The Creative Voice
Strategic Plan 2016 – 2021

BANFF
CENTRE FOR ARTS AND CREATIVITY
Strengthening Canada’s Creative Voices

A message to our community, artists and partners

A home for arts and creativity.

In a world that is forever moving and changing, art can act as a vehicle for understanding. We are facing a broad range of disruptive innovations and reinvention in the world today that are changing markets, sectors, countries, and the lives of individuals everywhere. Closer to home and also tied to the national landscape, there is an Alberta economy that has witnessed a number of challenges in the face of declining prices for natural resources. Provincially, the importance and role of high-quality education, and access to this, has been emphasized as key in shaping the success of Alberta’s future, and there is no reason to doubt that this also rings true on a much larger scale when applied to Canada, and the world. These dramatic shifts are also providing an extraordinary and uniquely Canadian moment. More than ever, the world is recognizing Canada’s strength and leadership in taking creative approaches to change, diversity, reconciliation, immigration, environmental issues, and arts and culture.

UNESCO’s first worldwide study on the economic contribution of the creative industries in 2015 identified several of Canada’s creative industries as benchmarks. In 2016, the Government of Canada pledged an unprecedented $1.9 billion to foster the creation of Canadian content and arts exports to increase international audiences for Canadian creative artists and professionals. This support is a clear and welcome message that creative expression is not ornamental – it is fundamental to who we are, and how we see and express ourselves. It helps us define, celebrate, and share our cultures.

This is the backdrop for Banff Centre’s 80 year commitment to arts and creativity. Artists help us make sense of our world – they tell our stories, offer different perspectives and show us new and powerful ways to see and understand the world. They help us define, celebrate and share our cultures the world over. Creativity is now globally recognized as an essential 21st Century skill. Creativity enables us to contribute to our communities, set expectations for our leaders, and find meaning for ourselves. Creativity is in all of us, it is for everyone.

At Banff Centre for Arts and Creativity, we have been welcoming extraordinary artists and leaders here on Treaty 7 land for generations. The breadth, and substance, of our offerings as a post-secondary institution that specializes in arts and culture is unequalled anywhere in the world. Banff Centre was born during the Great Depression with an extraordinary vision, inspired by Alberta’s entrepreneurial spirit, to develop artistic and creative potential in talented artists from Alberta, Canada and around the world, and we stay true to that mission today. This is a special place indeed, for performing artists, visual artists, writers, film and new media practitioners, Indigenous artists, and leaders from across Canada and around the globe, as well as our many audiences who engage with these artists and leaders. Our story matters because it is also your story and the story of everyone who wants to strengthen the creative voices of Alberta and Canada.

This strategic plan, The Creative Voice, will help us write the next chapter of this story together. To our supporters, audiences, partners, participants, clients, visitors, and Banff Centre team, we thank you for your continued support and dedication. None of this would be possible without you.

Janice Price
President & CEO
Banff Centre for Arts and Creativity

Cover image: Luri Lee from the Rolston String Quartet performing at Music for a Summer Evening at Banff Centre as part of summer training programs in 2015. Photo by Rita Taylor.
Canada’s home for arts learning and creation.

As Canada’s leading post graduate arts institution, Banff Centre for Arts and Creativity offers intensive training and career development programs for emerging and established artists across all artistic disciplines. As champions of arts and creativity, Banff Centre also has an extensive leadership offering in the cultural, Indigenous, corporate, and environmental sectors. Banff Centre offers more than one hundred programs annually that are open for application to artists and arts practitioners at the post-graduate and professional level. Adjudicated by international faculty, Banff Centre participants engage in educational programs designed to help them advance their careers and create new artistic works.

Banff Centre’s five year strategic plan is called The Creative Voice because training, supporting, and developing creative voices is what we do on a daily basis. Arts and creativity is core to our mission and it is what connects us across our arts and leadership training, and conference experiences, enabling Banff Centre to deliver distinct public value to Albertans and Canadians. Over the next five years Banff Centre will strengthen its support for new creative voices by offering training programs in arts and leadership and will further focus its resources and experience to be a catalyst for Canadian culture and a global organization in arts and creativity.

The practice of all the arts is acrobatic, not much different from being a high wire walker, a trapeze artist. No guarantee each time that you won’t lose your balance and fall. And like most artists I have had spotters. Several.

