



the value
of presenting
l'importance
de la diffusion

Performing Arts for All: Utopia or Destiny?

Pacific Contact - April 5, 2013

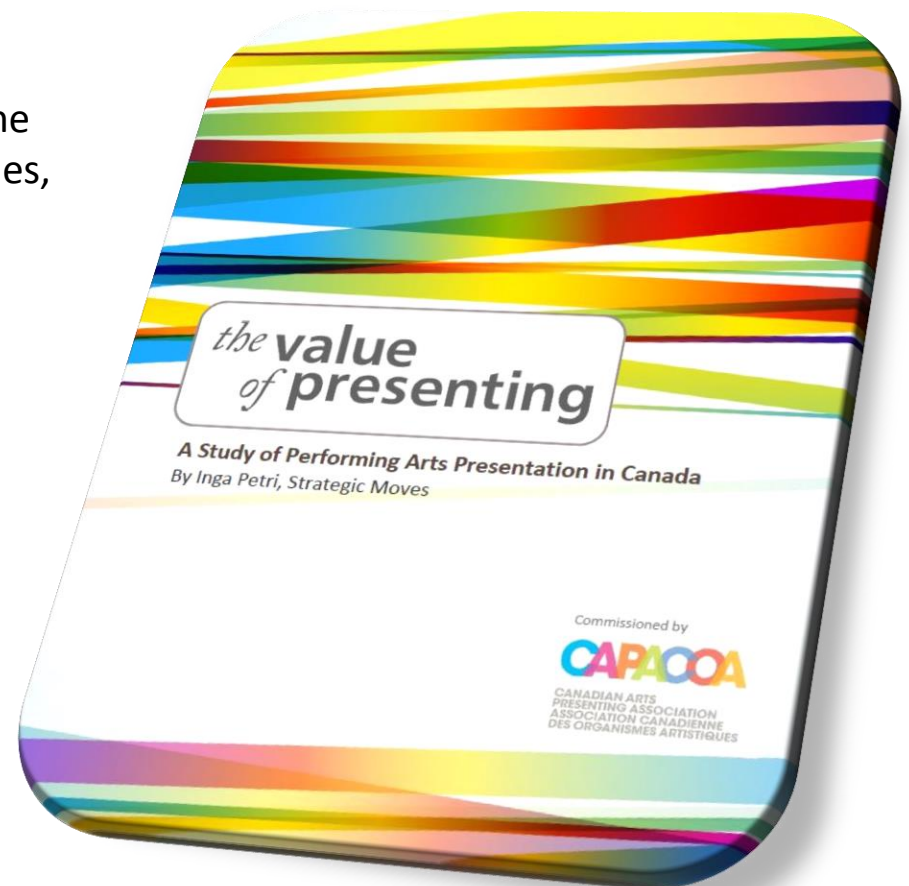
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The Value of Presenting study

- To identify, understand and communicate the value and benefits of performing arts presentation for Canadians.
- To define and raise awareness of the role of the presenter in the arts ecosystem, in communities, in society with the next 20 years in mind.
- To identify commonalities and differences among the diverse presenting field.
- **Financial / in-kind support:**
 - Presenters & Presenting Networks
 - Canada Council for the Arts
 - Government of Ontario
 - Ontario Arts Council
 - Government of Nova Scotia
 - Saskatchewan Arts Board
 - Creative City Network of Canada



www.ValueOfPresenting.ca

Who comes to performances you put on?

Based on your community's demographic composition:

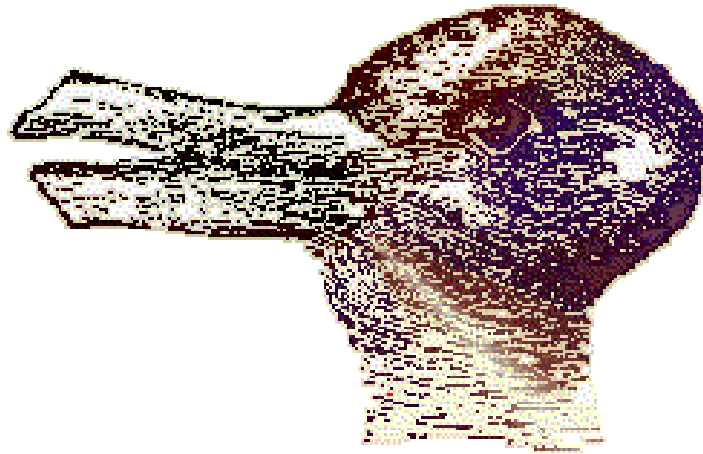
Who is **missing** in your audience?

Why do people come to shows you organize?

