



Canada Council  
for the Arts

Conseil des arts  
du Canada

**Research on the State of Audiences for Arts  
Programming for Children and Youth  
REQUEST FOR PROPOSAL**

September 25, 2015

**THE CANADA COUNCIL FOR THE ARTS**  
**Research on the State of Audiences for Arts**  
**Programming for Children and Youth**  
**REQUEST FOR PROPOSAL**

**GENERAL PROVISIONS**

This request for proposal (RFP) invites research agencies (Agencies) or teams of researchers to submit proposals to provide **quantitative and qualitative research and analysis services** to the Canada Council for the Arts (Council).

**Introduction**

The Canada Council for the Arts is a federal Crown corporation created by an Act of Parliament in 1957 “to foster and promote the study and enjoyment of, and the production of works in, the arts” for the benefit of Canadians. The Council provides support to professional Canadian artists and arts organizations through grants, payments, prizes, awards and services. By strengthening arts practice and making the arts an integral part of Canadian life, it aims to develop a vital and diverse arts sector that enriches the lives of all Canadians.

The Council offers a broad range of grants and services to professional Canadian artists and arts organizations in music, theatre, writing and publishing, visual arts, dance, media arts and integrated arts. Each year, it awards prizes and fellowships to approximately 200 artists and scholars. It also operates the Public Lending Right program that compensates authors for the free dissemination of their work through public libraries. Through its support for artists and arts organizations and its communications, research and arts promotion activities, it raises public awareness and understanding of the arts. One of its flagship programs in this regard is the Canada Council Art Bank, a public collection of over 17,000 contemporary Canadian artworks on display in government and corporate settings across Canada and beyond.

The Canadian Commission for UNESCO also operates under the aegis of the Council.

The Council relies extensively on the advice of artists and arts professionals from all parts of Canada: some 700 serve annually as jurors, or peer assessors.

The Council’s operating budget is approximately \$190 million. With a staff of 235, including professional, administrative and support personnel, all grants and services are administered in Ottawa.

## **Background**

***Issue: Anecdotal evidence marks a decline in the status of audiences over a significant period of time for performing arts work that is created, produced and/or presented for young people, their families and educators in a context of changing youth cultural participation***

The Canada Council for the Arts wishes to gain an understanding of the status of youth cultural participation and attendance, through an exploration of the current state of the Canadian theatre for young audiences (TYA) and children's festivals sector. The analysis will take into account the differences between types of engagement, ranging from the receptive to the participatory (see Brown and Novack, 2011).

The research attempts to gain an understanding of the current state of the sector within the broader frame of changing family and youth engagement patterns. Are the values, behaviours and interests of these demographic groups changing and what are the implications for the arts?

The research will undertake an analysis of attendance and participation trends for specialized TYA theatre companies, theatre in education companies (who largely present in schools), specialized TYA and children's festivals and various other 'players' in this field. It will attempt to identify exemplars: those organizations that are thriving in a context of change and detail what is influencing this success.

The research has the potential to articulate some long-term effects on audience development, community engagement, and sustainability of the arts for Canadians.

The scope of the research would include Theatre for Young Audience arts organizations receiving Canada Council operating funding and Department of Canadian Heritage-funded Children's Festivals. It will cover both the Anglophone and Francophone sectors and must be able to differentiate the issues particular to each community.

The research is considered exploratory and will result in findings (not recommendations). Findings will be triangulated from all lines of inquiry.

An advisory committee (three to five members) that includes a representative from different sectoral stakeholder groups will be convened for the purposes of high level consultation and review of draft research reports. The Canada Council will be responsible for the management of this committee.

## INFORMATION FOR AGENCIES

### *Receipt of Proposals*

Proposals must be submitted via email, in English or French, in a pdf format to:

Alexis Andrew  
Head, Research and Evaluation Section  
Canada Council for the Arts  
Performance Court  
2nd Floor, 150 Elgin Street  
P.O. Box 1047  
Ottawa, Ontario  
K1P 5V8  
[alexis.andrew@canadacouncil.ca](mailto:alexis.andrew@canadacouncil.ca)

and must be delivered no later than **5pm on October 16, 2015.**

### *Forms of Proposal*

To ensure that all proposals are uniformly evaluated, they shall be submitted in the format prescribed in **Appendix A to this RFP.**

All proposals must be signed by a duly authorized officer and include a statement that the Agency has examined and understood the RFP.

The proposal should completely address each element of the Council's requirements as outlined. Changes or enhancements should be clearly identified and explained. The Agency may suggest alternative means beyond the scope of the stated requirements.

All the terms and conditions set forth in the RFP are accepted and incorporated in the proposal unless the proposal specifically takes exception to them.

