



Canada Council
for the Arts

Conseil des arts
du Canada

Presentation to Orchestras Canada

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Bringing the arts to life
L'art au cœur de nos vies

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About research at the Council

- Goals
- Approach
- Scope



Qualitative Impact Framework

What's the issue?

- Over-reliance on quantitative and economic data
- Need to demonstrate the intrinsic impact of the arts – unpack the “black box”
- Gap in understanding the value of arts funding

How?

- Development of a model of impact of public funding
- Public consultations
- Defining a research agenda

What do we hope to achieve?

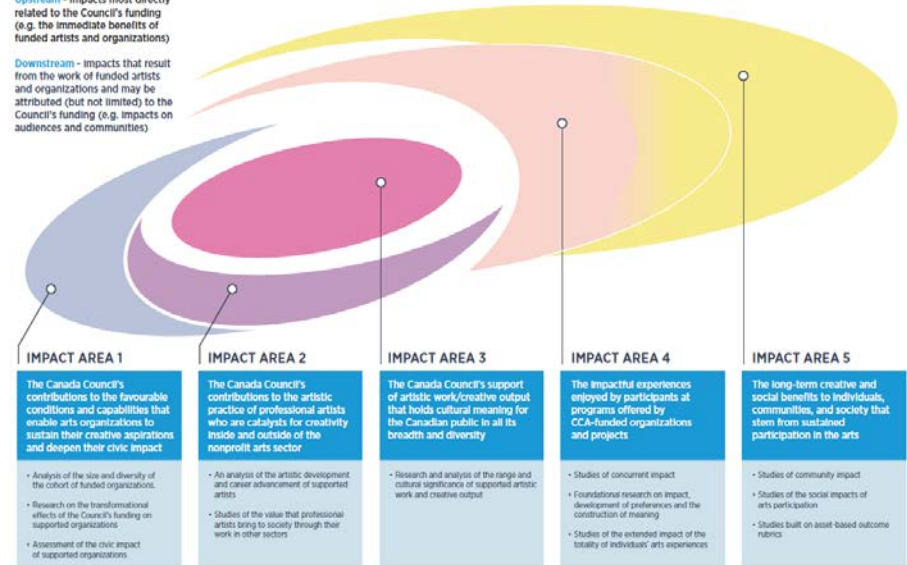
- Collect rigorous evidence over time to create a new narrative of the value of arts funding
- Increase capacity in the arts sector to tell its own impact story

IMPACT FRAMEWORK

The framework recognizes that impacts occur on a continuum of attribution by distinguishing between upstream and downstream impacts in five areas.

Upstream - Impacts most directly related to the Council's funding (e.g. the immediate benefits of funded artists and organizations)

Downstream - Impacts that result from the work of funded artists and organizations and may be attributed (but not limited to) the Council's funding (e.g. impacts on audiences and communities)



How might orchestras benefit?

- Direct participation in research projects
- New data and arguments for the value of the arts
- Growth in capacity for understanding and measuring impact



What's next

- Finalizing the Impact Framework
- Developing a research agenda for the next few years
- Publication of the framework

Collecting Demographic Data

What's the issue?

- Concerns about the representativity of funded arts organizations
- Lack of data
- Inability to measure a key performance indicator

How?

- Two literature reviews
- Voluntary survey of the employees and Boards

What do we hope to achieve?

- Develop a robust tool that organizations trust
- Create an accurate picture of the sector
- Support positive change in the sector



