



## The Research Project

To understand the outcomes and impacts of Canada Council's prizes on artists, writers, translators, illustrators and scientists, Goss Gilroy Inc. surveyed **293 recipients**, and held focus groups and interviews with **26 recipients and prize partners**.



**Recipients surveyed**

## Program Outcomes

From 2016-2021:

**38**

different prizes were awarded to over

**800**

artists and scholars.

Dissemination activities for prize recipients included:



Prize presentations



Ceremonies and galas



Web promotion



Media promotion



Social media promotion

## Reach

A diversity of artists and arts professionals are recognized as prize recipients.

**3,971**

public engagement activities were reported by prize recipients.

*"It was a huge reach of my work into new audiences and helped my work reach a lot more people, and changed the way people saw me."  
- Prize Recipient*



**87% were able to engage with a broader audience or community.**

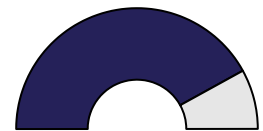
Prizes also helped building relationships with stakeholders both in their field or community, and beyond.

*"[Receiving the prize] was really amazing for networking, connecting, meeting peers, mentors, people who are part of the industry. It had a really amazing impact, and at the residency I did as a result, I continued to make other professional connections that were really amazing."  
- Prize Recipient*

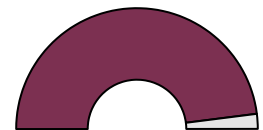
## Impacts



**96% improved their visibility or profile**



**84% provided access to other opportunities**



**96% impacted their career**

## Community Impacts

Prizes allow a diversity of audiences to engage with an extensive array of artistic experiences, particularly through cross-cultural collaboration and exchange and broadening audience reach.

Prizes increase recognition and visibility both nationally and internationally. The effects of being a prize recipient nationally can cross borders and be echoed internationally.

