



Canada Council
for the Arts

Conseil des arts
du Canada

Approaches to Equity in Research, Evaluation and Performance Measurement

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

*Equity, Diversity and Inclusion in the Cultural
Industries: Role of Cultural Organizations*
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Introduction

- The Canada Council for the Arts aims to support a vital and diverse arts ecology that enriches the lives of Canadians.
- Equity is a fundamental value and a decades' long commitment. The Canada Council's ***Equity Policy*** governs and supports the Council's application of equity principles and practices in all its activities, including those pertaining to granting.
- In its ***Art, now more than ever: 2021-26 Strategic Plan***, the Canada Council affirms its commitment to: “acting respectfully, responsibly, and collaboratively as we move forward together towards a more just, equitable, and decolonized future for the arts.”

The Canada Council's Commitments

Art, now more than ever: 2021-26 Strategic Plan

- encourage the arts sector in its efforts to advance equity, diversity, and inclusion, eliminate the consequences of racism and colonization in the arts sector, overturn misogyny and all forms of discrimination against women, advance gender equality, and mitigate the effects of climate change in the context of its activities.
- respect and protect the intellectual property, traditional knowledge, and artistic and cultural expression of Indigenous people and encourage the arts sector to serve as an example in furthering this work.

Expanding the Arts II: Deaf and Disability Expression and Engagement Strategy

- support the expression and engagement of artists who are Deaf or have disabilities and of arts organizations across Canada that work with them.

Research, Measurement and Data Analytics

- The Research, Measurement and Data Analytics (RMDA) section undertakes research, program evaluation and performance measurement activities related to the Council's priorities and commitments, as well as sector-wide trends in the arts.

Assets



Trends

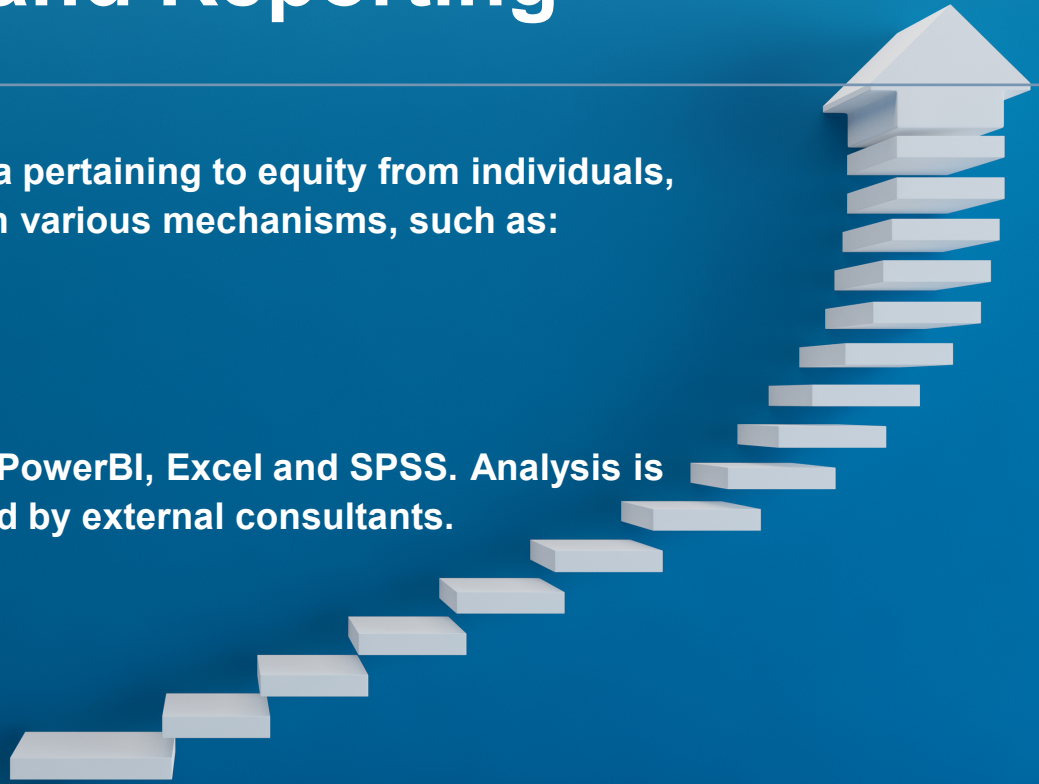


Data Collection and Reporting

RMDA collects and reports on data pertaining to equity from individuals, organizations, and groups through various mechanisms, such as:

- Application forms
- Outcomes surveys
- Interviews and focus groups

Data analysis is carried out using PowerBI, Excel and SPSS. Analysis is conducted by an internal team, and by external consultants.