About the survey

Development

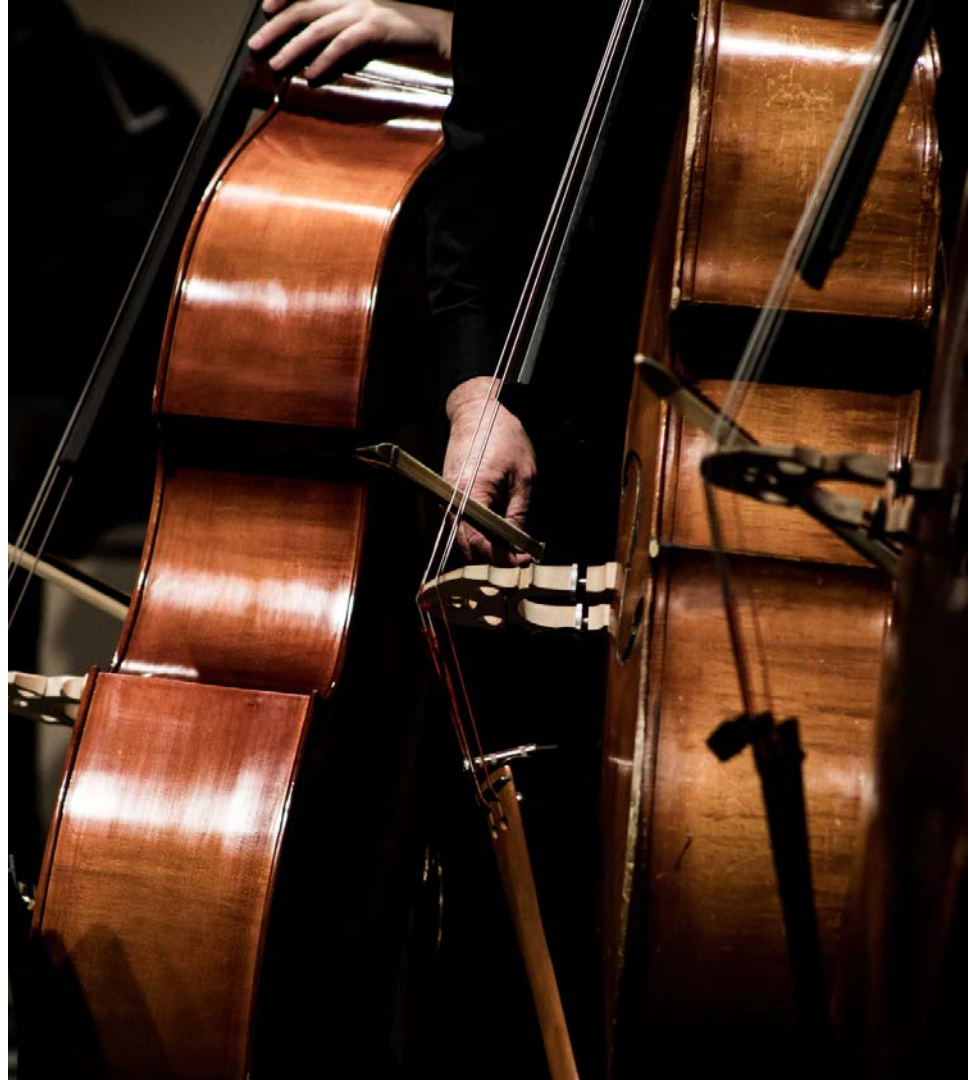
- Consultation with arts organizations and NASOs
- Privacy review

Sample

- 25 artistic institutions, 4 orchestras
- Total sample: 2,962
- Total responses: 1,080
- Response rate: 37%

Questionnaire

- Employment
- Demographics
- Sector Experience: Perceptions



What's next

- Data analysis
- Publication – fall 2019
- Determination of future surveys

A Portrait of 47 Symphony Orchestras

What's the issue?

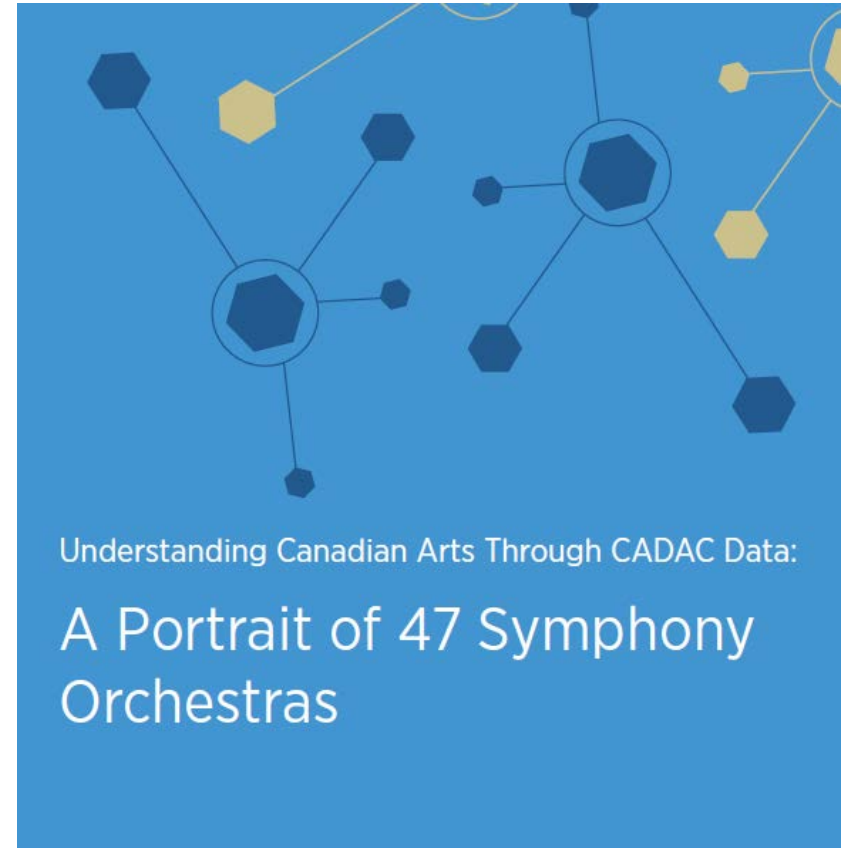
- Need to monitor the health of the arts sector
- Importance of providing detailed breakdowns by discipline and by type of organization
- Need to measure performance

How?