Based on your experience:

Why do some people **not** attend your events?

How we interpret information

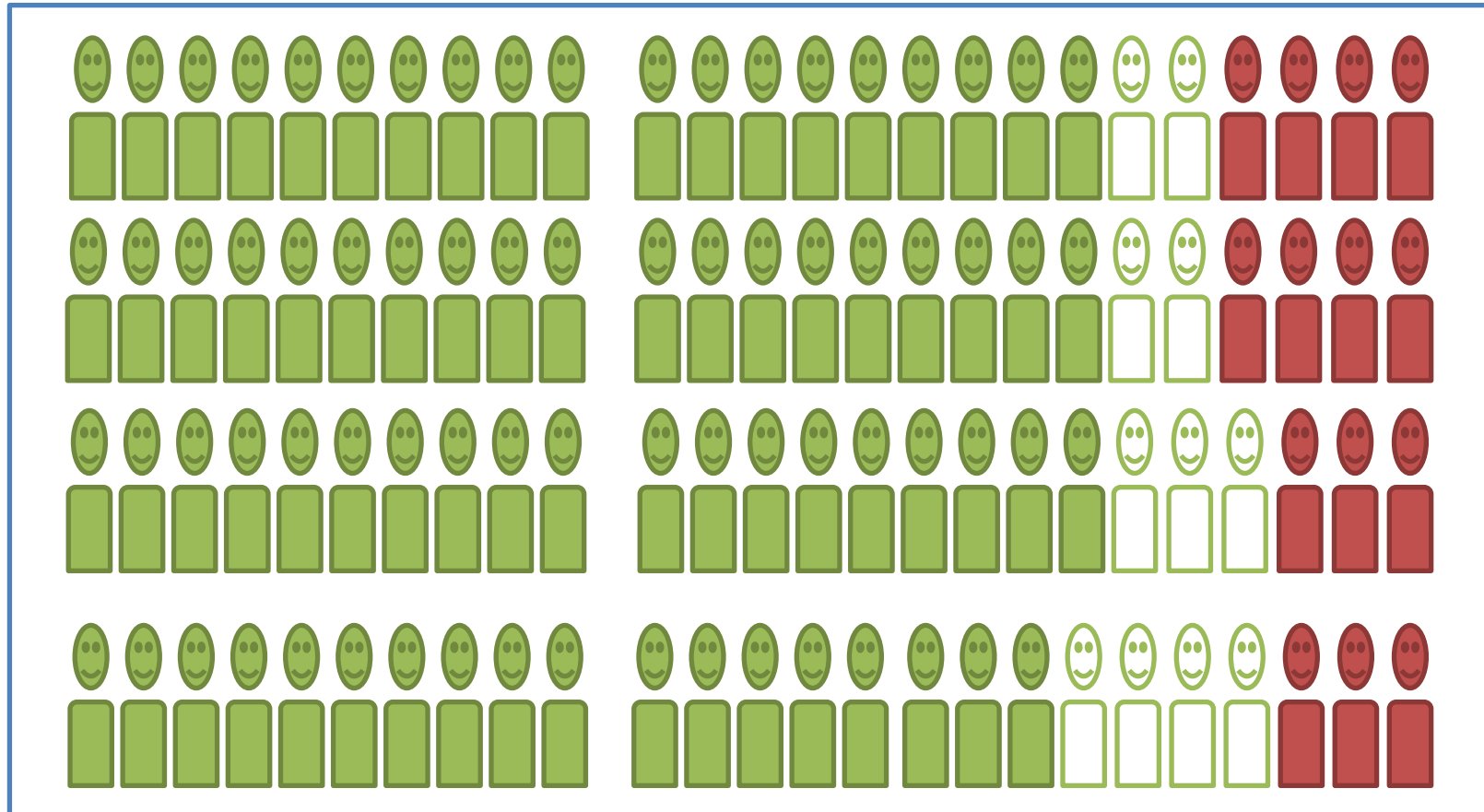


Different people see different things: What the human eye sees is interpreted by the brain in ways that varies from person to person.