The proposal must state that the Agency has the technical and financial resources and personnel to provide the services as identified in this RFP, and within the timeframes specified in this proposal.

### *Acceptance or Rejection of Proposals*

The Council reserves the right to reject any or all proposals or to accept any proposal at its discretion.

Proposals will not be opened prior to the specified closing date and time. Any proposal received after the specified closing date and time will be returned unopened to the Agency.

### *Modification of Proposals*

Agencies may modify their proposals up to the specified closing date and time.

### **Amendments or Withdrawal of the RFP**

Correction or clarification to the RFP will be issued in the form of a written addendum to the RFP and will be delivered to all Agencies. No interpretation, correction, clarification or amendment to the RFP shall be binding on the Council unless it is by way of an addendum. Agencies must acknowledge receipt of all addenda in their proposal.

### **Period of Validity of Proposal**

Proposals submitted must remain open for acceptance by the Council for a period of not less than sixty (60) days from the specified closing date.

### **Agreements with Successful Agency**

The Council shall enter into negotiations with the successful Agency with a view to finalizing a contract for services (the contract), on terms acceptable to the Council. The contract shall be for a period of **7 months**. The Council reserves the right to cancel the contract after one year if the service does not meet Council's expectations and a 30-day advance notice will be sent.

If an agreement acceptable to the Council is not reached within sixty (60) days after selection of the successful Agency, the Council may disqualify that Agency and re-evaluate the remaining proposals without obligation or claim against the Council.

### **Confidentiality and Council's Obligation**

All information, including the RFP, provided to the Agencies shall remain the exclusive property of the Council. As such, all data and information shall be kept strictly confidential and shall not be disclosed to any third party without the express written consent of the Council.

The issuance of this RFP and Council's receipt of any proposal shall not, in any manner, obligate Council to perform any act, incur any liabilities, or reimburse or compensate any Agency for preparation costs or other losses incurred in the preparation of their response to this RFP. Council shall have the right to use, for any purpose, any information submitted in connection with the RFP unless it has been marked Confidential.

Confidentiality agreements or clauses are subject to the [\*Access to Information Act\*](#) s. 20(1)(b) and must meet the following four conditions to be treated confidentially.

The information must be:

1. financial, commercial, scientific or technical information;
2. "confidential"

three indicators of confidentiality:

- the information contained in the record is not available from other sources in the public domain or obtainable by observation or independent study by a member of the public acting on his or her own;

- the circumstances in which the information originates and is communicated give rise to a reasonable expectation that it will not be disclosed; and
  - the information, whether provided by law or supplied voluntarily, is communicated to the government within a relationship that is either fiduciary or not contrary to the public interest and that will be fostered for the public benefit by confidential communication.;
3. supplied to a government institution by a third party; and
  4. treated consistently in a confidential manner by the third party.

### **Requests for Information**

Enquiries concerning any aspect of this RFP can be directed to:

Alexis Andrew  
Head, Research and Evaluation Section  
613-566-4414 ext 4522  
[alexis.andrew@canadacouncil.ca](mailto:alexis.andrew@canadacouncil.ca)

Jacinthe Soulliere  
Research Officer, Research and Evaluation Section  
613-566-4414 ext 4261  
[jacinthe.soulliere@canadacouncil.ca](mailto:jacinthe.soulliere@canadacouncil.ca)

### **Evaluation of the Proposals**

All proposals will be rated on the basis of a "points earned" matrix that will involve an analysis of the complete proposal including, but not limited to, such areas as:

- Consultant's understanding of the project;
- Appropriateness of methodology designed by consultant;
- Consultant's or team's ability to meet Council's research and analysis requirements, including quantitative data analysis and experience with mixed methodology research projects;
- Consultant's ability to provide a high level of service to Council in both official languages;
- Consultant's background and expertise as a researcher/consultant;
- Consultant's knowledge of the arts and culture sector, particularly, the Theatre for Young Audiences and Children's Festivals sectors as well as understanding of the different realities in the Anglophone and Francophone communities;
- Consultant's knowledge of arts sector and arts funding environment in Canada;
- Consultant's references;
- Pricing (the total amount of consultant fees for this project is expected to be approximately \$25,000 not including travel costs or taxes).

Institutions are required to demonstrate in their proposal that they are able to satisfy the above criteria. A short-list of Agencies will be selected on the basis of Council's analysis.

The Canada Council retains complete discretion in deciding which proposals meet the requirements set out in the RFP and what evidence will be considered adequate to indicate compliance with those requirements. In addition the Canada Council reserves the right in its sole discretion to:

- withdraw the RFP at any time;
- not enter into negotiations with any Agency that submits a proposal; and
- request, in writing or orally, clarification of any additional information concerning proposals that are considered responsive.

