

ANNUAL REPORT 2019-2020

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L2R Next Gen Inc. (L2R Dance) ABN 60 571 086 140

Incorporated Entity, DGR Endorsed, ATO Charity Type - ACNC Registration Tax Concessions, Registered FBT Rebate, GST Concession, Income Tax Exemption.

45 Moreland Street, Footscray, 3011 VIC

Primary Contact -

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Jacinda Richards Founder & CEO P | 0417101514 E | jacinda@L2R.org.au W | www.l2r.org.au

BOARD

Chair - Harriet McCallum
Treasurer - Angela Ilton

Members:

Kirsty Hooper Carol Ross Christian Vasquez Sarah Luttrell Vyshnavee Wijekumar Craig Rogers Mike Davis

STAFF

Chief Executive Officer - Jacinda Richards

Youth Arts Coordinator - Efren Pamillacan

Community Development & Events Coordinator -Hëna Memishi

Teaching Artists - Daisuke Benson, Lanie De Castro, Emily Zdraveski, Alec Pernes, Dennis Pennalligen

Emerging Artists - Rito Huynh, Lwel Gay Moo, Van Biak, Lonowon Kokeh, Monday Kunoo, Maya Hajizadeh, Nastaran 'Nasta' Ghalhghovand, Monica Autiak

L2R Pathways Program 2019 Emerging Artists - Monica Autiak, Rito Huynh, Monday Kunoo

Igniting Legends 2020 Emerging Artists -Maya Hajizadeh, Jumess Tshishimbi, Van Bawi Liam Sang

PHOTOGRAPHERS & FILM

Sam Wong, Hëna Memishi, Nicky Dracoulis, Shuttermain, Mills & Boom, Greta Costello Photography

Annual Report Designer - Zoë Miller







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.



In 2009, Jacinda established L2R Dance (L2R) in the multicultural melting pot of Melbourne's Western suburbs. Starting from humble beginnings, L2R was born out of dance classes Jacinda ran at the Western English Language School (WELS) in Braybrook, Melbourne's West. The classes gave young people a fun and social aspect to their learning, offering opportunities to make friends and connect in a safe and supportive environment. The organisation is now based at Footscray Community Arts Centre, the largest independent creative precinct in Melbourne's West. Over the last decade, L2R has formed strong intergenerational relationships and watched participants follow their educational pursuits from primary school right through to university, empowering and inspiring them to give back to their local communities.

L2R is committed to delivering free dance programs, arts leadership opportunities and employment pathways to children, young people and their families who can't access commercial dance and arts opportunities due to social and or financial barriers. L2R's purpose is to advance culture through arts and cultural activities, contributing to the nation's vibrant cultural life. L2R draws from this history of hip hop culture with its aim to empower and critique social issues and tell the stories of our people, lands and cultures through the communal language pf dance.

More than just a series of dance classes, L2R is led by the voices of the people it exists for. The organisation promotes social inclusion, mental and physical health, and builds resilience and self-respect by employing creative approaches to break down social barriers including age, race, religion, culture and gender, while promoting respect and resilience in the broader community. L2R aims to actively engage and foster artistic talent in Melbourne's West while empowering and transforming the lives of young people through the power of dance.

It's important to note the differences between hip hop dance classes offered in a dance school environment, when compared to the community dance workshops facilitated by L2R. The classes run by L2R do not have a focus on performance or 'product' but on process and the ways in which dance, specifically hip hop, can be a vehicle for expression and a means to forge connection and an identity in community.



To inspire positive vibes through one language, Dance!



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



- Provide high quality free dance programs in Melbourne's West for children and young people facing disadvantage as a result of their experience being newly arrived, recent migrants or disadvantaged.
- Create the next generation of community leaders by connecting children and young people to services, enabling them to participate in a meaningful way to civic life.
- Create pathways into employment for young people, including the arts and community development sectors.
- To make a positive change to the mental and physical wellbeing of newly arrived, migrant, refugee and at-risk children and young people in Melbourne's West.
- Develop a sustainable model for delivering the L2R program that is adaptable to the changing needs of young Victorians.
- Develop and support L2R's emerging and professional artists.