Equity Data on Arts Organizations

- Organizations applying to the Council create an applicant profile, which asks them if they belong to one or more of the Council's Designated Priority Groups:
 - Indigenous
 - Culturally diverse or racialized
 - Deaf and disability
 - Official language minority communities
- The Diversity Evaluation Tool confirms the organization's mandate and most of its activities, artistic content, financial and human resources is dedicated to one or more of these groups.

☐ Culturally Diverse

People of African, Asian, Latin American, Middle Eastern and mixed racial heritage who have been historically disadvantaged as a group and may experience discrimination based on colour, culture and race.

☐ Deaf and/or have a disability

Deaf: People with hearing loss, hard-of-hearing, oral-deaf, deaf-blind and late-deafened, many of whom identify as Culturally Deaf - sharing distinct sign languages, traditions, histories, and values.

Disability: People, with actual or perceived impairments, that experience discrimination and disadvantage, as a direct result of that impairment, or due to social, policy or environmental barriers. Impairments are physical, mental or learning conditions that have long-term, temporary or fluctuating effects.

Individuals who are Deaf or who have disabilities, including those living with mental illness, and require accommodation at any stage of the application process may be eligible for [additional assistance](#).

☐ Official Language Minority Community

Canada's official languages are English and French.

Official language minority communities are groups of people whose maternal or chosen official language is not the majority language in their province or territory – in other words, Anglophones in Quebec and Francophones outside of Quebec.

Diversity Evaluation Tool

DIVERSITY EVALUATION TOOL - SAMPLE

This sample shows how an applicant may identify the make-up and activities of its organization pertaining to culturally diverse, Deaf, disability and Official Language Minority arts communities. You may wish to fill out the form on the following page to determine your organization's level of support to these groups, or be asked to complete it for validation.

CRITERIA	CONTENT	REPRESENTATION OF DESIGNATED COMMUNITIES (%)
Mandate (main purpose of your organization)	The Open Gallery was created to support multidisciplinary contemporary art that encourages reflection on cultural intersections, marginalization and history. We present programs that reflect the cultural diversity of Canada's populations and create a space to explore the discourse of art practice in relation to notions of difference based on ethnicity, culture, language, race and abilities	100%

Equity Data on Arts Organizations

Data gathered from organizations through the applicant profile and Diversity Evaluation Tool are used in the following ways:

- Shared with peer assessors in the assessment process
- Aggregate reporting in the Annual Report, Corporate Scorecard
- Reporting on the Strategic Plan
- Policy and program development
- Strategies and access support

Support to Designated Priority Groups: Indigenous

The Canada Council reports annually on support to individuals, organizations and groups from designated priority groups:

(number of recipients/funding amount in thousands)

Support to Indigenous recipients	2020-21		2019-20	
Project support to artists	310	\$10,317	329	\$8,038
Project support to groups	37	\$2,894	42	\$2,610
Project support to arts organizations	55	\$6,116	63	\$4,369
Core support to arts organizations	30	\$4,250	29	\$4,222
Total	422	\$23,577	450	\$19,239

7.5% of Canada Council funding went to Indigenous recipients.

3.1% of artists in Canada are Indigenous.

Support to Designated Priority Groups: Culturally Diverse

The Canada Council reports annually on support to individuals, organizations and groups from designated priority groups:

(number of recipients/funding amount in thousands)

Support to culturally diverse recipients	2020-21		2019-20	
Project support to artists	861	\$26,164	840	\$17,659
Project support to groups	102	\$4,051	78	\$2,774
Project support to arts organizations	133	\$10,476	117	\$5,760
Core support to arts organizations	84	\$8,126	70	\$7,071
Total	1,154	\$48,817	1,073	\$33,265

15.5% of 2020-21 Canada Council funding went to culturally diverse recipients.

15% of artists in Canada are racialized.

Support to Designated Priority Groups: Deaf and Disability

The Canada Council reports annually on support to individuals, organizations and groups from designated priority groups.

