

News Release  
For Immediate Release

## A Pan-Canadian Enquiry on Performing Arts Presentation Moves Forward

*“This is a landmark moment in the history of performing arts in Canada.”*

Charles MacFarland,  
Artistic Producer & Program Manager, Theatres , City of Ottawa,  
President, CAPACOA Board of Directors

**Ottawa, May 5, 2011** – CAPACOA (Canadian Arts Presenting Association) has launched the long-awaited qualitative enquiry *The Value of Presenting: A Study of Arts Presentation in Canada* today, following the annual National Network Meeting of 23 of Canada’s largest presenting networks.

Canada’s performing arts scene boasts some of the world’s most celebrated musicians, dancers, actors and performers. Yet, the purpose and the work of arts presenters in building Canada’s cultural fabric, preparing the stage for diverse artistic expression and developing engaged audiences are little known or understood. In a rapidly evolving world, arts presenters seek to affirm their role in the creative chain coherently and with purpose. ➔ [Read more about Presenters](#)

This large-scale enquiry has been championed by the presenting field for three years. Today marks the beginning of this important process to identify, understand and communicate the value and benefits of presenting for Canadians, to envision the presenters’ evolving role in our changing world, and to raise awareness of the role of the live performing arts presenter in the creative chain, in communities and in society.

Over a two-year period, this project will use an innovative action research approach designed to generate broad consensus on the value and impact of presenting and the role of the presenter. Research activities will draw on the existing literature relating to the performing arts. It will include quantitative surveys of the presenting field and Canadians at large to better understand current perceptions and attitudes. It will also feature an extensive consultation process with all parts of the creative chain, with municipalities, and many other activity sectors.

The project will be undertaken by [Strategic Moves](#), a research-driven strategy consultancy, and [EKOS Research](#), experts in quantitative research with offices in Ottawa and Toronto.

The enquiry is made possible thanks to the funding of the Canada Council for the Arts and the Government of Ontario, with support from Canadian Heritage and the Creative City Network of Canada.

➔ [Read more about The Value of Presenting: A Study of Arts Presentation in Canada](#)

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