L2R ANNUAL GENERAL REPORT / 2019-2020

STAFF

L2R's headquarters are proudly located at the vibrant Footscray Community Arts Centre where we sublease with Co Heath Arts Generator. In L2R's office we have three part-time employees including, Jacinda Richards (Founder & CEO), Efren Pamilacan (Youth Arts and Community Development Coordinator) and Hëna Memsihi (Community Development and Events Coordinator).



CHAIR NOTES

After watching this amazing, real-deal, grassroots organisation grow over the last eight years, it's been such an honour to step into the role of L2R's Chair.

L2R is so much more than an organisation. It is a community and a strong one. It is the fostering of belonging and connection that gives the L2R community the strength and ability to hold together, particularly through challenging times. During the Covid-19 pandemic and the two lockdowns experienced in Melbourne, I have been blown away by the 'can do' approach of the whole L2R team. Our CEO Jacinda's leadership has been steadfast in her commitment to the wellbeing of the team and whole community while keeping on with progressing L2R's goals.

I wish to acknowledge the skills and resilience of Hëna and Efren in creatively adapting L2R's programming and the Igniting Legends work online, focusing on the different opportunities this virtual practice and learning can offer. A big thank you to L2R's teachers and emerging artists Nasa, Emily, Dai, Lanie, Alec, Lonowon, Ligi, Maya, Van Biak, Van Bawi, Jumess, Monday, Monica, Nastran and Rito, who keep inspiring the positive vibes through weekly, online dance classes, keeping the community dancing together.

L2R kicked off 2020 with a shiny, new and deeply considered Strategic Plan 2020–2025. This plan builds on the many achievements of L2R and guides us forward to grow the organisation and its community, make L2R's work more visible and celebrated, ultimately to spread those positive vibes as far and wide as possible. I am proud of the work achieved this year by Jacinda and the whole L2R Board in implementing the vision and goals of this Strategic Plan during a pandemic. A huge thank you to L2R's fabulous Board members Angela, Carol, Christian, Craiq, Kirsty, Mike, Sarah and Vyshnavee.

L2R is fundamentally committed to removing the economic and social barriers to accessing the creative arts, ensuring kids and young people can express and develop their creativity in their community. For L2R to keep achieving this mission, we are sincerely grateful for the partnership from our philanthropic and government supporters; Sidney Myer Fund, William Buckland Foundation, Shine On Foundation, Besen Foundation, MF Foundation, Alfred Felton Bequest, Gandel Philanthropy, Brimbank, Maribyrnong and Wyndham City Councils.

Despite the many uncertainties around us at the moment, the work of L2R is needed more than ever to keep our community connected and positive through one language, dance.

- Harriet McCallum, Chair



CEO NOTES



The first half of this financial year was the most exciting, bustling and creative times for L2R since 2009. Our schedule through our fee for service was jam packed and our creativity was grooving. We presented our first ever creative development KITH, the inaugural L2R Experience, our first ever impact video featuring our emerging artists, two Footscray train station takeovers as part of the Due West Arts Festival, and danced into the night with One Night in Footscray. It was organised chaos (just the way I like it) and demonstrated the passion and commitment of everyone across all levels of the organisation.

In August 2019, I was thrilled to fly to Darwin to represent L2R at the National Dance Forum (NDF) hosted by Tracks Dance. The theme was 'Home dance of place, disruption and belonging' and I was keen to sit at the table oozing discourse for action. Being immersed by dance leaders, lovers and legends was so inspiring and strengthened my belief in the role of the arts to build a more equitable society. There was an overwhelming collective sense of agency and that now is the time for radical change to dismantle hierarchies and to nurture the role of dance in Australian life and champion it. In the words of my dear friend and NDF host Bec Reid - 'radical, specific, achievable'. Furthermore, the experience strengthened my connection with Tracks Dance, which I hope will lead to some radical dance exploration.

