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Creative Industries:
Action Plan
ADPA6004

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AI Declaration

I acknowledge no use of AI in this essay.

I confirm that I have not presented any AI generated text as my own work. I confirm I have copies of drafts, notes and other resources I used which I may be asked to provide in evidence.

Introduction

The career path I intend to pursue is a general performer, with dance as my primary discipline. Dance is not only my strongest skill but also the area in which I feel most confident and creatively fulfilled. While I am motivated to explore and perform a wide range of dance styles, to remain versatile within the industry, my long-term career goal is to work within the commercial dance sector. I have chosen this specific style to be my main focus, as it is my strongest style but also my favourite. I feel that it brings out a different side of me as a performer, and it makes me feel extremely confident in myself. This style strongly aligns with my performance strengths, particularly my sense of groove, precision and ability to perform with authenticity and individuality. Feedback I have received supports this focus, with comments such as: 'you delivered a strong performance, showing a clear sense of groove, precision and an authentic understanding of the commercial dance style. Your stylistic understanding and individuality were evident, making your performance enjoyable and engaging to watch'. (WAVDA, 2025). This action plan will outline my current strengths and training, identifying the skills and experience I have already developed. It will also set out the steps I intend to take to further enhance my training and bring it in line with industry standards. In addition, the plan will define my short, medium, and long-term career goals, providing a clear and structured pathway for my professional growth and progression.

Self Assessment & Industry Readiness

Although I have only two years of dance training, I consider dance to be my strongest asset. Within this relatively short period, I have developed a high level of technical ability and performance quality that reflects both commitment and discipline. Building on my overall dance skills, I am able to learn and retain choreography quickly and efficiently, which significantly enhances my ability to perform confidently in high-pressure environments such as auditions. Feedback I have received backs this, 'This was a confident and engaging audition that demonstrated strong practical skills. You showed very good retention of choreography and a clear ability to apply appropriate techniques and stylistic qualities. (WAVDA, 2025) Furthermore, I execute choreography with clarity, precision, and stylistic accuracy, ensuring that the performance meets the required standard of the genre. This combination of rapid assimilation, strong retention, and assured execution demonstrates both my aptitude for dance and my readiness to continue progressing towards industry expectations. 'Your performance was polished

and professional, with excellent musicality and a strong sense of performance presence'. (WAVDA, 2025)

In addition to my dance training, I have received training in both singing and acting through my current Musical Theatre studies, which supports my development as a versatile and well-rounded performer. Before training at WAVDA, I obtained an extended diploma for Musical Theatre at CAVC, but I've also had some other experience through a drama academy that I attended when I was younger. I have also had a little bit of screen experience, as I appeared as an extra in the film 'The Green Hollow' with BBC. My acting training within university has involved exploring key practitioners, including Stanislavsky, Uta Hagen and Meisner, which has strengthened my understanding of character development, emotional truth and performance authenticity. Alongside of this, I attend 1:1 singing lessons weekly, allowing me to develop my vocal control and confidence through personalised training. I also attend daily body conditioning classes, which have significantly improved my stamina, strength and flexibility, enabling me to meet the physical demands of the industry. In addition to my skills, one of my key strengths is arriving prepared with whatever work I've been given to work on; feedback I've received from my acting tutor supports this statement. 'Demonstrated good preparation for Rose Ritz and additional roles, arriving ready for rehearsals and engaging with challenging material.' (WAVDA, 2026) Another one of my strengths as shown in the table below is that I have a good understanding of a professional rehearsal space. Our rehearsal process of 'Amazing Grace' helped me understand this more clearly, as we were working with a professional creative team. This process helped me show my professionalism within the rehearsal space and was noticed by one of my tutors as I received an email, 'Hi Liv, I wanted to let you know I've heard good things about you this week – your professionalism and readiness to work shone through. Well done and keep going!' (Bowman. E, 2025, Personal Communication, 13 June)

An area that I need to improve on is my technique within Jazz and Ballet. While I have the passion, drive and determination within dance, I lack a strength of technique within these two styles of dance, however ballet is the foundation of a lot of dance, and therefore I need to immensely improve my technique to be able to acquire new skills and tricks within different styles of dance. A lot of the Musical Theatre shows on the West End/Broadway mainly use jazz as their ensemble dance style, including styles like fosse etc, with my lack of technique in jazz, this may dictate how well I'm looked at during dance calls within auditions and may subside my chances of being employed as a dancer, especially considering it is what I see as my strongest discipline in regards to singing, acting and dance.

When comparing my current skill set to the industry standards, I can definitely see that I need to focus primarily on strengthening myself to become a strong versatile dancer. A lot of dance shows in more recent years, have been seen to showcase different styles

of dance including, hip-hop, tap, jazz, commercial, contemporary etc, whilst I am only trained in Jazz, ballet, tap and commercial. Regarding this, I will need to make sure that I am attending as many dance workshops as possible or classes to strengthen my skills in the styles I'm already familiar with, but also to start learning new styles of dance.

Industry Research

Overview of chosen field.

The dance industry is one of the most competitive and dynamic creative sectors, demanding not only exceptional technical skill but also versatility, innovation, and resilience. No longer confined to a single codified style, today's professional landscape spans commercial, contemporary, cultural, and interdisciplinary practices. Within this evolving environment, physical theatre has emerged as a significant and influential trend, reflecting a shift towards storytelling that fuses movement, text, and dramatic intention. The idea of physical theatre is to use performance and tell the story through physical movement rather than dialogue. It can be an excellent way of connecting with the audience on an emotional level, without relying on words. (THE LATEST TRENDS IN DANCE AND PERFORMING ARTS, 2022). Recent years have seen an increase in popularity for experimental choreography that breaks away from traditional structures and expectations. This could be anything from incorporating other art forms, such as circus skills and acrobats into dance routines. (THE LATEST TRENDS IN DANCE AND PERFORMING ARTS, 2022). This is good information for me to be aware of, as it can now be beneficial for me to start attending new classes that include physical theatre and acrobats, as it will add to my skills and the more skills I have, the more versatile I become.