— W.O. Mitchell, author of Who Has Seen The Wind and alumnus and faculty of Banff Centre’s Literary Arts program, which he directed in its formative years.

Phillip Blanchett, musical group Pamyua, Banff Centre, 2016. Photo by Rita Taylor.
Contributing to Canada’s cultural landscape

Integral to Banff Centre training programs are festivals, performances and world class events that showcase the artists and work created here to over 80,000 audience members every year.

Works are presented from all artistic disciplines: opera, music, dance, film and media, mountain culture, visual and Indigenous arts, and more. Across these disciplines Banff Centre is proud to showcase to audiences commissions, behind the scenes, premieres, and co-productions with some of the world’s finest cultural organizations and companies. These works go on to be showcased around the world, extending the impact and reach of our programs.

Every year in Banff there are:

- **150+** Premieres
- **50+** Commissioned Artistic Works
- **400+** Performances and Events

Contributing to Canada’s cultural sector

Banff Centre has been helping launch, sustain, and grow the careers of artists, practitioners and cultural leaders for over 80 years.

The impact of these alumni is clear:

- **90%** of alumni work professionally in their field.
- **81%** secured a position, role or exhibition within a year of taking a Banff Centre program.
- **78%** earn their living from artistic practice, and serve as mentors and teachers within their communities.
- **70%** of participants in arts training programs are Canadian.

David Thor Jonsson and Ragnar Kjartansson during the development of the five channel video installation, The End by Ragnar Kjartansson. Created at Banff Centre for the 53rd Venice Biennale. Photo by Laura Vanags.
1942: World renowned pianist Max Fenlon, of the Royal College of Music in London, joins the arts faculty in classical music.

1942: Banff Centre builds the Alberta Winter Conference, which includes the innovative Creative Writing Competition for Alberta Scholars, initiating the first writing programs at Banff unrelated to theatre arts.

Building on a Cultural Legacy Early 1950s: New Canadian works have settled in Alberta express a desire to share their cultural expertise with the next generation; the University of Alberta Extension Program applies for a grant from the Canadian government to fund an experimental training program for community theatres.

1952: The inaugural celebration of the Banff School of Fine Arts’s official home in Banff National Park, at which Group of Seven members A.Y. Jackson and Lawren Harris are present, along with other faculty of the Royal College of Art.

1954: Betty Fernald and Geeneth Lloyd, founders of the Banff Mountain Festival, established the Mountain Dance.

1954: There are now nearly forty participants annually attending programs at Banff School of Fine Arts.

1958–1961: Dr. Ernest Verrill, renowned German-born opera instructor, initiates Banff’s opera program.

1960–1965: In recognition of the breadth of Brown’s artistic role, it is renamed The Banff School of Continuing Education (The Banff Centre for short).

1960: A performing and visual arts showcase, the Alberta Jazz Coalition, and the Alberta Music Awards are added to the theatre program.

1961: Legendary jazz composer and conductor Peter Calton co-founds the jazz program at Banff with composer and jazz historian Phil Freeman.

1961: Banff’s opera program becomes the Banff Opera Program.

1964: The Royal Winnipeg Ballet is established, with Lawren Harris on its advisory board, and members A.Y. Jackson and Tom Thomson.

1965: Banff Centre hosts the Alberta Drama Workshop, which Group of Seven members A.Y. Jackson and Lawren Harris are present, along with other faculty of the Royal College of Art.

1966: The Wind, leads Banff’s first literary arts program.

1967: The arrival of a new dance complex, named the Lab Co, includes facilities for costume, wig and set construction, and a more full-fledged production program was developed in addition to the existing training program. During this era, dance productions were fully designed and realized at The Centre and performed with full orchestra.

1969: Banff Centre celebrates its 25th anniversary.

1969: The Banff Film and Book Festival is hosted celebrating mountain culture.

1970: Banff Centre offers its first program in Indigenous arts.

1972: Laszlo Funtek (The Banff Centre for short). The Banff Centre for the Arts and Creativity becomes Banff’s official home in Banff—Canada’s first permanent facility for the performing and visual arts.

1974: Legendary jazz pianist Oscar Peterson co-founds the jazz program at Banff with composer and jazz historian Phil Freeman.

1975: The first Mountain Film and Book Festival is held. First place is awarded to the St. Lawrence String Quartet, Dover Cecilia String Quartet, Robinson String Quartet and more.