## **COUNCIL'S RESEARCH REQUIREMENTS**

The research requirements of the Council are outlined in this section.

### **Research Requirements**

The **Agency** shall:

- Design and implement quantitative and qualitative methodologies to undertake research and analysis to address the questions detailed below
- Prepare a report as detailed under Deliverables with key findings from the lines of inquiry.

### ***Research questions:***

1. What is the status of audiences for performing arts work that is created, produced and/or presented for young people, their families and educators, specifically in the Theatre for Young Audiences and Children's Festivals sector? Are there differences between the Anglophone and Francophone sectors?
2. Do the patterns of attendance and participation in this specialized sector reflect overall societal patterns in youth arts engagement? Is this sector a microcosm of a larger demographic reality?
3. What are the identified factors that have an impact on issues of engagement/attendance in youth in general? Are these factors playing out similarly in the arts sector?
4. What are the actual or potential impacts on this specialized sector of changes in attendance and participation?
5. What are the factors that assist organizations in successfully navigating changes in attendance and participation?

### ***Methodology:***

Agencies will be requested to outline their recommended methodologies in the proposal. Major lines of inquiry may include but are not limited to:

**Literature Review** to include, but is not limited to:

- Documentation on state of the TYA/Children's Festivals sector as well as other artistic sectors targeting youth
- Cultural participation studies that include information on children and youth and/or families
- Research on the arts in schools (as distinct from curriculum-based arts education)
- Youth civic engagement and consumer patterns (including non-arts activities)

Some literature will be identified and provided by the Canada Council and PCH; the selected researcher will also be expected to identify further documentation. The priority will be on Canadian literature, both academic and grey research.

**Quantitative Data** to include, but is not limited to the following activities:

- Analysis of statistical data found in cultural participation studies

- Analysis of CADAC<sup>1</sup> figures for Canada Council funded TYA companies and festivals
- Analysis of data from PCH on festivals

**Semi-directed interviews** (telephone) of selected TYA / Children’s Festivals to include, but is not limited to the following research questions:

- What are the observed trends in audiences/participation for children and youth? Are tastes and habits changing?
- What are the key challenges in developing and retaining audiences?
- Are programming decisions being affected by trends in behaviour and attitude?
- What are the factors for success?
- What are the key challenges to producing and/or presenting touring work for young audiences?
- Are there gaps in the touring/presenting infrastructure that are impeding the circulation of work for young audiences?
- What is the current status of school programming? What are the major issues?
- Are the roles of the various stakeholders and intermediaries in this specialized sector changing? What are the implications of this?

**Other Data:**

- Analysis of any available audience surveys or other evaluative information from theatre companies, festivals or presenters, identified by the consultant or by the Canada Council and the Department of Canadian Heritage.

**Deliverables:**

The final report will be divided into the following components:

1. Executive Summary with triangulated findings
2. Detailed report with full analysis, including the methodology and findings of each line of inquiry
3. Annotated bibliography from literature review
4. List of stakeholders interviewed

**Timelines:**

Agencies will be requested to provide a detailed schedule in the proposal.

<b>Activity</b>	<b>Schedule (2015-16)</b>
Signature of contract/start of work	October
Submission and approval of methodology and workplan	October-November
Literature review	November – January
Analysis of quantitative data	December - February
Selection of interviewees and development of questionnaire	December
Interviews	January
Draft report	February

<sup>1</sup> The Canadian Arts Database/Données sur les arts au Canada (CADAC) is a web-based application dedicated to the collection, dissemination and analysis of financial and statistical information about Canadian arts organizations.

Final report	March
End of contract	March 31, 2016

## APPENDIX A

### PROPOSAL FORMAT

To ensure that all proposals are evaluated equally, they must be submitted in pdf format, via email, divided into the following sections:

**Section A     An Executive Summary of the Proposal**

**Section B     A Profile of the Agency**  
this section should include:

- a) company name and address;
- b) professional memberships;
- c) name of contact person to whom all enquiries can be directed;
- d) number of years in business providing research and analysis services;
- e) resumé of each team member with relevant professional experience in the arts and in research.

**Section C     Council's Requirements**

This section should outline the methodology and timelines as identified in the Council's Research Requirements of this RFP (see page 7), including number of days required to complete the work.

**Section D     Budget**

This section should outline the projected expenses for this project.

**Section E     Suitability of Your Agency**

This section should describe why you feel that your agency is best suited to serve the Council's research requirements.

**Section F     References**

Please provide three references of: comparable clients in Canada, including the names of the senior contacts;