(number of recipients/funding amount in thousands)

Support to Deaf and disability recipients	2020-21		2019-20	
Project support to artists	323	\$8,913	292	\$6,682
Project support to groups	19	\$1,096	10	\$472
Project support to arts organizations	28	\$2,847	23	\$1,731
Core support to arts organizations	14	\$960	12	\$787
Total	378	\$13,816	331	\$9,673

10.7% of 2020-21 Canada Council funding went to Deaf and disability recipients.

15% of individuals working in arts, culture, recreation or sport have a disability in Canada.

Support to Designated Priority Groups: Anglophone Official Language Minority Communities

The Canada Council reports annually on support to individuals, organizations and groups from designated priority groups:

(number of recipients/funding amount in thousands)

Support to recipients from Anglophone Official Language Minority Communities	2020-21		2019-20	
Project support to artists	268	\$7,344	278	\$6,192
Project support to groups	34	\$1,167	35	\$844
Project support to arts organizations	42	\$3,001	63	\$3,205
Core support to arts organizations	47	\$3,983	48	\$3,738
Total	383	\$15,496	401	\$13,979

4.9% of 2020-21 Canada Council funding went to Anglophone official language minority communities.

4.6% of artists in Canada are Anglophones living in Quebec.

<https://canadacouncil.ca/research/data-tables>

<https://hillstrategies.com/resource/demographic-diversity-of-artists-in-canada-in-2016/>

Support to Designated Priority Groups: Francophone Official Language Minority Communities

The Canada Council reports annually on support to individuals, organizations and groups from designated priority groups:

(number of recipients/funding amount in thousands)

Support to recipients from Francophone Official Language Minority Communities	2020-21		2019-20	
Project support to artists	187	\$4,847	148	\$2,677
Project support to groups	8	\$227	17	\$621
Project support to arts organizations	43	\$2,526	54	\$2,057
Core support to arts organizations	42	\$3,898	38	\$3,591
Total	266	\$11,498	236	\$8,946

3.7% of 2020-21 Canada Council funding went to Francophone official language minority communities.

1.2% of artists in Canada are Francophones living outside of Quebec.

<https://canadacouncil.ca/research/data-tables>

<https://hillstrategies.com/resource/demographic-diversity-of-artists-in-canada-in-2016/>

Advancing Equity: Performance Measurement Reporting

- The Council conducts outcomes surveys to understand the impact of the our investments
- Core grant recipients are asked to:

“describe any measures that you introduced over the past year to help your organization respond to and reflect your community, particularly with regards to the inclusion and engagement of Indigenous Peoples, culturally diverse groups, people who are Deaf or have disabilities, and Official Language Minority Communities, as well as your efforts in furthering gender parity).”

Advancing Equity: Performance Measurement Reporting

Measures introduced to help organizations respond to and reflect their community:

Programming
<ul style="list-style-type: none">•Increasing Indigenous, culturally diverse programming, programming for marginalized populations•Offering programming and materials in multiple languages and non-traditional formats•Including programming that addresses social issues
Governance
<ul style="list-style-type: none">•Adopting principles of inclusion, diversity, equity and accessibility within organization•Ensuring gender parity, cultural diversity, Indigenous and/or 2SLGBTQ+ representation on board•Implementing policies related to equity and diversity, anti-harassment, inclusion of Indigenous art
Engagement
<ul style="list-style-type: none">•Targeted outreach and engagement (e.g., Indigenous peoples, 2SLGBTQ+ communities, those who cannot attend traditional venues, regional outreach)•Developing partnerships with community organizations•Collecting feedback from communities

Understanding Impact: Program Evaluation

The Canada Council for the Arts engaged Prairie Research Associates (PRA) to research cultural leadership and to evaluate two of its international cultural leadership programs.

PRA conducted an environmental scan focused on the current state of arts leadership development in Canada and elsewhere, including gaps, needs, successful models, and best practices.

PRA also undertook evaluations of two international cultural leadership programs:

- The International Society for the Performing Arts Canadian Fellowship Program, and
- The Salzburg Global Forum for Young Cultural Innovators.

The evaluations were conducted to support the Canada Council in understanding the relevance and effectiveness of these programs and to identify areas of improvement.

Understanding Impact: Program Evaluation

The environmental scan included a literature review focused on recent scholarship related to cultural leadership, interviews, and a scan of cultural leadership programs encompassing Canadian and international programs and initiatives.