Our brain selects and interprets stimuli

- It's hard wired
- Follows the path of least resistance
- Relate new info to known categories; first impressions are important

Amazing breadth of attendance



75% Canadians attended in 2011 + 11% ever attended = 14% never attended

Attendance includes all socio-economic groups



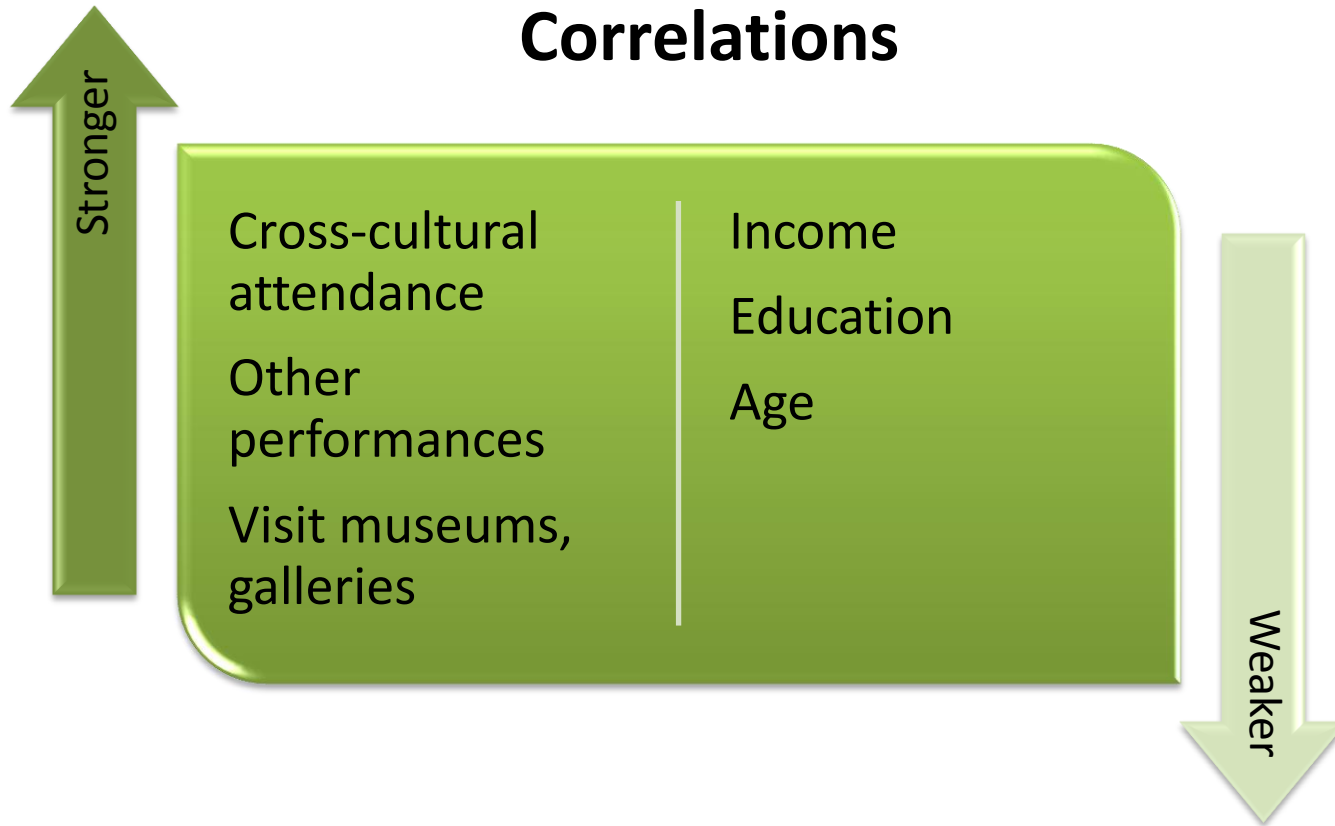
2 in 3 Canadians who

- earn less than \$40,000 **or**
- do not have university education **or**
- live in communities with a population under 25,000

... attended in 2011.

