



STRATEGIC PLAN
2020 - 2025

**L2R.
ORG.
AU**

L2R DANCE
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ABOUT US

WE...

Harness the power of hip-hop culture. L2R Dance is a not-for-profit organisation based in Melbourne's West dedicated to providing free dance programs, arts leadership opportunities and employment pathways for children and young people experiencing disadvantage.

OUR VISION

A more inclusive world where people's lives are enriched through access to the arts.

OUR MISSION IS TO...

Inspire positive vibes through one language, Dance!



OUR VALUES

WELCOME EVERYBODY

Inclusion & belonging is part of our DNA. It underpins the attitude at the heart of our community. We are all equal.

RESPECT ONE ANOTHER

We have the courage, integrity and moral leadership to be the change we want to see in the world – this fuels our relationships and actions every day.

HAVE FUN

The environments we create and interactions we champion enrich the lives of those we engage – creating belonging and meaningful change.

BE CREATIVE

Creativity is our craft. It's a powerful tool for self-expression and one we embrace to inspire confidence, health, happiness and positive vibes.

ACKNOWLEDGEMENT OF COUNTRY

L2R acknowledges the traditional owners and custodians of the land on which we unite and dance, the Boonwurrung and the Wurundjeri people of the Kulin Nation. L2R pays respect to their Elders both past, present and emerging.

OUR COMMUNITY IS LIKE OUR FAMILY

OUR PEEPS!

We welcome children aged 6 - 12, young people aged 13 - 21 and their families. They come from all over the world, including newly arrived migrants, refugees and first nations people. All of our peeps have unique journeys and many are experiencing disadvantage.

Regardless, they're the life blood of L2R and always welcome to show off their moves and learn new ones at our dance programs across Melbourne's West: in Maribyrnong, Brimbank and Wyndham.

LEADERS & LEGENDS!

L2R's mentors and role models are a community of talented and dynamic legends, made up of:

- Emerging artists.
- Emerging cultural and community leaders.
- Experienced teaching staff.
- Professional dancers.
- Future leaders in the arts.

MATES!

Our partners and collaborators are brave and bold change-makers, including:

- Philanthropic funding partners.
- Private ancillary funds.
- Local council and government.
- Creative businesses.
- Musicians, producers and presenters who help us deliver our programs.

THE L2R DANCE DIFFERENCE

"L2R is full of multicultural backgrounds, it brings the community together. Showcasing different styles of dance."

- L2R STUDENT

"When you're dancing you feel like you can be yourself. Nobody can judge you. It's a chance to just be you for a moment."

- BBOY LONOWON, EMERGING ARTIST

"It's exciting to foster young people's development through community arts practices and hip hop pedagogy. The paid internships provide a space for them to build confidence and learn new life skills that will support their transition into further education and future employment."

- EFREN PAMILLACAN, L2R EMPLOYEE

"L2R demonstrates a commitment to community through dance, nurturing cultural arts leaders and creating vibrant community building performances that advocate powerfully for diversity in the arts. L2R translates rhetoric into action."

- KIRSTY ALLEN, FUNDING PARTNER
@ THE SIDNEY MYER FUND

"L2R is an antidote in a challenging world scape; a place where young people can thrive and map their creative futures now. L2R is a place of rigour, commitment and joy. It's a place where everyone is welcome to be in the family, you just gotta agree to feel the beat!"

- BEC REID, PRESENTATION PARTNER
@ EVERYBODY NOW! ALL THE QUEENS MEN



STRATEGIC FOCUS AREAS

HUSTLE!

This is about building organisational capacity, including:

- Funding stability.
- Operational sustainability.
- Succession planning.
- Diversifying income streams.
- Structure and resources.
- Investing in our people through skills development.
- Ensuring a robust policy framework.
- Developing an evaluation framework.

SHOWCASE!

It's time to find our voice and make some noise. This area will focus on creating awareness and visibility for L2R by:

- Telling our community's stories.
- Creating cultural leaders and role models.
- Raising awareness and building our profile.
- Demonstrating our community impact and nurturing advocacy.



LEGENDS!

Strengthening our organisation's leadership and cultivating more pathways into the arts – we will focus on:

- Growing our Emerging Leaders program.
- Fostering career opportunities.
- Training and personal development.
- Creating leadership opportunities.
- Creating employment opportunities.
- Nurturing innovation and fresh ideas.
- Supporting young people to transition into further education, training and employment.
- Paid internships.

GETTIN' JIGGY!

Because after all... Dance is what we do!

- Celebrate the global youth culture of hip-hop.
- Provide FREE programs to children and young people that might not otherwise be able to access commercial dance opportunities.
- Create a safe environment to nurture confidence, self-expression and individuality.

GOOD VIBES!

Empowering and enriching the lives of those in our community by:

- Creating a platform for all children and young people experiencing disadvantage to engage.
- Building confidence, resilience and cultural pride in our community.
- Building on our engagement with our First Nations community.
- Fostering meaningful social interactions and peer-2-peer mentoring.
- Recognising, embracing and celebrating our diverse cultures.
- Improving physical and mental health and well-being.
- Empowering people to be the best version of themselves.

GIGS!

Build on our community and commercial engagements by focusing on:

- Professional development and paid employment opportunities for our students and Emerging Artists.
- Promote our 'Fee for Service' events.
- Extend our reach through broader community engagement.

OUR FUTURE

WHAT'S NEXT?!

Organisational sustainability through:

- A combination of funded partnerships and a self-sustaining financial operating model.
- Employment security.
- Delivering long-term program outcomes for our community.

L2R RIPPLE EFFECT

Expanding our impact by:

- Creating a scalable model for growth.
- Conducting evidence based research.
- Growing beyond Melbourne's West.

IGNITING LEGENDS

Activating our community by:

- Inspiring the next generation of L2R Leaders.
- Develop more Emerging Artists in leadership positions both supporting L2R and the broader community.

BUCKLE UP!

For L2R to become a globally recognised Arts & Culture movement that drives positive social change through dance! To achieve this, we need to:

- Measure the meaningful change and impact L2R has on the community.
- Continue to build our Founder and CEO's profile as a social change maker.

L2R
BELIEVES IN
ONE LANGUAGE...
DANCE!