To work intensely with young L2R artists to create a unique dance piece has been a long-time dream of mine. I knew this process wasn't going to be easy as we challenged our young people to move in new ways, listen to new music, meet festival deadlines and work in a more professional capacity. Efren's patience with young dancers and commitment to authenticity, aesthetics and emotional and cultural safety was admirable and definitely enabled team KITH to succeed on so many levels. We are so excited for the potential of KITH and look forward to fostering artistic excellence that profiles young dynamic dance leaders beyond Melbourne's West.

To kick off 2020, we launched our new community-focused Strategic Plan 2020–2021 enabling greater planning, monitoring and evaluation across five strategic focus areas. In the spirit of L2R's brand evolution, the team over at Cyclone Creative brought the document to life so it looks as good as it reads. In April 2020, we appointed Harriet McCallum to the position of Chair and I am so excited to work with Harriet and the board to deliver this ambitious, busy and meaningful strategy that puts community and L2R legends at the front of all decisions.

Since March, I have definitely experienced some of my most challenging and difficult times as a leader. The global impact of Covid-19 has been devastating for everyone and the stress internalised through working with vulnerable communities who are not experiencing this crisis equally has driven my passion to ensure L2R gets through to the other side. This pandemic has exacerbated people's situations and the structural inequities that underpin our society. More than ever I am so proud of the L2R team, Hëna and Efren, who worked intensely and swiftly to adapt everything L2R was doing into a digital capacity. (Fist pump). Our team of ten young emerging artists, professional artists, families and participants have guided our decisions to ensure we are meeting our community needs through our live and digital programming. I also wish to acknowledge L2R's fabulous and dedicated team of board of directors. Throughout this year I have sought their expertise, words of wisdom and helping hands. It's really inspiring to know the L2R board is so willing to 'up the anti' in such challenging times.

This pandemic has demonstrated a need to amplify marginalised and creative voices to ensure the arts are representative of everyone who lives in Australia, not just those who are the benefactors of privilege. I want to shift the idea that art and creativity is for the elite so that we can collectively co-design a future with a focus on cultural equity. Let's invite everyone to play a part and future proof the arts sector for succeeding and dynamic generations to come.

- Jacinda Richards, CEO



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COORDINATOR REPORT YOUTH ARTS - EFREN PAMILACAN



January – March 2020

and thus Igniting Legends Program was born. generic title and re-brand the program with a new name, L2R's strategic plan we decided to scrap the lengthy and what the 2020 program could look like. After a revisit to 2019 brought a clearer and further refined vision on My learning experiences and reflective processes from

changing world of a young person. emerging artists. Nothing is quite as unique as the ever program to provide a better approach to engaging the and staff is how the organisation can further frame the continual challenge faced by both the emerging artists and commitment needed to complete the program. A need for greater emphasis and transparency on time Previous participants' reflections demonstrated a

Dinanga, Van Bawi Liam Sang to join the 2020 intake. emerging artist cohort we were excited to offer Jumess an Expression of Interest call out directed to L2R's young participants needs, I developed a plan. Through and consideration to these new understandings of In the lead up to the 2020 Igniting Legends intake

and CV, as well as further developing her knowledge of to polish her job readiness by reworking her artist bio artists cohort. Maya Hajizadeh saw this as an opportunity opportunities, enabling micro support to L2R's emerging this unfortunate situation L2R created a series of no longer participate in the program. However, through had sudden changes in their circumstance and could Program was to commence both the emerging artists In February, two weeks before the Igniting Legends

> of hip hop culture. excursion provided insight for Maya into what life was like being an artist during the 80's and the early chapters hip hop culture through an excursion with myself to the Keith Haring and Basquiat exhibition at the NGV. This

Shortly after Maya's mentorship intensive, the global temporary hiatus. with that the Igniting Legends Program was put on a Australia drastically impacting L2R's operations and health pandemic of Covid-19 became prevalent in