1976: Banff Centre opens its contemporary arts program. Walter Philips Gallery.

1977: Banff Centre celebrates its 50th anniversary.

1977: Banff Centre is declared a National Arts Training Institution by the Department of Canadian Heritage.

1978: Banff Centre launches the International Translation Centre to help connect authors from around the world. Alumna Ann-Marie MacDonald, Marjorie Auld, Joseph Boyden, Yann Martel, Valerie Travers, and Lawrence Hill.

1980s: The Banff Centre has evolved into one of the world’s leading arts incubator organizations, enabling artists from Canada and across the globe from all disciplines to learn from each other and practice at the highest level of excellence. Banff Centre now welcomes 1,000 artists a year, presenting over 400 events annually including Songs Above the Trees, cool with Indigenous women, including Terrapin Tapai. These events attract audiences from over 50 states and beyond.

2000s: The Banff Centre has completed its five-year strategy, The Creative Voice.
The Plan

In the next five years Banff Centre for Arts and Creativity is proud to support the Albertan, Canadian, and global creative landscape through six priority initiatives.

1. A commitment to advancing artistic learning
2. Banff Centre as a cultural destination
3. A centre of excellence for Indigenous programs
4. A destination for creativity in leadership and conferences
5. A creative home on sacred and protected land
6. An adaptive and resilient organization

As part of The Creative Voice, Banff Centre has developed a distinctive graphic identity to best represent its mission and vision as a leading arts and cultural organization.

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.

This spot on the earth has its own little bit of magic and we are all trying to tap into it in some way.

— Jonathan Butterell, choreographer/director

Shary Boyle and Christine Fellows’ Spell to Bring Lost Creatures Home from Banff Centre Children’s Festival. Photo by Rita Taylor.
Strategic Priority 1: Banff Centre’s Commitment to Advancing Artistic Learning

Banff Centre’s arts learning and creation programs are foundational to the Centre’s creative soul. Banff Centre programs make a unique contribution to the value, importance, and vitality of cultural life in Alberta, Canada, and the world. By developing the next generation of artists for 21st Century careers, and supporting the creation of new work, Banff Centre programs contribute to the diversification of Alberta’s and Canada’s economy, and to the health and well-being of our country.

The strength and impact of Banff Centre’s educational programs lies not only in the exceptional calibre of our Canadian and international faculty who mentor, train, and develop the artists in residence but also in the unique diversity of our artistic offerings. This wealth of artistic opportunity allows Banff Centre to support Canada’s creative voices, and advance careers and artistic practice, regardless of discipline.

Stemming from many of our educational programs are the creation of new works, co-productions, and commissions which play a critical role in supporting artists, and contributing to the cultural fabric of Canada. As we look forward to the next five years, we will focus the arts agenda on our role as Canada’s home for arts learning and creation with the core commitment being to train both emerging and established artists at every stage in their careers.

To achieve distinctiveness in our artistic programming in the next five years we will:

1. Optimize impact, excellence and access by balancing the arts programming mix.
2. Provide 2-3 co-production residencies per year through an application and adjudication process.
3. Establish an enhanced fund to further support development of new work with commitment to 1-2 new large scale artistic creations annually, most in partnership with a wide range of artistic organizations from across Canada and the world.
4. A focused community outreach strategy that shares arts and creativity with new audiences in the Alberta community.

It has been a great pleasure to work with program participants after having myself been on the receiving end of that mentorship. I hope I’ve been able to guide them in the same wonderful way.

— Alison Pick, Author, Banff Centre faculty and alumna.
Supporting all artistic disciplines

Banff Centre supports post-graduate level artists through learning, training, and creation programs that offer the time and space needed, in a holistic learning environment, where artists can develop their skills and practice across all arts disciplines. In all programs, artists engage with mentors, peers, technical and technological experts, and audiences through workshops, residencies, masterclasses, performances, one-on-one mentoring, and more. Artists at Banff Centre become members of a peer to peer community that fundamentally influences their work and their lives.

As this plan is implemented, Banff Centre anticipates that the programs offered will evolve to deliver on our goals outlined but also will increasingly serve today’s artists. This programmatic evolution is something that has been taking place since Banff Centre opened in 1933, and will continue as we work with innovative new learning models and programs that support more artists.

