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STRATEGIC PLAN

2025–2028

Looking Ahead

Ballet BC's 2025–2028 Strategic Plan is an invitation to imagine what dance can be—now and in the years ahead. Building on our momentum as a global leader in contemporary dance, the plan focuses on artistic innovation, meaningful connection, and long-term sustainability. It sets out a future where the company continues to create work that resonates, challenges, and endures.

Our Purpose

We foster connection and explore the depth of the human condition through the transformative power of dance.

Guiding Principles

Everything we do will be guided by our belief in equity, diversity and inclusion, reconciliation and sustainability.

Values

Collaboration, Creativity, and Excellence.



COVER
ARTISTS OF BALLET BC AND
ARTS UMBRELLA IN BOLERO X
BY SHAHAR BINYAMINI
PHOTO BY MILLISSA MARTIN.

ARTISTS OF BALLET BC IN
SWAY BY MEDHI WALERSKI.
PHOTO BY MILLISSA MARTIN.

BALLET BC ARTISTS JACALYN TATRO
AND EDUARDO JIMÉNEZ CABRERA
IN LAST LIGHT BY MEDHI WALERSKI.
PHOTO BY MILLISSA MARTIN.



Pillars

01.

Advance Artistic Excellence

02.

Nurture, Develop, and Retain Talent

03.

Build Long-Term Financial Stability

04.

Amplify Impact and Reach Across
BC and Beyond

BALLET BC DANCER ORLANDO
HARGUTT AND ARTISTS OF BALLET
BC IN SACRA BY ANDREA PEÑA.
PHOTO BY MILLISSA MARTIN.



01. ADVANCE ARTISTIC EXCELLENCE

We envision a Ballet BC where we are always striving to deepen our artistic practice while increasing opportunities for artists and sharing the work we do both locally and internationally.

BALLET BC ARTIST VIVIAN RUIZ
IN OBSIDIAN BY BOBBY JENE SMITH
AND OR SCHRAIBER
PHOTO BY MILLISSA MARTIN.



Strategies

- Establish ‘three generations of dance,’ becoming home to a pre-professional company, a main company, and a senior company of artists.
- Establish and sustain a theatre residency program to facilitate production prep and experimentation before welcoming an audience.
- Develop a creative laboratory program, creating training opportunities for designers as well as choreographers.
- Increase performance opportunities for our dancers locally, nationally, and internationally.



Strategies

- Review and optimize staff compensation and benefits package, ensuring our team is fairly and competitively compensated.
- Implement a retention plan that includes an RRSP program, professional development opportunities, and succession planning for key positions.
- Continue work on a diversity and reconciliation action plan with curated quarterly learning, improved EDIA practices in recruitment and representation, and reconciliation initiatives with Indigenous Artists-in-Residence.

02. NURTURE, DEVELOP, AND RETAIN TALENT

We commit to strengthening our team by nurturing ability and rewarding achievement. The company will be a place where employees grow their careers and take on opportunities for advancement. Our team will be more diverse because of our inclusive recruitment practices and we will continue the work of sharing cultural practices with our Indigenous neighbours, fostering meaningful relationships with local host nations.

03. BUILD LONG-TERM FINANCIAL STABILITY

We understand that a healthy arts organization needs to be resilient and in a financial position that not only breaks even but can build reserves for ambitious projects, or to weather uncertain times. At the end of the plan, we will see an organization that is supported by its strong box office sales, its public and private fundraising, its auxiliary activities, and an endowment fund.

Strategies

- Build new revenue streams including growing Ballet BC's Endowment Fund to \$8 million, restructuring our corporate partnership program, and increasing our donor base.
- Optimize auxiliary business lines such as MOVE and facility rentals.
- Grow and diversify our fundraising program through updated donor benefits, an incentivized subscriber-donor program, discovering new public funding sources, and an increased focus on legacy giving.
- Develop a five-year long term budget overview



NARTISTS OF BALLET BC IN
LAST LIGHT BY MEDHI WALERSKI.
PHOTO BY MILLISSA MARTIN.



Strategies

- Deepen focus on audience acquisition, increasing touchpoints with less-engaged communities and creating offers for lapsed audiences.
- Continue to build brand trust by investing in innovative and unexpected content, focusing on art and artist-centred messaging, and conducting a broad-reaching 40th anniversary campaign.
- Increase patron loyalty by inspiring greater engagement across all Ballet BC programs.
- Grow education and engagement programs such as in-school workshops and Ballet BC Annex performances in new communities, and providing more opportunities for the public at our Granville Island studios.

04. AMPLIFY IMPACT AND REACH ACROSS BC AND BEYOND

At the end of our plan, Ballet BC will have marked its 40th anniversary through innovative content that expands and diversifies our audience. Our subscribers and donors will be deeply engaged and proud to be connected with Ballet BC, demonstrating loyalty and strong brand trust.

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