

## Mission:

**Banff Centre exists to inspire artists and leaders to make their unique contribution to society.**

**We aspire to be the global leader in arts, culture, and creativity.**

## Vision:

Human potential is realized at Banff Centre. As a unique creative and learning experience, we curate innovative programs that develop artists and leaders, inspiring them to conceive and create powerful works and ideas that are shared with the world.

Banff Centre is a catalyst for knowledge and creativity through the power of our unique environment and facilities in the Canadian Rocky Mountains, our rich learning opportunities, cross-disciplinary and cross-sectoral interactions, outreach activities, and performances for the public.

## Values:

### BOLD AND UNIQUE

We are bold and unafraid to be unique. This fuels pride and confidence in each other, our work, and the impact we aspire to achieve.

### CREATIVITY AT OUR CORE

Creativity is the common thread through all we do: the decisions we make; the artists, leaders, faculty, and ideas we support; and the impact we believe it fuels. We stand for creativity.

### DIVERSE AS THIS LAND

Banff Centre is rooted in Alberta with provincial, national and global impact. Our strength arises from inclusion; the diversity of people, ideas, perspectives, and cultural backgrounds in our work and team. We see this in our day-to-day work and the power of our home in Banff National Park.

### DO THE RIGHT THING

We believe acting with integrity is the key to an open and honest organization. We do the right thing for Banff Centre and our stakeholders, and we do what we say we're going to do.

### ONE BANFF CENTRE

Our strength is our commitment to collaboration, empathy, honesty and respect for our team. As one team we are focused on results, maintaining high standards and accountability to each other.

### WORK-LIFE HARMONY

We nurture and realize creative potential by being flexible and adaptable, and by encouraging harmony between our professional and personal goals.