Building on the legacy of outstanding teachers who have made Banff Centre’s training programs a rite of passage for artists, this evolution will both honour our legacy and ensure the relevant training opportunities for today’s artists.

Performing Arts

Banff Centre’s performing arts programs support artists in theatre, music, dance, and opera.

Theatre

Theatre programs support performance and technical training as well as the creation of new works.

Theatre program highlights include:
- Playwriting
- Lighting and Sound Design
- Stage Management
- Prop Building
- Wardrobe, Wigs, and Make-up
- Scenic Carpentry

Music

Music programs will continue to be a cornerstone of Banff Centre’s artistic offerings, the vast majority of which focus on training classical musicians. Building on the legacy of our renowned international jazz workshop, founded by the legendary Oscar Peterson in 1974, the jazz and creative music program will continue to evolve alongside many other genre-based residencies.

Music programs at Banff Centre welcome over 500 musicians from all over the world each year, and present more than 200 concerts to audiences on campus and in the community.

Music program highlights include:
- Classical Piano
- Chamber Music
- Classical Improvisation
- Strings and Winds
- Composition
- 21st Century Ensemble
- Jazz
- Brass
- Independent singer songwriter
- Self-directed Residencies

Opera

Opera programs explore new approaches to the art form in collaboration with national and international partners, and the best creative minds in the field. Banff Centre’s opera programs, in partnership with the Canadian Opera Company and Against the Grain Theatre, are designed to truly challenge the conventions of opera design, production, and performance and train today’s artists with the skills the need to respond these challenges.

Opera program highlights include:
- Opera in the 21st Century
- Self-directed Residencies

Dance

Banff Centre’s Dance programs explore new directions in choreography, design, dance, and performance, while bringing world-class talent to Banff Centre through learning, presenting, creation, and workshop-based residency model.

Dance program highlights include:
- Dance for Emerging Artists
- Dance for Established Artists
- Choreography
- Choreography Across Disciplines
- Designing for the Moving Body
- Self-directed Residencies

The world of opera is evolving and I’m proud that through Banff Centre programs we are able to help provide today’s artists with the skills they need to have the successful careers they deserve.

— Joel Ivany, Against the Grain Theatre, and Artistic Director of Banff Centre’s Opera program.

Richard Reed Parry performing Music for Heart and Breath at the thematic residency Stillness in 2016. Music for Heart and Breath was also created at Banff Centre. Photo by Rita Taylor.
Visual, Digital, and Media Arts
Banff Centre’s Visual, Digital, and Media Arts programs focus on professional artistic development, research, and creative production. Banff Centre provides access to rich facilities in photography, sculpture, printmaking, papermaking, ceramics, textiles, painting, performance, video, and digital media, as well as curatorial and critical studies. Residencies are designed for professional artists, curators, and arts researchers with an exhibition/publication record who have had formal training in visual arts, or equivalent experience and recognition from their peers.

Visual Digital and Media program highlights include:
• Sculpture
• Ceramics
• Curatorial Research through Walter Phillips Gallery
• Photography
• Painting
• Print Making
• Video Editing
• Post Production
• Audio Engineering
• Animation
• Preparatory
• Thematic Residencies
• Self-directed Residencies

Literary Arts
Literary Arts offers flexible residency models that include short workshops and intensives as well as longer-form programs for a range of participants at different stages in their careers, and led by the highest-calibre Canadian and international writers and translators.

Literary program highlights include:
• Literary Journalism
• Emerging Writers Intensive
• Literary Translation
• Mountain Wilderness writing
• Thematic Residencies
• Self-directed Residencies

Indigenous Arts
A key priority of this strategy is the creation of a Centre of Excellence for Indigenous Programs, encompassing both arts disciplines and leadership. See page 24 for full details.

Being at Banff Centre and being able to curate an exhibition is a really wonderful opportunity as an emerging curator, because it does give you the opportunity to produce something concrete from its inception and conceptualization all the way to its installation.

— Natasha Chaykowski, on the Curatorial Research Practicum at Banff Centre.
Leighton Artists’ Colony

Located within the heart of Banff Centre’s campus is the truly outstanding Leighton Artists’ Colony. The Leighton Artists’ Colony is a collection of nine studios made available to established, senior artists and participants from select programs. Studios provide all the amenities and support needed for artists to advance and fully immerse themselves in their craft.