March – June 2020

dance courses. This quick and responsive pivot also staff including music playlists, podcasts and online of digital resources were curated by myself and the L2R changing needs of our young emerging artists, a series and making our programs more accessible. aid in the navigation of taking L2R into the digital realm acted as ongoing practice-based research to inform and In response to Covid-19 and adapting to the ever-

where participants can learn from street dance pioneers, memberships to an online dance platform, Steezy Studio activeness, mental health and wellbeing we provided due to social distancing. In an effort to maintain during the stage 3 restrictions is the physical barrier A major challenge for the Igniting Legends Program teachers and choreographers from Los Angeles, USA.

world stage such as freedom and equality. pandemic and the Black Lives Matter Movement, it to the end of June and the world responded to this creativity, a space to learn and dream through this within liminality. In addition, Maya joined the program employment termination leaving them with free time us to revisit the two original emerging artists Jumess This new way of living presented an opportunity for community dance classes shifted to online platforms meetings turned into Zoom calls from home and our proved extremely beneficial to have this weekly check-in pandemic. As the Igniting Legends Program progressed to create a trio. Without hesitation L2R pivoted the were experiencing reduced study hours, work load and and Van Bawi to see how they were travelling during look in L2R's operations became apparent. Weekly coffee As weeks progressed during stage 3 restrictions, a new means and unpacking social themes that are taking the We have spent times exploring the arts through digital Igniting Legends Program to a digital space to enable this unprecedented time. Both Jumess and Van Bawi

Efren Pamilacan, Youth Arts Coordinator

COMMUNITY DEVELOPMENT & **EVENTS COORDINATOR REPORT** - HENA MEMISH

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create, engage and innovate, while celebrating diversity. that we are constantly striving to explore new ways to I believe I set a great foundation for myself and this on gaining an understanding of this new position in growth. Something that I believe is special about L2R is further, aiming for continual personal and organisationa for service with the support and guidance of Jacinda. the organisation and building the capabilities of the fee Development & Events Coordinator. In 2019, I focused second year has allowed me to explore the position This is my second year in the role of Community

revenue through our fee for service. This important service and social media content. I aim to create more would have easily been met if it wasn't for the impact of \$30,000 I do believe that our annual KPI of \$35,000 \$23,000. Although, it didn't surpass last year's total of year the total revenue through fee for service was professional and young emerging artists. This financial employment and development opportunities for our and sustainable revenue steam provides invaluable Coordinator, my role has two focus areas, being fee for As the Community Development and Events

strategy and ensuring that the posts tell the unique in our Instagram page, aligning it back to our marketing photographer Sam Wong which highlighted the soul and content including videos and photos with Bboy and Summer from Mills & Boom. We also produced creative that included Lost Lands Festival, KITH and Moomba, stories of our young people. In order to create exciting Over this last year I am proud to have built consistency essence of L2K. we collaborated with local videographer Kimberley digital content and to document our major performances

> hopefully gain attention for new partners, clients and and raise awareness of the L2R brand which will is a 37% growth, exceeding our KPI of 10% growth. followers and in July 2020 we have 1,859 followers which performance bookings. In 2019, we had 1,351 Instagram audience profile, engage with the broader community Facebook and website updates, I aim to build our Though my work on social media, including Instagram,

of L2R and the important work we do through dance. more opportunities for our members and build awareness optimise ways we can increase our fee for service, create more about digital marketing and social media to As we transition to a digital way of life, I want to learn

Next Gen 3019

basis. This past year we have had 30 young people of one of our professional artists who rotate on a weekly people accessing our programs. that L2R plays an important role in the lives of young members of the program. These numbers demonstrate participate in the program, 21 of those are returning have the honour of leading this program with the support dance program for young people aged 12–25 years and I 3019 fam in Sunshine. Next Gen 3019 is our core free Tuesday is my favourite day of the week and I believe it's the same for most of the participants from the Next Gen

everyone to thrive. cultivated a safe and nurturing environment, a space for voices to be heard. Myself and the teaching artists have with unique stories and backgrounds, a place for our bodies. We have formed our own community of people can step outside of their minds and be present in their Next Gen 3019 creates a space where young people

opportunities. backgrounds to have access to dance and creative arts and space for all young people regardless of their our community through the arts, creating a platform broader community. We want to empower and enrich students is really important to L2R, WELS and the to our programs. This year we had five students from we are supporting the access of newly arrived students standing ten year connection with Western English A major part of L2R's delivery model is our longthis strong partnership and connection to newly arrived financial year I want to double this number because WELS participate in the Next Gen 3019 program. Next Language School (WELS). This partnership ensures

