the threshold set for the other provinces.

3. Schools in the Yukon, Northwest Territories and Nunavut benefit from a special measure. The distance premium for schools in the territories is increased to **\$ 1,500**. These schools are therefore entitled to a total microgrant of **\$ 3,000**.

The Department of Canadian Heritage has designated the Fédération culturelle canadienne-française (FCCF) as the third party responsible for implementing and operating the **ImmersART** program.



Une initiative de la :



Contact Us

Fédération culturelle canadienne-française
ImmersART Program
450 Rideau Street, Suite 405
Ottawa, Ontario K1N 5Z4

Email : immersart@fccf.ca
Tel. : 613-241-8770
Toll-Free: 1-800-267-2005

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