Each studio is custom-designed for specific artistic disciplines, and all were designed by Canadian architects including Douglas Cardinal, Ian Davidson, Michael Evamy, Peter Hemingway, Richard Henriquez, Walter Painter, Guy Genn-Lajoie, Ron Thom, and Fred Valentine.

The Leighton Artists’ Colony has long been a creative haven for artists including Joni Mitchell, Daniel MacIvor, John Adams, Jonathan Young, Joseph Boyden, Ken Lum, Jonathan Dove, Yann Martel, Crystal Pite, and k.d. lang.

Information about all our arts programs and how to apply is available at banffcentre.ca
Over the decades Banff has become more than an exceptional centre for artists – it’s now a vital Alberta-based platform for performers, artists, leaders, and thinkers connecting to audiences in Alberta and around the world to share their ideas and works. This is a crucial part of the artistic cycle – the presentation of artistic works for audiences.

Our commitment to sharing new work – whether created here in Banff, or from across the world – with our audiences means we offer year-round public events: concerts, film screenings, readings, dance, opera and theatre performances, talks, and art exhibitions.

In addition Banff hosts iconic festivals such as the Banff Mountain Film and Book Festival that sees 20,000 guests experience the world’s best in mountain culture films, panel talks, exhibitions, and books. The triennial Banff International String Quartet Competition (BISQC), which celebrates the art of the string quartet in a competition with 10 of the world’s finest emerging quartets. Over 7 days of competition quartets compete for the prize of First Place Laureate and an international Concert Tour.

The Centre is a special place and the closest we have to a national arts hub.

— Macleans Magazine

A Mountain Gallery

Banff Centre is a living art gallery, with 14 public works of art, including: Rebecca Belmore’s iconic megaphone, Ayum-ee-aawach Oomama-mowan Speaking to Their Mother (1991, 1992, 1996); Peter von Tiesenhausen’s decaying canoe; Brian Jungen’s contemporary interpretation of benches using antler forms as his inspiration. This is in addition to the entire campus which acts as an immense, multi-venue gallery of Banff Centre’s permanent collection and Walter Phillips Gallery, dedicated to the exhibition of contemporary art.

With your support and through Banff Centre programs we have laid the groundwork for a truly world class cultural destination for artists and audiences here in Banff National Park.
Strategic Priority 3:

A Centre of Excellence for Indigenous Programs

Indigenous Arts and Leadership programs have a vital role to play in the future of Canada. Banff Centre campus is located on sacred Treaty 7 land, and its history is connected with First Nations communities and cultures—both here in Alberta and across the country. Banff Centre is thankful for the wisdom and relationships we have with Canada’s Indigenous Peoples. The Centre continues to offer a diverse range of programs, conferences, seminars, and platforms that support Indigenous culture, leaders, and artists.

Over the decades, Banff Centre has supported and hosted hundreds of innovative Indigenous creative voices, from across Canada, and around the globe, who come here to learn as we in turn learn from them. Informed by Indigenous cultures and worldviews, we offer programs in all disciplines for emerging, mid-career, and established Indigenous artists and leaders. Programs are transformative and inspired by the power of place here in Treaty 7 land. Banff Centre’s new strategy renews and expands Indigenous programming in both arts and leadership.

Over the next five years Banff Centre will:

1. Become a leader in implementing the Truth and Reconciliation Commission’s Calls to Action and training others who will do so as well.

2. Expand Indigenous arts programming to offer more year round training and creation opportunities.

3. Develop a more holistic approach to Indigenous culture and art forms and build a centre of excellence across Arts and Leadership Indigenous programming.

Program highlights include:

• Indigenous Negotiation Skills Training
• Good Governance for Indigenous Councils and Board.
• Inherent Right to Indigenous Governance
• Indigenous Women in Leadership
• Indigenous Strategic Planning
• Indigenous Leadership and Management Development
• Indigenous Dance
• Indigenous Visual Arts

Almost as soon as Banff Centre’s campus had permanent buildings, it began hosting conferences and management courses. These courses were quickly followed by a cultural leadership program — established in 1971 by David Leighton, the President of the Banff Centre. Cultural leadership at Banff Centre has always been naturally congruent with artists’ training; it’s an essential contribution to strengthening our arts ecosystem in Canada. Banff Centre will launch, in autumn of 2017, a cultural leadership program for mid-career leaders, cultural governing bodies, and board volunteers. Banff Centre will also partner with leading cultural organizations across Canada to provide the greatest public value and impact in cultural leadership. The work in cultural leadership will continue a proud Banff Centre tradition here, built on the founding principles for these programs from so long ago: giving cultural leaders the tools they need to create outstanding organizations and to position Canada as world leader in arts culture creation and management.