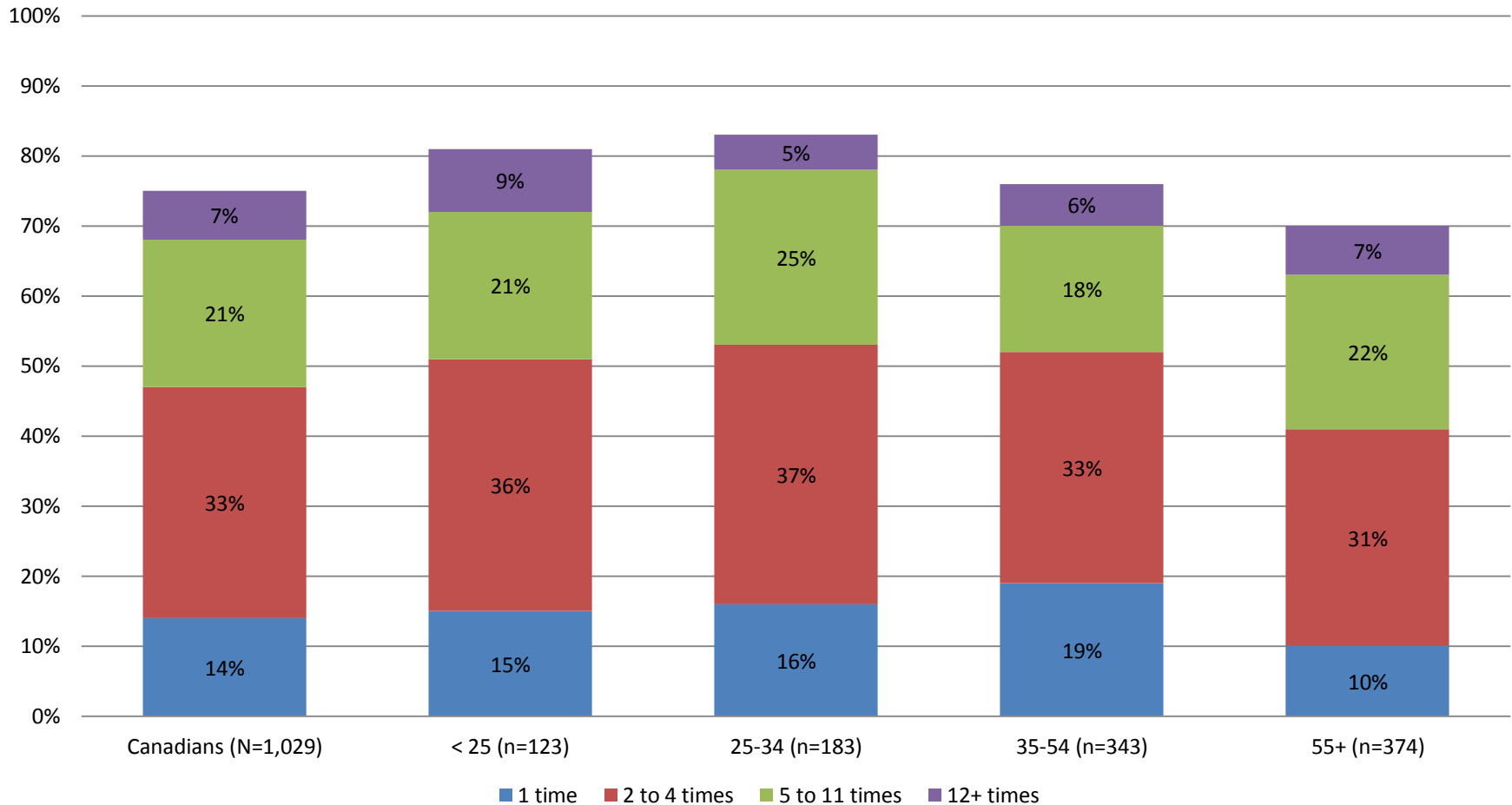
The more someone attends performances, the more they will attend