Hëna Memishi

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TREASURER'S REPORT **ANGELA ILTON**

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changing environment, while still maintaining a vision for successful and sustainable future. continuity of core programs as best could be delivered in a Covid-19 restrictions. L2R was quick to pivot to ensure economic downturn from March 2020, coinciding with financial year as L2R, and indeed the world experienced goes without saying that 2020 has been an interesting goals and mission. The financial data supports this. It growing this organisation and staying true to strategic as to the laser sharp focus of all people involved in As the Treasurer of L2R, it never ceases to amaze me

Purpose Financial Report for the year 1 July 2019 to 30 this annual report has been extracted from the Special Recipient (DGR) status. The financial data presented in of Cultural Organisations (RoCO), with Deductible Gift L2R is a not for profit organisation, listed on the Register

summary of highlights: Together with the financial statements, please find a

- We are encouraged by the confidence our delivers. Our partners have continued to stick by us. the wider community benefits the organisation philanthropic partners have in L2R in acknowledging
- As with prior years, the majority of revenue continues partners in the following pages of the annual report. Foundation – please refer to a full list of funding Foundation, The Felton Bequest and William Buckland including, Sidney Myer Fund, Besen Family to be sourced from philanthropic organisations;
- Funding was received at various times during the year the same financial year (in July 2019 and June 2020) Fund, L2R received two of the multi-year funds within grant approval process. In the instance of Sidney Myer and relates to specific achievable outcomes as per the
- We have accounted for income that was bought programs and campaigns. that has not fully been spent as it relates to future committed funding for 2021, represents grant income forward from 2019 used during 2020. Likewise,
- Local government funding has assisted in supporting KITH and the L2R Experience. the delivery of specific creative developments such as
- to note that L2R performed in 25 gigs during the year. being able to pick up any additional gigs. It is pleasing five cancelled performances for March/April, without disruption thwarted those opportunities by having growth on last year. Unfortunately, the Covid-19 and gigs throughout the year was on track to deliver Self-generating income, by way of paid performances

(In comparison, 33 gigs in 2019 and 21 gigs in 2018.)

- a direct result of the investment made in the Igniting connection with community and employment. This is a valuable experience in arts and entertainment, a around \$21,000, up from \$15,000 in 2019, providing Regardless of the decrease in gigs, the earning rigour of our fee for service stream. Legends Program and the increased development and encouraging to note the emerging artists earned was higher given the calibre of performances. It is capacity for those supported young emerging artists
- a week to focus on much needed responses to growing made such as increasing our CEO's paid FTE to 4 days Overall expenses remained relatively similar to last, the strategic vision (outlined within Jacinda's report) demand for services, programs and working towards however in pockets there was particular investments
- Program and service delivery represents 91% of total businesses and community volunteering. low due to the tremendous in-kind support of local costs are around 9%. These costs continue to be kept expenditure, whilst administration and accountability
- was received. \$56,000 in federal, state and local government support to be carried in to the 2021 financial year, in total markedly to the total income line and surplus balance other business cash boosts which have contributed has accessed Job Keeper payments of \$36,000, and decreases from March through to 30 June 2020. L2R we have been able to soften the blows of profit L2R. Thanks to additional government assistance The impact of the Covid-19 disruption and Metro Melbourne restrictions continue to ripple through
- invested back in to L2R for-profit, these funds are not distributed, rather The overall net profit for the year is due to the Government incentives paid during June. As a not-

genuine endeavour to give young people a voice through programs designed around a culture of empathy and a activities, produce teachers with purpose and provide budget, without losing sight of its main mission. I'm the language of dance. the backbone of the L2R team under our CEO, Jacinda by the financial savvy in the group. A huge thank you to proud of L2R's accomplishments which are represented relationships, build brand, engage in self sustainability Richards, and the tireless efforts to grow and develop the diligence of the Board continued to run a robust While L2R was thrown the pandemic curveball in March,

Angela Pisa Ilton, Treasure

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Registration number: A0060710N

L2R Gen Next Inc.

