



Company Values

Artistic

- To create and produce meaningful stories for drawn from classic literature, for children.
- To bring these stories to life with a contemporary lens and with a diversity of perspectives.
- To celebrate the communicative power of music, as well as the skill to create it, in all branches of programming.
- To closely study and appeal to the present-day youth culture.
- To exhibit respect for the intelligence of young audiences in the creation and production of theatre.
- To embrace, and let fuel company goals, the importance of reaching as many young people and Albertan communities as possible.
- To celebrate the diversity of our audiences, and the Albertan population, in the structure of all casting and production team building.

Professional

- To be aware of, treasure, and champion best practices that empower safety, inclusion, and a fulfilling professional atmosphere.
- To celebrate the diversity of our audiences, and the Albertan population, at every level of company operations, from governance to administration to theatrical creation and production.
- To legitimize and affirm all values, especially those relating to best practices and the celebration of community diversity, through contractual agreements and company policy at the board level.
- To balance the critical need for successful and effective theatrical creation and production with professional respect to support a rewarding professional journey for all workers.
- To create an inspiring work environment for all volunteers, contractors, and administrators of the company. Inspiration can be defined by the impulse that leads to the sincere desire to do work that enhances the company's value and output while simultaneously enhancing the quality of the worker's professional life in a meaningful way.
- To diligently and relentlessly pursue fiscal responsibility and transparency to encourage successful short-term operation, as well as sustainable and consistent future growth.

Community

- To maintain an active, positive, and communicative relationship with the larger theatre community, and its diverse practitioners, in an effort to encourage a welcoming atmosphere, a meaningful connection with emerging and veteran artists, and to encourage collective growth.
- To report activity, status, and statistics to our community, our board, and public supporters with enthusiasm, truth, and passion for growth.