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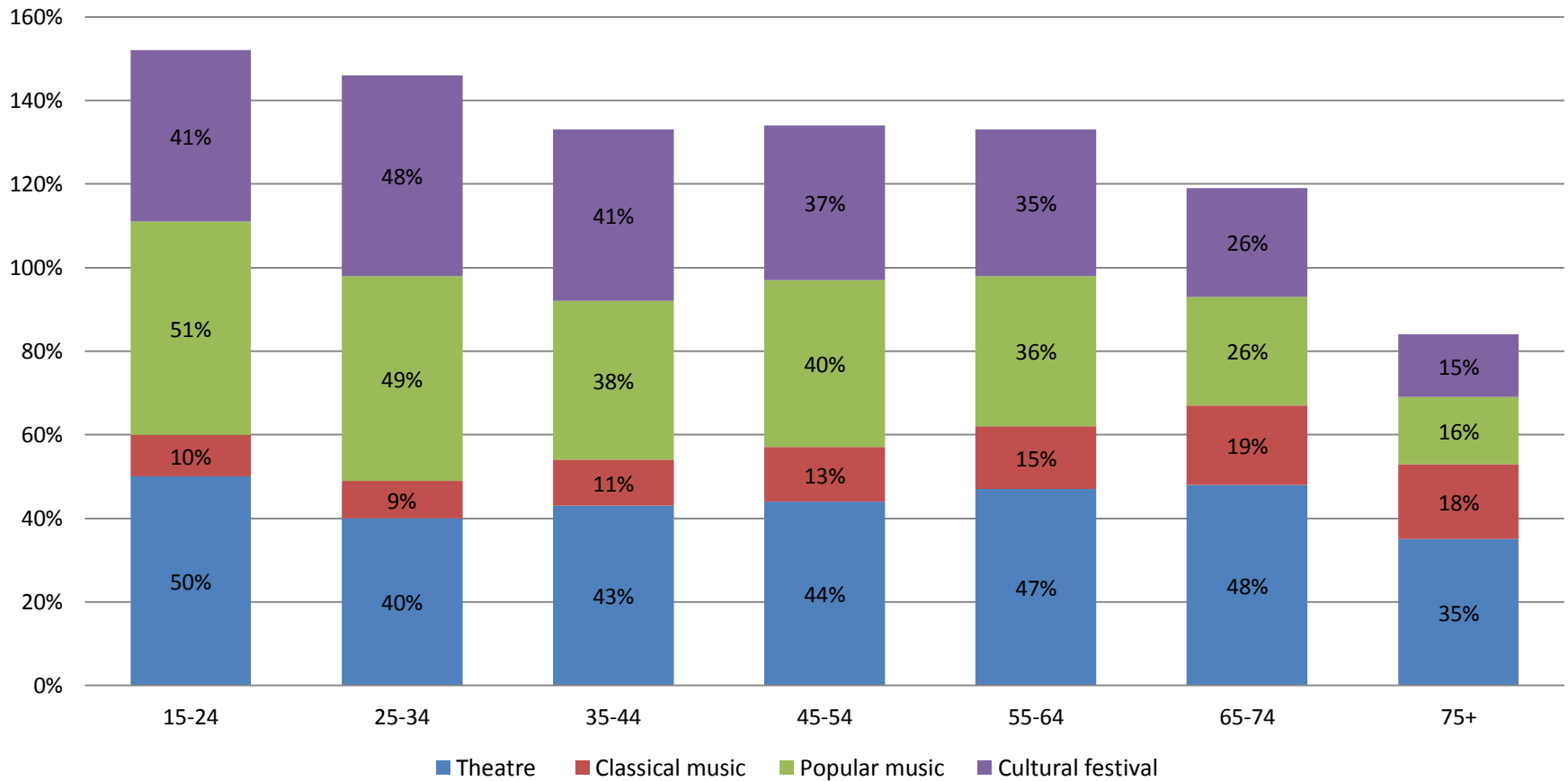
Younger Canadians attend more