ENDED 30 JUNE 2020 STATEMENT FOR THE YEAR INCOME AND EXPENDITURE

TOTAL:	less: Committed grants 2021 (for future year)	add: Committed grants 2020 (from prior year)	General donations & fundraising	Philanthropic grants	Government funding	Fee for service	Income:
\$251,816	(\$130,982)	\$89,296	\$7,090	\$232,125	\$30,600	\$23,687	

Covid-19 Government Incentives: Cash Boost support Job Keeper payments Business support

TAL INCOME:	TOTAL:
\$307,816.41	\$56,000

Service Delivery Expenses: Marketing & communications Emerging artist tees Teaching artist tees Program & pertormance expenses

Training & development

\$2,700 \$21,815 \$49,878

\$15,400

\$16,882

TOTAL:	Compliance and reporting	General administration & overheads	Administration & Accountability	TOTAL:	Core salaries	Job Keeper payments
\$23,000	\$6,646	\$16,354		\$226,404	\$101,727	\$18,000

OPERATING PROFIT

TOTAL EXPENDITURE

INCOME SOURCES

\$58,412

\$249,404

- Covid-19 assistance (18%) Fee for service (8%)
- Philanthropic grants (62%)
- Donations & fundraising (2%) Government funding (10%)



COSTS INCURRED

AS OF 30 JUNE 2020 STATEMENT OF FINANCIAL POSITION

	Accumulated depreciation -\$2,672 TOTAL ASSETS: \$200,613	Non-Current Assets: Office equipment \$3,560	Accounts receivable (Covid-19 assistance) \$18,000	Current Assets: Cash on hand \$190,725
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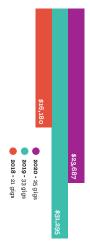
Grants received in advance	\$130,982
Accounts payable	\$7,926
Provision for annual leave	\$7,897
TOTAL LIABILITIES:	\$146,805
NET ASSETS:	\$62,808
EQUITY: ACCUMULATED FUNDS:	\$62,808

\$36,000

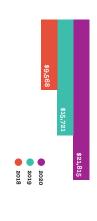
\$10,000 \$10,000

L2R PERFORMANCE REVENUE IMPACT

Fee for service



Emerging artist earnings:

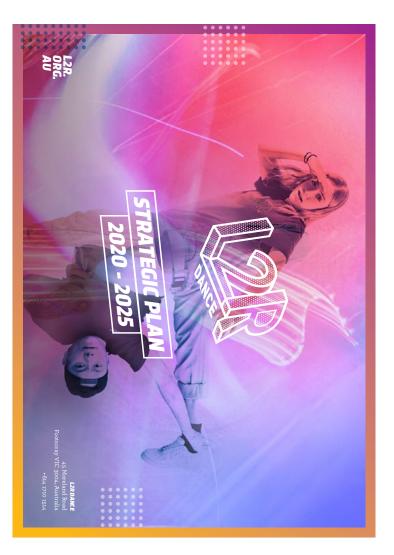


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We're proud to present our five year Strategic Plan for 2020–2025.

help bring our unique vision, values and purpose to life. Co-created with our community, board and emerging artists, it gives us a framework that will guide our behaviour and This road map will help the organisation create genuine social change through the power of dance and the arts.





ANNUAL GENERAL REPORT / 2019-2020 L2R



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HUSTLE!

This is about building organisational capacity, including:

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

GETTIN' JIGGY!