One popular organisation within the dance industry is OneDance UK. OneDance UK offer different boards such as; Children and young peoples (CYB) programme board, CfSA and the subject association for dance in schools and National institute of dance medicine and science (NIDMS). OneDance UK state they often partner with other groups, individuals and organisations across the arts sector, as these collaborations provide more resources, knowledge sharing and a stronger voice for advocacy They also believe that being a part of a network of like-minded organisations helps to increase our influence and visibility. (UK, 2016)

The dance industry is a strict industry and a place where you want to make good impressions. Networking is one of the most important skills that you need to have in order to work in the industry, if you act a certain way and a choreographer or director didnt like it, they may spread the word to other creatives in the industry and it may affect your chances of being employed again. An article written by Kerry Wee, that I have read states that, on a dance job, your boss is the choreographer, and their boss is the director. Circumventing your choreographer and going straight to the director with

questions or issues is a big no-no. Respecting the chain of commands means approaching your direct boss - usually the choreographer – with any issues that might be important enough. (Wee, 2021)

Career Goals Using the SMARTIE Framework

Short-Term Goal

My main short-term goal, as seen on the table below, is to create a professional dance showreel, which includes various styles of dance, including a routine choreographed by myself, to show my skills within personal choreography, and publish it for people to see. The purpose of this goal, is so that agency's and casting directors can view my dance skills just by watching one video. This also enhances my chances of employability, as a lot of casting directors may turn you away if you don't have a professional showreel. I will measure the success of this goal, based on the fact that my showreel is live and viewable by agencies and casting directors. I will aim to complete this goal by July 2026, as it gives me time to enhance my dance skills and get good, professional videos recorded, but also because I won't be going into auditions straight after I graduate university, so it gives me time to edit it together and make it enjoyable to watch.

Medium-Term Goal

My main medium-term goal is to apply for dance universities within the UK, start year 2027, and complete an MA in dance. The purpose of this goal, is for me to enhance my training even further, as I don't believe I'm at the standard or will be at the standard after a year out to be called a 'Professional Dancer'. I believe that this will be extremely beneficial for me, as not only will it help me continue to refine my training, but it will also help me understand the dance industry a lot better, as I've been trained in Musical Theatre, so only know a little bit about it based on personal research. Some universities I would like to apply to are 'London Studio Centre', 'Shockout' and 'Trinity Laban'. I will measure the success of this goal, based on the results of my audition, whether I receive any offers or call backs for these Master courses. I will aim to complete this goal by September 2027, as this is the year I would like to attend University, as I don't think having anymore time off than 1 year will be beneficial for my training.

Long-Term Goal

My long-term goal is to have received a professional performers contract and have performed in a professional dance show. The reason for this goal, is to have experienced a career within the professional dance industry and to receive a liveable

income. I would like to achieve this goal by 2031 as I'll hopefully would have graduated my master's degree in 2028, and I think that 3 years after graduation is a realistic year gap to have made it into the industry. To achieve this goal, I will need to have created a spotlight account and keep it regularly updated and updating my dance showreel as I need to make sure that I'm showcasing my current skills and dance standard. This will then enhance my chances of receiving auditions and being seen by casting directors. The industry is extremely competitive and prone to rejections, so I need to make sure not to let any rejections affect my confidence but help my drive to work harder. I strongly believe that the more auditions I attend, the higher the chances are that I will become employed. Regarding this, I will need to make sure I have a clear schedule to make sure I'm not overworking myself or that I have two audition days that are clashing. This will then help me stay more organised and it's easier for me to see my availabilities.

Anticipated Barriers and Solutions

There are many barriers that us performers will face when competing to pursue a career within the performance industry. When facing these barriers, I would like to be prepared with ways I can help overcome these barriers and will further explain this.

A particular barrier that I myself may face, is lack of financial resources. When pursuing a career in this industry, you constantly need to be training to continue to improve your skills, because of this we need to be attending regular classes and workshops, which can sometimes be quite expensive. Performers are usually scouted from their spotlight accounts, which a lot of young performers, including myself, may not be able to afford to create an account, which can then lower our chances of being seen by agents and casting directors. Another barrier regarding financial difficulty's is location. Most auditions are held in London, and as someone who lives in South Wales, paying for transport and accommodation when attending auditions may become difficult for me. To overcome this barrier, I will need to make sure I have a well paying job, so that I'm able to attend these auditions, but also being careful not to overwork myself.

Another big barrier for me, is comparison to others. This is an industry where all performers are constantly compared to each other to scope out who is better suited for the particular role. When comparing myself to others, it tends to take a toll on my self-confidence, which can then affect the way I perform during auditions, which could potentially lead to a bad audition. I personally feel that this is something I will overcome through time and not something I can plan or prepare to help myself overcome this.

Conclusion

Overall, I have assessed my current skills and what I need to do to become a strong and hopefully successful performer in the industry. I have reflected upon what I would like

to achieve in my career and set myself realistic short, medium and long term goals with clear time frames on when I would like to achieve these goals. I've also outlined barriers and risks I may face within the industry and plans to help me overcome them. My plan is supported by relevant industry research for the specific route I would like to go down, and this research will help me understand the industry a bit more. After graduating I will need to make sure to stick to this plan as this will help me a lot when moving forward with my career.

Reference List

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