Frequency of Attendance by Age, 2011

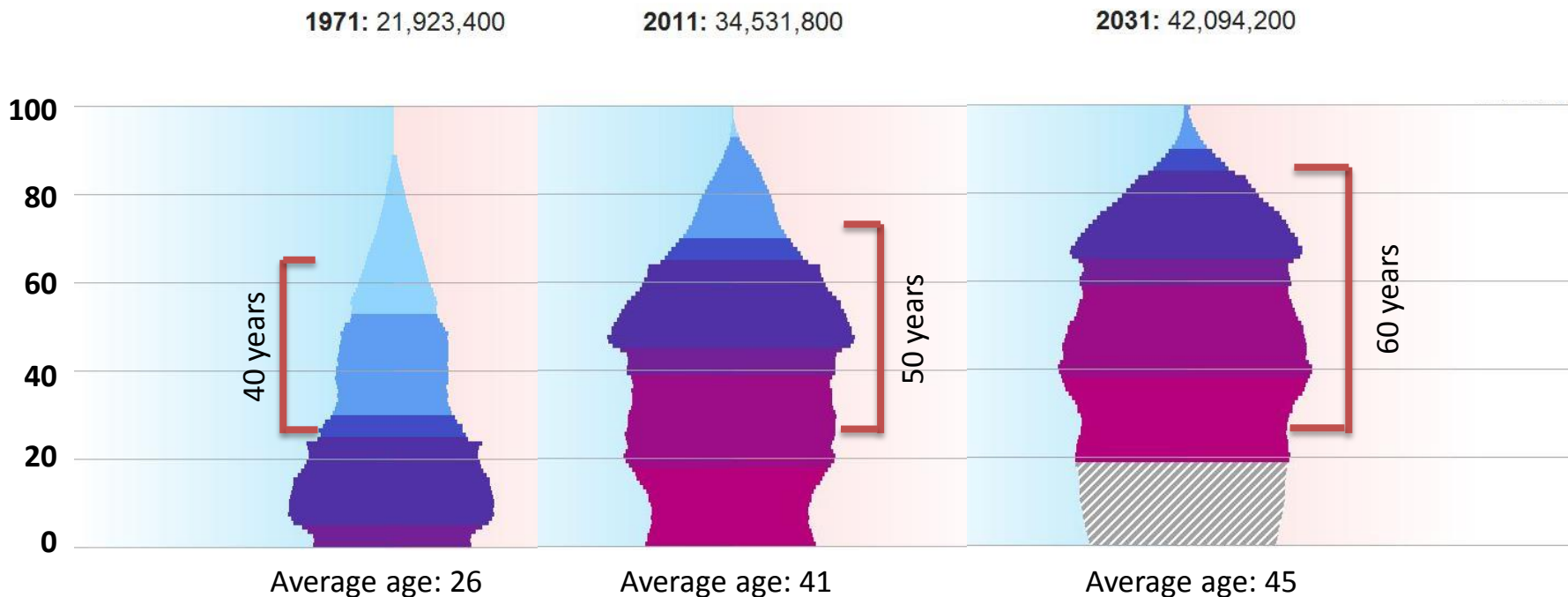


Age profile by art form

Attendance in Canada in 2010 by age group



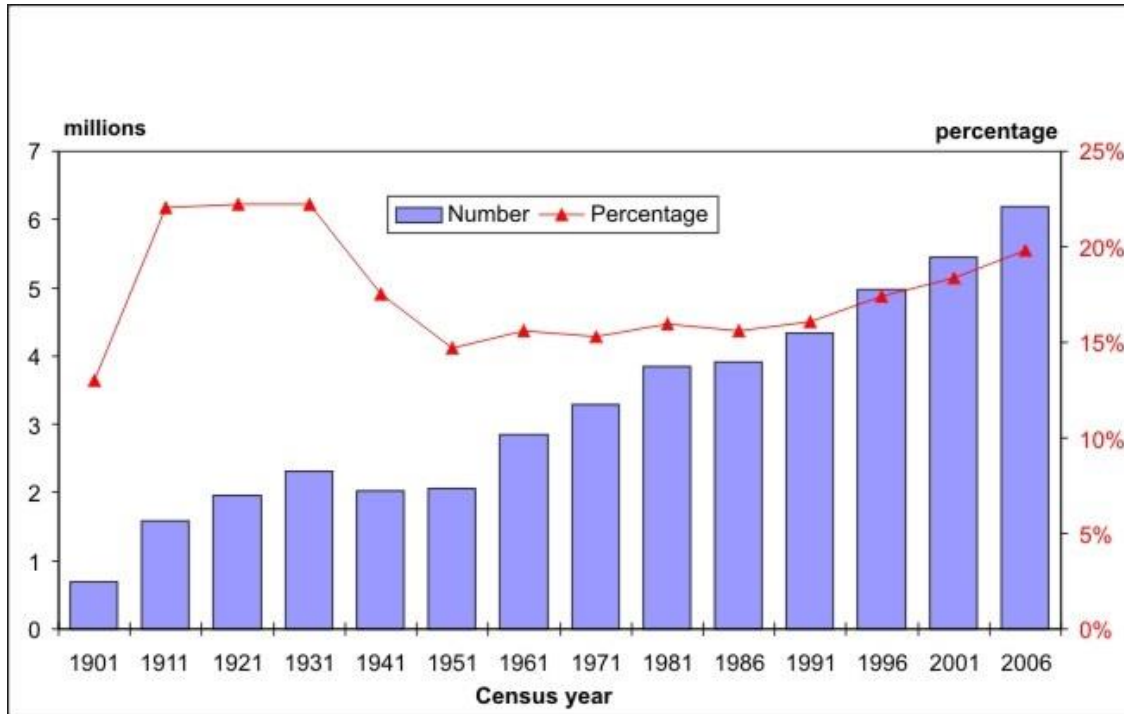
Demographics = opportunity



- Population doubles over 60 years.
 - Ratio of 65+ will be 3x higher; but the number is 5.5x larger from 1.7 to 9.7 million.
- Life expectancy much higher = more generations
- Geography matters
 - Sidney = 57, Harrison Hot Springs = 54, Salmon Arm = 48, Victoria = 42, Vancouver = 39; Prince George = 38