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

SHOWCASE

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

- Telling our community's stories
- Creating our community's stories
- Raising awareness and building our profile
- Demonstrating our community impact and nuturing advocacy.

LEGENDS!

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

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

GOOD VIBES!

Create a safe environment to nuture confidence, self-

dance opportunities

expression and individuality.

Provide FREE programs to children & young people Celebrate the global youth culture of hip hop

that might not otherwise be able to access commercial

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

- Creating a platform for all children & 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-2peer mentoring
- Recognising, embracing and celebrating our diverse
- Empowering people to be the best version of Improving physical & mental health and well-being

CICSI

Build on our community & commercial engagements by focusing on:

- Professional development and paid employment opportunities for our students and emerging artists
- Extend our reach through broader community

Promote our fee for service events

engagements.



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HUSTLE

Building organisational capacity

- The development of a New Strategic Plan 2020–2025
- The development of an Operations Plan.
- The development of a Marketing Plan
- Employed three part time employees, CEO, Youth Arts Coordinator and the Community Development and
- Employed seven professional artists on a regular weekly basis as independent contractors.
- basis as independent contractors. Employed seven emerging artists on a regular weekly
- Delivered a new brand identity and communications strategy in partnership with Cyclone Creative.
- hoodies for all L2R participants. including a suite of program flyers, T-shirts and Created new merchandise and marketing collateral
- Appointed 2 new General Board Members.
- Implemented and reviewed policy and procedures financial dashboard report for the board. monthly financials spreadsheet and a quarterly to strengthen organisational governance including
- independent contractors agreements and a booking employment contracts, internship agreements, that included covering letters and a suite of new Completed an in-kind legal review with Maddocks
- Developed a new multi-year funding relationship with the William Buckland Foundation for \$150,000 over
- Secured new ongoing funding with the Shine On
- Developed a relationship with Justice Connect that allowed us to leverage pro bono legal advice valued at
- Three staff members completed Mental Health First



SHOWCASE!

Creating awareness and visibility of L2R

- Developed a new monthly blog series to feature young L2R members, Fridays Feels
- Worked collaboratively with Mills & Boom to create the L2R Pathways impact documentary
- Completed two photo shoots with Sam Wong.
- Supported access for five newly arrived students from
- Established a Buddy Program to increase peer to peer mentoring within L2R.
- with Mills & Boom. artists Rito, Monica and Monday in collaboration Three individual dance videos created by emerging
- Continued to refine, review and develop the L2R
- In partnership with Gorman Clothing we launched a collaborative Instagram competition.

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Five Instagram take overs by young people.





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

- Created a TikTok account
- Engaged local designer Dog G to create a new merchandise range.
- to over 180 audience members. Delivered the L2R Experience 2019, 10 year Get Down
- Worked with Ausdance Victoria to send one L2R member Stephanie Dixon on a scholarship to the Australian Youth Dance Festival
- sessions. Engaged Bec Reid for a series of choreographic dance
- Produced our very first creative dance development
- Eight rehearsals for KITH dance development, hosted
- by Dancehouse and Bowery Theatre.
- Engaged two Melbourne musicians to provide original hip hop music compositions for KITH.





LEGENDS

Strengthening our organisation's leadership & cultivating more pathways into the arts

- opportunities across all levels of L2R. Developed a new partnership with The Australian Ballet which provides training
- CEO Jacinda Richards was awarded a scholarship place by the Melbourne Business \$13,000 Leadership Program 2020, which is valued at School in the For-Purpose Executive
- Transitioned one emerging artist to a Fostered a team of nine Emerging Artists.
- Recruited one new professional dancer, Alec professional artist.
- Completed L2R Pathways Project Plan 2019.
- Developed Igniting legends Project Plan 2020
- Ongoing development of an info pack to provide information about the Igniting legends Program.
- Placed six emerging artists on paid
- Six emerging artists are now job ready, and interview skills training. including Working with Children Check, CV

cicsi

by focusing on: Build on our community and commercial engagements

- Leveraged five new presentation partners including Festival, Hobson Bay and RMIT. Victoria University, Parliament of Victoria, Ballan
- A new hip hop floor show with professional and
- suite of photos for marketing and promotions. Created a new video for our hip hop floor show and a emerging artists.
- events to thousands of audience members including L2R crew members performed at key Melbourne Festival, One Night in Footscray and the MOOMBA the Intercultural Cities Summit, Due West Arts
- Packdown', ABC TV and 'Sunrise', Channel 7. Performed on 2 live-to-air broadcasts, including 'The