Three core initiatives for leadership programming in this plan include:

1. Introduce a world class cultural leadership program.
2. Grow and enhance the Indigenous leadership and management offer.
3. Establish a conference offering for the business community based in arts and leadership practices.

Vision for Leadership Programming

Integrating the power of the arts, the wisdom of Indigenous practice, and the extraordinary beauty of Banff National Park, Banff Centre Leadership programs will empower and prepare the next generation of Canadian leaders. Programs will help participants bring creative and reflective approaches to a rapidly changing world, and connect them with others who share their commitment to positive change in Canadian businesses, nonprofit organizations, cultural institutions, and government. Programs are supported by the Peter Lougheed Leadership Program partnership with the University of Alberta.

Program highlights include:
- Indigenous Leadership Programs
- Indigenous Arts and Leadership
- Cultural Leadership Programs
- Environmental Leadership
- Systems Change Programs
- Community Leadership Program
- A suite of Peter Lougheed Leadership Programs made available to the public
- Custom Programs for corporations, government and nonprofits
- K-12 educational support program
- Global convening on important leadership topics

...for seeking leadership the ordinary won’t cut it. You have to strive for the extraordinary.

— The Honourable Peter Lougheed (1928 - 2012), Banff Centre alumnus.

Participant on the ropes course as part of the Indigenous Women in Leadership program, 2015. Photo by Rita Taylor.
Conferences have been a longstanding offering that supports the financial sustainability of our brand and mission. Over the course of its evolution, conferences has also become a programming initiative that not only supports Banff Centre financially but as a priority of this plan will align with our mission, culture and strategic objectives.

Sunshine Chen participating in the Hope Decoded leadership summit. Photo by Donald Lee.
Careful consideration has gone into a long term plan that delivers a connected, cohesive campus demonstrating our creative potential and identity, celebrating shared space, and improving opportunities for access and outreach to our communities. The focus of this priority will be exclusively on the facilities and buildings on our campus. This will be achieved through respectful and attentive work with Parks Canada, First Nations and community partners that steward our home in the Canadian Rockies with us.

Over the next five years Banff Centre will focus on stewarding, maintaining, and updating the buildings on its campus.

1. Renovate Lloyd Hall residence to provide quality accommodations that will increase Banff’s capacity to house participants while reducing operating costs and environmental impact, and contributing to financial sustainability.

2. A vision for a revitalized Performing Arts and Learning Complex will ensure Banff’s continued prominence for world class arts learning:
   - Create flexible learning spaces for performing arts disciplines.
   - Creation of an innovative digital lab.
   - An reimagined audience experience in the theatres.
Strategic Priority 6:
An Adaptive and Resilient Organization

Banff Centre will become more resilient and adaptive in order to meet the needs of all our Creative Voices – the emerging artists and leaders we train, and the high calibre staff, faculty and performance artists we welcome to our campus every year.

As part of this priority we will:

1. Banff Centre will renew and refit its business to build our strengths as a post-secondary institution with a sustainable operating model and a strong balance sheet.

2. Banff Centre will improve and invest in our existing facilities and information technology systems, many of which require significant financial support to adhere to the standards required by this plan’s aspirations.

3. Create efficiencies by avoiding duplication of roles and centralizing shared services to better serve all our artists, leaders, clients, and audiences.

Our ability to train artists and leaders needs to always be at the forefront of our minds. It’s a promise we have made to all Canadians and it’s our job to structure and manage the operations to continually deliver on this commitment.

— Janice Price, President and CEO, Banff Centre for Arts and Creativity.
Thank You

As we look five years ahead to the completion of this strategic plan it will not be without the dedication of our outstanding supporters. Without you none of this will be possible.

Banff doesn’t belong to Alberta alone, or to Canada; it belongs to the world . . . A place where people’s souls are stirred and their minds inspired by Nature’s beauty and grandeur.

— Donald Cameron
Campus in the Clouds 1956
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- Strategic Planning Team

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Sleeping Buffalo Mountain in the winter. Photo by Donald Lee.
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