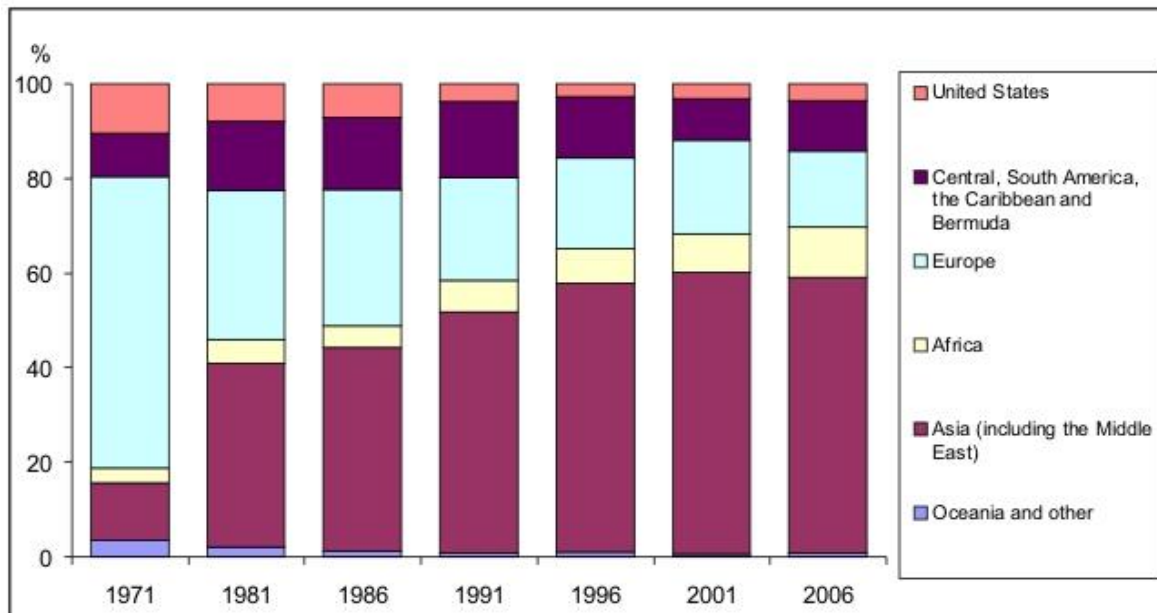
Number and share of the foreign-born population in Canada, 1901 to 2006

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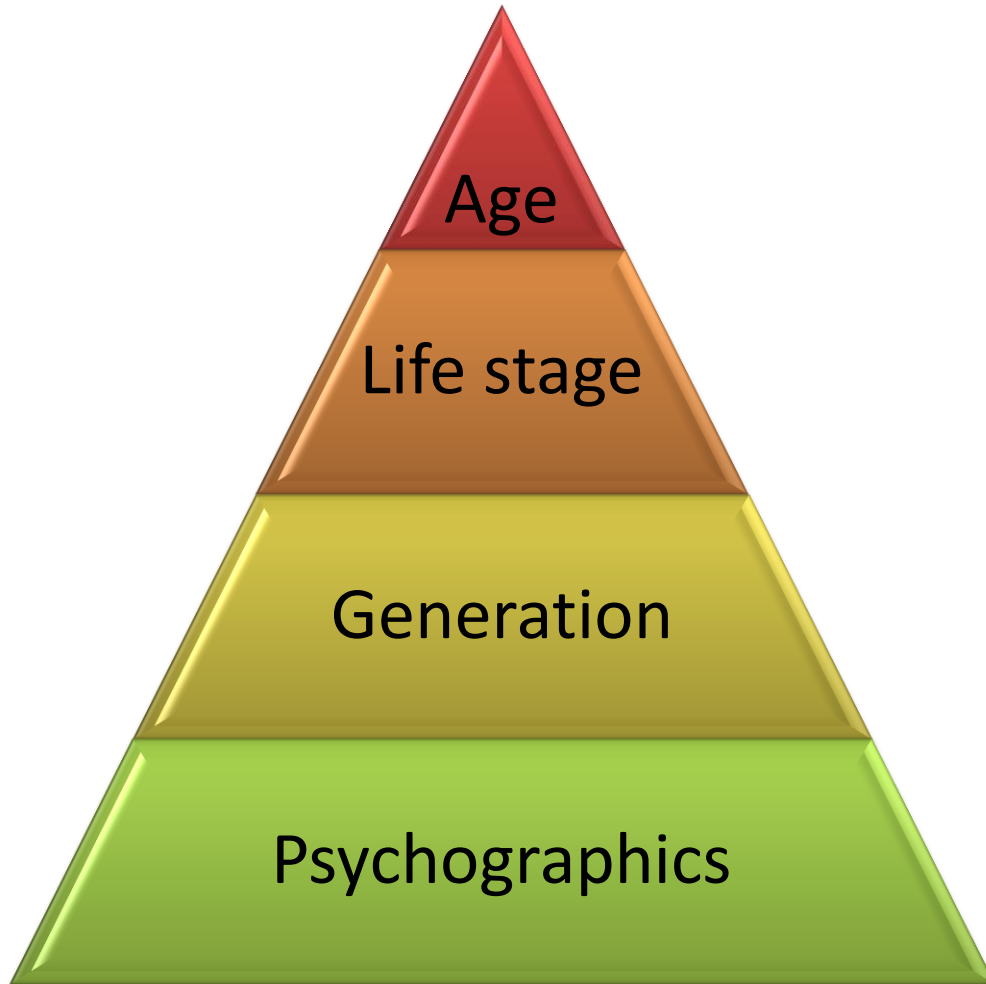
- **1 in 5 born outside Canada and rising.**
- **Immigration drives population growth.**
- **Immigrants are highly educated and skilled.**
 - Income gap to Canadian-born is widening.
 - Children of immigrants most successful in education and earnings power.

