Research, Evaluation and Performance Measurement Section

“Shaping a new future”

South African Cultural Observatory National Conference
Port Elizabeth, South Africa
May 16 - 17, 2016

Gabriel Zamfir, Manager, Research and Performance Measurement
"Arts and culture are an essential part of our belonging – to a community, country, society, and to humanity itself."
A MODEL FOR ARTS IMPACT REPORTS
A Framework for Impact Reports
**Mandate:** foster and promote the study and enjoyment of, and the production of works in, the arts.

In 2014-15, the Council allocated $155.1 million $CA towards artistic creation and innovation through grants, prizes and payments.

“Shaping a new future”
New social and artistic needs:

- Increase direct support to artists, including young artists
- Support the development of new business models for the arts
- Contribute to reconciliation between Indigenous and non-Indigenous peoples through the arts
- Support artistic Equity groups
Why?

- Respond to a dynamic and evolving arts sector
- Offer artists a simpler application process
- Respond proactively and constructively to current trends in the arts
- Promote an excellent, vibrant and diverse art environment that engages Canadians, enriches their communities, and reaches markets around the world.
“New investment in Arts and Culture”, Government of Canada.

“The doubling of the Canada Council’s budget is an incredible vote of confidence in the capacities of the arts to invigorate our economy and support social cohesion...”
Research, Evaluation and Performance Measurement Section

- supports the Canada Council to make evidence-based decisions about program delivery processes

- undertakes arts research, develops and shares knowledge about the Council’s activities and sector-wide trends in the arts

- promotes the impact of the funding and the arts in general
Mapping data towards Impact

Scope
- Impact of the Council's support
- Trends in arts practice
- Impact of the arts on society

Data source
- Quantitative
- Mixed
- Hybrid

Methodology
- External
- Internal
- Mixed

Impact of the Econ. Crisis
- Arts Impact Research
- Canadian Arts through CADAC
- Disciplinary Reports (TYA)

State of the Arts - CSA
- Diversity
- Social Impact SROI
- Social Impact of Dance

Provincial profile
- Peers Data
- Open Data
- Annual Report
- Outcomes scorecard
1) Increase **support to artists and organizations** striving for artistic **excellence** and **greater public engagement**

2) Amplify the quality, scale and sharing of Canadian art through **digital technology**

3) **Renew the relationship** between Indigenous artists, and Indigenous and non-Indigenous audiences

4) Raise the **international profile** of Canadian artists

[Website Link](http://artbank.ca/)
Impact of the Council's Support

Scope: Impact of the Council's support

Trends in arts practice

Impact of the arts on society

Methodology

Data source

Quantitative

Mixed

Hybrid

Scope

Internal

Mixed

External

Scope

Provincial profile

Open Data

Outcomes scorecard

Annual Report

Peers Data
Key statistics of granting in a new visual and online format (Excel and machine readable format-.csv).

Sharing information is directly in line with the Government of Canada’s initiative to work with the national and international open government community.

More access to data means more transparency and accountability, more citizen engagement, and greater innovation and economic opportunities.
Making Treaty 7 Cultural Society

The making of Treaty 7 through Indigenous eyes
A picture of the funded organizations centred on four themes: economic impact; Canadian art reaching audiences; access to the arts; and public participation and support.

Interactive guide to the **100 most popular dance forms** in Canada features descriptions and detailed graphs as well as hundreds of dance videos.

Create an evidence-based profile of the arts activities across the nation, for a better understanding of the infrastructure of the disciplines and its impact on society.
Impact of the arts on society

Photographer captures visitors engaging with memorial sites

David Miller, Exits (Gas Chamber and Crematorium 1, Auschwitz, August 24, 2010), 2012, chromogenic colour prints mounted on aluminum (detail)
Provide new knowledge and a more nuanced understanding of the social impact of dance organizations in Canada.

Culture activities accounted for 3.0% of Canada's GDP and 3.5% of jobs in 2014.

Arts and Culture is everywhere
Shaping a new future

Challenges

- Reliable data sources
- Data collection and reporting tools
- Validation and representivity
- "Attribution vs. contribution"

Opportunities

- Open data and online data sets
- Collaboration vs. negotiation
- National and international partnerships
Art is serious business.

Canadians spend $1.4B on live arts events.

80% of Canadians attend at least one performance or arts event in a year.

Canadians spend over $27B on arts & culture.

Investing in creativity is a path to Canadian prosperity.