

CAPACCOA

CANADIAN
ASSOCIATION FOR
THE PERFORMING ARTS

International Engagement

Strategy 2021-24

OVERVIEW

- CAPACOA is a national association that represents the live performing arts, positioned to take a leadership role in connecting Canada's exceptional talent with International audiences.
- As the public face of live performing arts in cultural diplomacy, CAPACOA is a conduit for resources and opportunities as they emerge at the policy level, and provides a platform for strategic export planning for every corner of the live performance ecology.
- Export work provides immediate and valued impact for our members in the areas of equity, inclusivity, reconciliation, technological advancement, mitigating recent sectoral challenges (including covid), and navigating change.

MODEL

CAPACOA has developed an International Market Development Committee (IMDC) with 22 members representing Agents, Artists, Artist Producers, Events, Festivals, Presenters and Venues from all communities and regions across Canada.



The IMDC is charged with oversight into export strategy, targeting related resources, identifying tactics to amplify and expand existing initiatives, and discovering emerging export opportunities.

TARGET MARKETS

Over the last few years, CAPACOA has convened more than twelve delegations of presenters, networks, agents, and artists to key festivals and industry events. The target markets have included the US, Mexico, UK, Europe, China, Latin America, Scandinavia, Australia and New Zealand.

OBJECTIVES

- Build reciprocal relationships with key organizations in target international markets.
- Promote the discoverability and touring potential of Canadian artists.
- Uncover potential co-productions with significant International companies.
- Develop strong International networks in the performing arts.
- Tour Canadian and International artists by working directly with venues.
- Create artist to artist relationships.

OVERVIEW OF PROJECT ACTIVITY & ARCHITECTURE

YEAR 1

VIRTUAL PROJECT, DIGITAL
EXCHANGES, ROUNDTABLES &
RELATIONSHIP DEVELOPMENT

YEAR 2

ACTIVATING NEW REGIONS,
VIRTUAL DIALOGUES,
OUTBOUND LIVE
DELEGATIONS

YEAR 3

LIVE DELEGATIONS,
TARGETED INTERNATIONAL
PARTNERSHIPS, TOURING &
CO-PRODUCTION PROJECTS



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CANADIENNE DES
ORGANISMES ARTISTIQUES

TACTICS & STRATEGY

PROJECT OBJECTIVES

01

Research & Market Intelligence -

Information and data will be gathered regarding international markets, which will be continuously updated and available for members

02

Domestic & International Information -

Federal government, International government, funders, networks, and International networks

PROJECT OBJECTIVES

03

Thought Leadership & Long-term Relationship Building - Leading delegations, identifying significant events and industry contacts

04

Elevate Underrepresented Voices - Elevate emerging and underrepresented voices, with a focus on IBPOC and Indigenous Creators, to accelerate their export projects

PROJECT OBJECTIVES

05

Cultural Diplomacy - Provide a unified voice for cultural policy intersecting with the performing arts on the global stage.

06

Coaching and Mentoring Individual Organizations - provide information and assistance to organizations who are looking to become export ready.