Region of Birth of Recent Immigrants 1971 to 2006



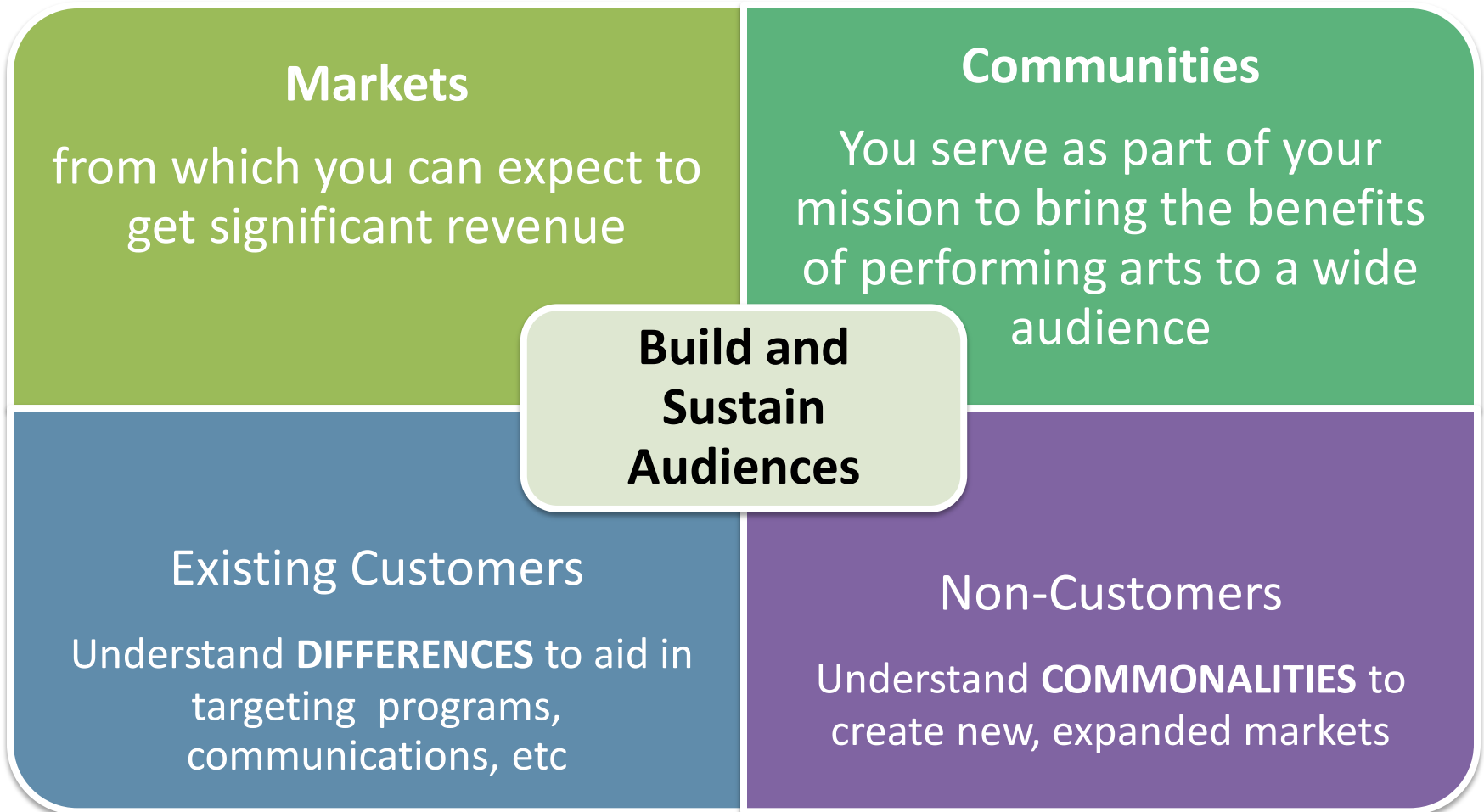
- Face of immigration has been changing
- European-based artistic models operate among increasingly diverse cultural and artistic backgrounds

Target audience dimensions: go deep



- **Understanding informs**
 - Programming
 - Access
 - Marketing channels
 - Message
 - Offers
 - Call to action

Audience segmentation concepts





Get in touch

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