



The CIVIC IMPACT OF OPERA

AN EVIDENCE BASE

Using the Opera Civic Impact Framework, unique to the Canadian opera sector, the AOC measures the collective civic impact of opera companies from coast to coast.

Between 2021 and 2022, seven opera companies in Canada participated in data collection efforts, deploying a total of 400 surveys that were completed by participants and audience members attending the opera performances and programs during the pandemic.

Calgary Opera (Calgary, AB): CIWA Women's Cross-Cultural Music Sharing Groups

Opera Atelier (Toronto, ON): Angel - An original 70-minute opera ballet film

Opera de Montréal (Montreal, QC): ET à l'opéra - An opera co-creation project for youth living with mental health issues

Opera on the Avalon (St. Johns, NL): The Rock Performs - An online multimedia concert series featuring local artists and landmarks of Newfoundland

Manitoba Opera (Winnipeg, MB): The performances of The Telephone and La Voix Humane

Pacific Opera Victoria (Victoria, BC): Open Air: A Summer Festival of Music

reNaissance Opera (Vancouver, BC): Annual IndieFest - A series of events centered around collective healing and building a sustainable future

IMPACT SNAPSHOT

95%
JOY

73%
WELL-BEING

90%
WELCOMING

INDICATOR	OUTCOME
<u>JOY</u>	95% of survey respondents enjoyed the opera experience. The use of technology, real-time XR for livestreaming, and a blend of new and familiar elements were appreciated by the audience. Participants highlighted the opportunity to use their voices without judgment, and teachers found the interactions with participants gratifying.
<u>RELATABLE</u>	61% of respondents felt that opera was more relevant than they originally thought, and 64% gained a deeper appreciation of opera as an art form. The performances were found to be relatable, invigorating interest in the arts, and providing access to cultural experiences.
<u>WELCOMING</u>	90% of respondents felt that the atmosphere at opera performances was warm, open, and inviting. Participants praised the welcoming environment, fostering cultural exchange and respect among attendees.
<u>WELLBEING</u>	73% reported that attending the opera had a positive impact on their mental health and well-being. The opera experience was described as a means to escape the daily routine, allowing attendees to dream, imagine, and be transported into another realm.
<u>CHANGING HEARTS & MINDS</u>	73% experienced strong emotional reactions during opera performances. 32% reported that the opera experience altered their worldview, while 41% felt motivated to engage in dialogue or action related to the covered topics.
<u>COMMUNITY COHESION</u>	Attending opera performances contributed to community cohesion, with 55% feeling more proud of their culture and/or community, 52% feeling more connected to their local community, and 26% feeling more connected to others who are different from themselves.





Testimonials

"I'm a healthcare worker and don't seem to have time or place for beauty in my life. Your productions on the Internet give me both."

-Audience member, Opera Atelier

Je sentais que j'avais mon groupe et mon deux heures par semaine pour laisser mes problèmes de côté et chanter pour le simple plaisir de la faire sans pression de performer.>> / "I felt like I had my group and my two hours a week to put my problems aside and sing for the simple pleasure of doing it without pressure to perform."

- Program participant, Opera de Montréal

I became more open to other people and more confident in my singing too. I loved how our coordinator created an atmosphere of warmth and respect to each other. We all were ready to know each other's culture through songs and to share these cultural features. It was a wonderful experience!"

- Program participant, Calgary Opera

"I loved everything about this event -- it being outdoors, it being a more intimate venue where you could chat for a moment or two with the singers, and get to know them a bit more personally than the characters they portray in full costume and makeup."

- Audience member, Pacific Opera Victoria,

"I think the Rock Performs does a fantastic job of...providing access to performances in a time when many are unable to attend events in person."

-Audience member, Opera on the Avalon

"Experiencing moving art (digitally or in person) is emotionally cathartic. The added layer of community and collective experience that was offered through the festival format made me feel connected to others through this art."

- Audience member, reNaissance Opera

"Being at a live performance again. The music and singing. Lovely voices. Chatting with two young women for whom this was their first opera event."

-Audience member, Manitoba Opera

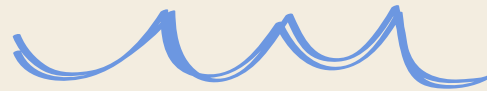
"I watched the performance with a lonely older neighbour that also loves opera and we had a lovely evening together. Around this performance we created a stress relieving experience with increased sense of connectedness. The beauty of this event lingered in our lives and minds for much longer than its duration!" - -

-Audience member, Opera Atelier

LEARNING AND SHARING

At the Association for Opera in Canada, we remain committed to supporting our members and the broader arts sector to engage in strong impact measurement and evaluation. We have collaborated with Mass Culture and our evaluation partner Good Roots Consulting to develop an evaluation toolkit for the arts:

<https://poweredbyartsimpact.ca/>



La voix harmonisée, l'Opéra de Montréal, Caroline Perron

THE OPERA CIVIC IMPACT FRAMEWORK

The Opera Civic Impact Framework is a result of a five-year strategic plan, Charting our Civic Impact, and reflects existing civic practices in the Canadian opera sector. It is designed to capture impact data in an iterative way, supporting the opera sector's commitment to creating strong and positive civic impact in communities across Canada and across five major civic impact Themes: Experience, Education, Access, Community, and Truth and Reconciliation



The digitization of the Opera Civic Impact Framework was made possible by a Digital Strategy Grant from the Canada Council for the Arts.



Canada Council
for the Arts

Conseil des arts
du Canada

Special thanks to our funders and participating organizations



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