- Analysis of CADAC data for a sample of symphony orchestras (2016-17)

What do we hope to achieve?

- Provide useful data to the arts sector to understand the current state - benchmarking
- Make good use of available data sets
- Demonstrate the impact of public funding



Key Findings

Total revenues increased 19.3% (2010-11 – 2016-17)

- 18.4% increase in earned revenues
- 34.4% increase in support from the private sector

Admission and box office revenues: \$49.2M

- nearly three-quarters of their earned revenue

Public performances: 2,675

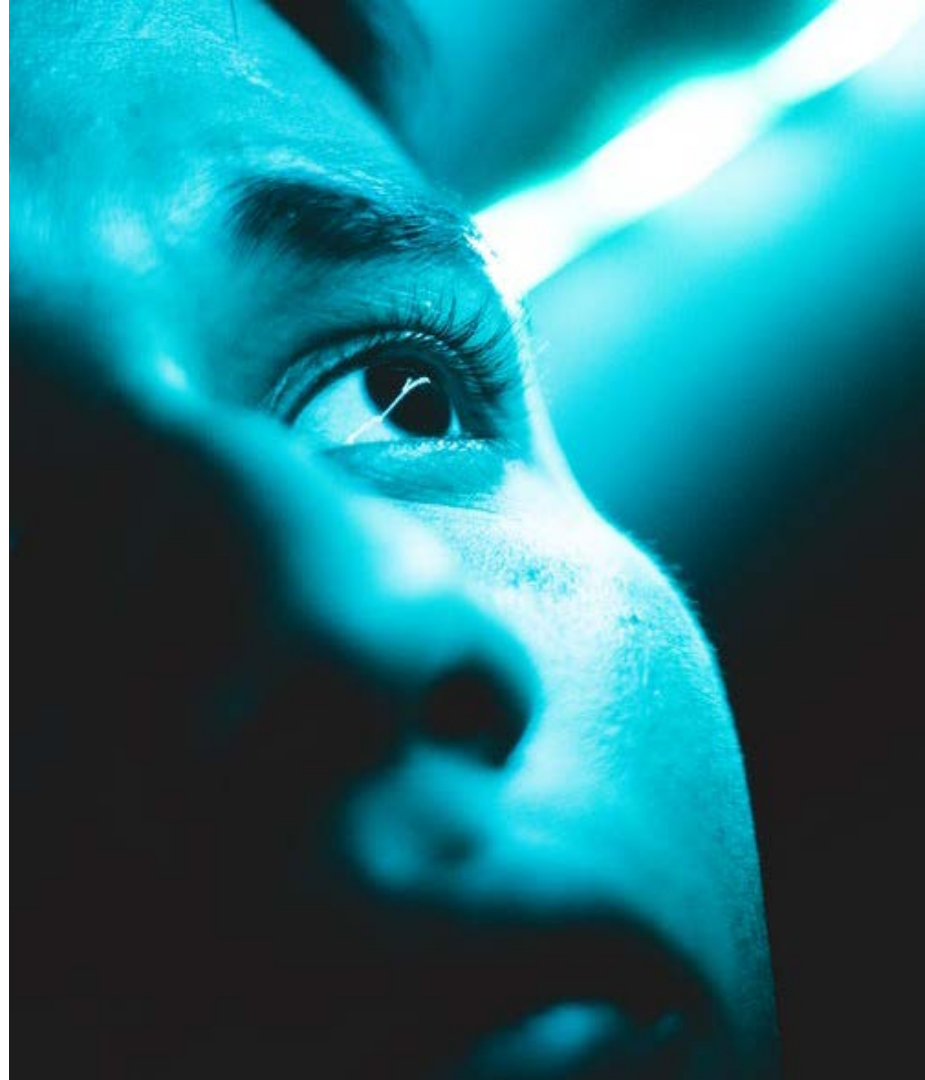
- 2,340 were programmed and presented locally
- 303 were presented nationally
- 32 were presented internationally

Total attendance: more than 1.87 million



Conclusions

- An inclusive process is key
- Ensuring value: both to the Council and to the milieu





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Thank you!

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