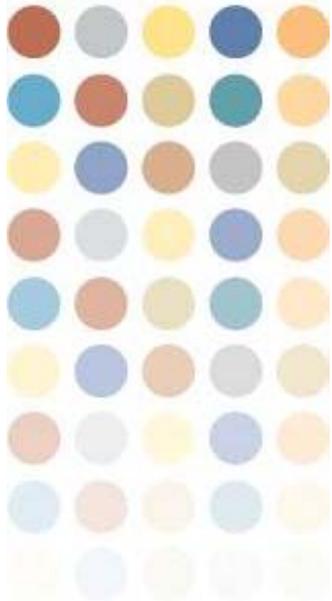




# Ontario Museums Association Conference Panel

## Innovation in Developing New Audiences

November 2011





# Introductions

- Gillian Hewitt Smith, Executive Director and CEO, Institute for Canadian Citizenship
- Ania Kordiuk, Vice President, Visitor Relations and Commercial Services, Royal Ontario Museum
- Caroline Oliver, Director of Development and Marketing, Kitchener-Waterloo Art Gallery
- Gaye Mandel, Director, Advertising, Home Depot Canada



# Agenda

- Examine innovative techniques museums and galleries are using to develop new citizen audiences in their community in small and large urban centres
- Discuss strategies for engaging new citizen audiences, and the value in diversifying museum audiences
- Examine strategies employed by other sectors to increase engagement with new Canadians



# Take Aways

- Tools and insights into targeted community outreach
- Broader discussion on the importance of diversifying audiences and its vital impact on the cultural landscape in Ontario
- Relay experiences in building strategies for audience and customer diversification and development

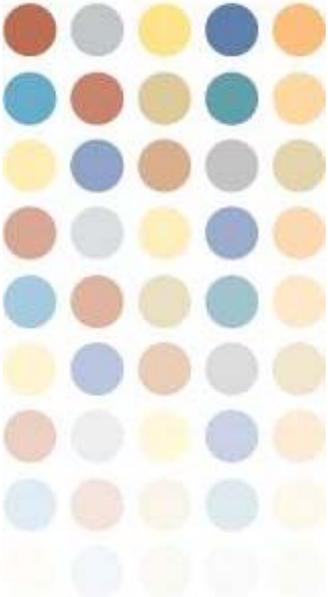




# Institute for Canadian Citizenship

## The Cultural Access Pass

Connecting Canada's Cultural  
Treasures to Its Newest Citizens



# Who are newcomers / new citizens?

- In Canada, in 2010, there were **280,681** permanent residents
  - Economic Immigrants: 186,913
  - Family Class: 60,220
  - Refugees: 24,696
  - Other: 8,845
- In 2010, **118,144** chose Ontario:
  - Toronto: 92,185
  - Ottawa: 7,172
  - Hamilton: 4,003
  - Kitchener: 3,059
  - London: 2,938

Roughly **85%** of eligible permanent residents become Canadian citizens



# What is the Cultural Access Pass?

- The Cultural Access Pass (CAP) offers new citizens the opportunity to enjoy the Canadian cultural experience through free access to nearly 1,000 attractions across Canada
  - **200** CAP attractions in Ontario
- Through CAP, new citizens can build a relationship with Canada that starts with cultural attractions in their own communities, and extends right across the country
  - CAP is unique: to date, no other program of its kind found globally
- Through CAP, cultural attractions can bring a new audience into their institution and work to engage them for the long term as patrons, members, volunteers and donors



# How CAP Works – Member Experience



## Distribution

100% of all new citizens (~180,000 annually)  
CAP offer presented during ceremony



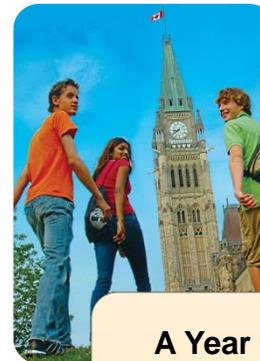
## Online Registration

New citizen goes to CAP website to register and receives confirmation code



## Pickup Location Verification

New CAP member shows code, photo ID and commemorative document to employee at network of attractions who verifies application and prints pass



## A Year to Explore!

CAP card in-hand, a new citizen has until the anniversary of their citizenship ceremony to curate their own cultural exploration of their new country through 1,000 attractions



## A Lifetime to Enjoy!

On the anniversary of their citizenship ceremony, the CAP card expires and the member is considered an alumnus and thus eligible for a different set of offers



## How CAP Works – Distribution



- CAP is presented by the judge or clerk at each citizenship ceremony across the country
- CAP flyer is distributed to 100% of all new citizens
- Strong, established network of support through buy-in from CIC frontline ceremony staff
- ~180,000 flyers annually



# How CAP Works – Online Registration



- New citizen goes to CAP website
- Enters demographic information into an online form
- Receives confirmation email and screen
- Includes a unique confirmation code and instructions for picking up CAP membership card
- Phone and email support provided



