

<Creative Academy>

<Mission & Vision Statement>

Overview

A mission statement is a concise, actionable summary of an organization's core purpose, daily objectives, and target audience, often summarized in one sentence. It defines what the company does, who it serves, and why it exists, serving as a "North Star" for employee alignment and strategic decision-making.

The Creative Academy aims to create confident, knowledgeable, technically proficient, versatile, strong, independent, passionate and talented choreographers/performers/teachers ready for the diverse dance industry by:

- offering industry relevant, affordable and innovative vocational dance and musical theatre training
- creating an inspirational and inclusive learning environment ensuring students are treated as individuals
- supporting students to reach their full potential
- engaging high profile industry partners
- being wholly committed to developing and maintaining the highest quality standards
- creating employment and performance opportunities