The evaluation included a document and literature review, interviews with Canada Council staff and partner organizations, and focus groups with Canadian fellows.

The environmental scan concluded that:

- Movement away from hierarchical organizational and leadership structures is critical to addressing social justice issues and business challenges.
- More leadership programs aimed at historically underrepresented groups are needed to promote diverse leadership, address their specific concerns, and build supportive networks.
- Digital literacy and digital leadership skills are in short supply within cultural leadership.

Research Projects

Collecting Demographic Data: Pilot Survey (2020)

Deaf and Disability Arts Practices in Canada (2021)

Research on the Value of Public Funding for Indigenous Arts and Cultures (2022)



© Entr'actes 2019. Pénélope Gravel, Mathieu Blouin, Catherine Ruel-Boudreault and Marie-Noëlle Lantier during a dance performance entitled *C'est une histoire de couleurs*

Collecting Demographic Data: Pilot Survey, 2020

- Pilot project with Forum Research and Hill Strategies Research to understand the demographic makeup of the workforce and boards of a sample of organizations that receive core operational funding from the Canada Council.
- Engaged the arts community in developing a tool to support their efforts to build diversity in their workforces.
- Staff at 25 organizations were sent voluntary bilingual surveys including questions on gender, age, racial and ethnic identity, Indigenous identity, language, disability and perceptions on equity, diversity and inclusion in their place of work and in the arts sector.



Centre du Théâtre d'Aujourd'hui, *Centre d'achats*,
Photo: Andrée Lanthier

Collecting Demographic Data: Pilot Survey, 2020

Staff:

- Women accounted for 66% of staff in organizations, men 31%, and gender-diverse individuals 3% (compared with cultural workers in Canada 51% were women and 49% were men).
- 81% of staff members identified as White, 17% were racialized and 3% Indigenous.

Board members:

- 54% of board members identified as women, and 46% identified as men.
- 85% of board members identified as White, 7% as Asian, and 4% identified with another racial or ethnic identity.

Deaf and Disability Arts Practices in Canada, 2021

- The Canada Council engaged the Université du Québec à Montréal (UQAM) and a research team made up of Deaf, disabled, and allied researchers and artists.
- Provided the Canada Council with up-to-date information about the practices of Deaf artists and artists with disabilities and the state of the Deaf and disability arts sector in Canada.
- In addition to a literature and data review, 85 artists and cultural workers took part in interviews and focus groups held in eight cities across Canada.



Image: © Danielle Peers and Disability Dance Works, LTD, 2019. Alice Sheppard and Danielle Peers in a disability dance. Image from *Incantations*.

Deaf and Disability Arts Practices in Canada, 2021

- The research shows that the journey of Deaf and disabled artists are marked by experiences of oppression and marginalization, including ableism and audism, and that Deaf and disabled artists want more recognition and support.
- The literature review identified examples of practices that support the self-determination of Deaf and disabled artists, including equity policies, the funding of practices, events “by and for”, and tools and resources to develop exemplary know-how.
- Based on the experiences and viewpoints of those consulted, the report offers best practices grouped according to five major hurdles: funding; accessibility; cultural representation; communications; and equity, diversity and inclusion in cultural, artistic and media milieus.

Research on the Value of Public Funding for Indigenous Arts and Cultures, 2022

- This is the Canada Council's first research project grounded in Indigenous ways of knowing, done in partnership with Archipel Research and Consulting, an Indigenous-led firm.
- This project is guided by Indigenous research methodologies based on relational accountability, aiming to build respectful relationships with the Indigenous arts community.
- Framework to further the Canada Council's understanding of the significance its funding for Indigenous artists and the vital role that Indigenous arts and cultures play in the lives of all Canadians.



Research on the Value of Public Funding for Indigenous Arts and Cultures, 2022

- This project is guided by Etuaptmumk, a Mi'kmaq methodology known as Two-Eyed Seeing. This methodology brings the strengths of both Indigenous and Western worldviews together to move forward in harmonious and sustainable relations.
- An Indigenous Advisory Circle has provided guidance on matters applicable to this research project for its duration.
- Archipel engaged hundreds of participants through the interviews, focus groups and survey and paid special attention to ensure diversity amongst interviewees and the wholistic representation of Indigenous arts and culture practitioners throughout Canada.
- The outcomes of the research will be published in Fall 2022.

Questions?

For more information:

<https://canadacouncil.ca/research>

Contact us:

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