# How CAP Works – Pick-Up Location and Verification



- New CAP member arrives at one of more than 80 pickup locations across the country
- Shows confirmation code, photo ID & commemorative document to employee
- Employee verifies application and prints pass
- More than 30,000 members to date and no reported fraud



# How CAP Works – A Year to Explore!



- CAP card in-hand, a new citizen curates their own cultural exploration of their new country
- Visits CAP website to find growing directory of 1,000 attractions across the country
- Receives a monthly newsletter and special offers through email from CAP
- 93% opt-in rate for newsletter



# How CAP Works – A Lifetime to Enjoy!



- On the anniversary of citizenship ceremony, the CAP member becomes an alumnus
- Eligible for a different set of offers
- Ongoing opportunity to reach alumni with partner presentations and special offers



# Growth and Transformation of CAP

## January 2011

51% Distribution  
167 Attractions  
8 Regions of Canada  
26 Registrants/day  
79 Pickup Locations

## November 2011

100% Distribution  
1,000 Attractions  
All Regions of Canada  
80+ Registrants/day  
85+ Pickup Locations  
2 Member surveys  
1 Omnibus survey  
Targeted offers and monthly communications

## Projections

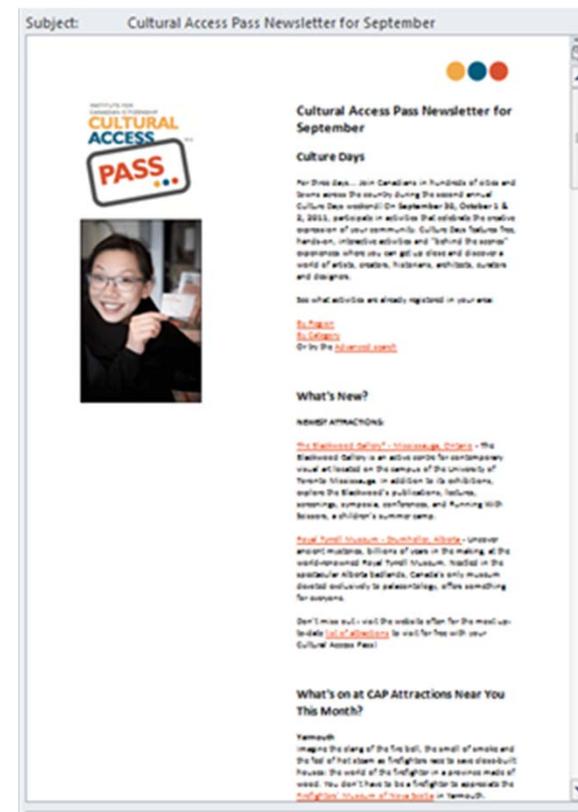
- \*More compelling presentation during ceremony and rebranded marketing materials
- \*Attractions with greater diversity of experiences available (outdoors, volunteerism, etc.)
- \*All regions of Canada with focus on travel and tourism between regions
- \*200+ Registrants/day
- \*200+ Pickup locations
- \*Regular cycle of member surveys with omnibus opportunities
- \*Database marketing opportunities



# Member Communications

- 93% of CAP members opt-in to receive future communications
  - Monthly newsletter
  - Targeted announcements
  - Invitations to exclusive tours and events
  - Surveys

- Sample layout



# Member Surveys – Highlights

- Two CAP member and one omnibus surveys completed
  - Majority visit attractions once per month
  - Majority visit attractions with their children
  - Top reasons for visit: to enjoy arts and culture; to learn about Canadian culture
  - Pre-Canada trends indicate that new citizens were culture consumers
    - The need is to introduce them to the Canadian cultural landscape
  - 98% agree that visiting Canadian cultural attractions helps them to learn about and experience Canadian culture



# Why CAP Works

- Importance of giving new citizens the opportunity to curate their own Canadian experience
- They feel a stronger sense of connection and belonging in their communities and to Canadian culture overall



# CAP Member Testimonials

- A truly great gift to showcase Canada to its newest inhabitants, the Cultural Access Pass has opened my eyes to the hidden gems that are a part of it
- It feels like a warm welcome as a citizen
- Fantastic opportunity given to folks who are interested in learning about their new country, and might possibly not have the means to access the sites economically. It also encourages folks to learn more about their new country, and take the responsibility of being an active citizen
- Incredible experience that shouldn't be missed for any new Canadian. It's a crash course in why Canada is the best country in the world!
- Just excellent, this is the best thing by which people can get knowledge and know how of Canadian Culture and Heritage. This is the best Pass we have ever used and enjoyed. By the use of this pass kids also get lot of information and amusement
- A very good idea, which got me to several places I would not have otherwise heard about let alone visited





# Institute for Canadian Citizenship

Thank You!