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participants, aged between 6–25 years

free weekly dance programs

part-time staff

professional dance artists

emerging artists

emerging artists employed on paid internships

board members highly skilled, professional and diverse



cultural and language groups Participants that represent over 29 different



Participants that reside in Melbourne's West including Maribyrnong, Brimbank and Wyndham City Councils

25 performances at community festivals, events and corporate engagements

audience members at our annual community event, The L2R Experience.

 $25+\,$ funding and delivery partners



1,860 Instagram followers

425 community mail subscribers



1,255 Facebook followers



classes delivered Since 2015, over 3,520 free dance



Panda Squad: 35 participants

L2R 3019: 30 participants

L2R Wynham: | 6 participants

Breaking@Braybrook: | participants

TOTAL: % participants

2015-2019: Total number of beneficiaries

2014/2015:80

2015/2016: [22

2016/2017: 129

2018/2019: |}|

2019/2020: 95

throughout 2019/2020: 🕾 Total number of participants

63% of participants speak a language other than

447 of participants were born overseas

29 different cultural groups are currently represented across Thai, Scottish, First Nations and Australian Sudanese, Ugandese, Liberian, Congolese, Burmese, Iranian, Karen, Gujarati, Filipino, Arabic, Dinita, Spanish, Japanese, L2R including: Vietnamese, Cantonese, Persian, Hakna Chin,

Gender

45% Male 55% Female

and/or study Where participants live, work

Maribyrnong 26%

Brimbank 45%

Wyndham | 9%

Other 10%

PROGRAM OVERVIEW **CORE DANCE**

opportunities due to social and financial barriers. programs cannot access commercial dance classes and confidence building and skills development in the arts providing a unique 'safe-space' for self-expression, gender while promoting resilience in the community, social barriers including age, race, religion, culture and respect by employing creative approaches to break dowr social inclusion, mental and physical health and self-L2R's six free weekly hip hop dance programs promote The children, young people and families that access L2R while developing connection and a sense of belonging. L2R aims to empower and to promote inclusion by

align with the Victorian school term. A successful part of the experienced lead teacher. of the program, builds confidence, and increases artistic our framework is to have one experienced lead teaching skills, while benefiting from peer to peer mentoring by emerging artist learns the ropes, assists with the delivery artist, who is paired with an emerging artist. The Brimbank, Wyndham and Maribyrnong. The programs four sites and three local Government areas including L2R's free weekly dance programs are delivered across

- Monday 4–4.45pm, Visy Cares Hub, Sunshine For children aged 6–8 years
- Monday 4.45–5.30pm, Visy Cares Hub, Sunshine For children aged 9–12 years

For young people aged 12–25 Thursday 4.30–6.30pm, Visy Cares Hub, Sunshine

Hoppers Crossing. For young people aged 12–25 Thursday 3:30–5pm, Youth Resource Centre,

Breaking @ Braybrook

Friday 4.30–6.30pm, Rec West, Braybrook For young people aged 12–25

L2R Squad

Monday 5–6.30pm, Visy Cares Hub, Sunshine For established L2R dancers





PROGRAM OVERVIEW IGNITING LEGENDS

Led by Efren Pamilacan, L2R's Youth Arts Coordinator, and supported by CEO Jacinda Richards the Igniting Legends Program places three young people annually who are already connected to L2R on paid internships to foster artistic skills and career aspirations in the creative arts industries.

language, five have migrant and refugee backgrounds and everyone except Monica has been connected to L2R for more than four years. They have all demonstrated leadership, passion and commitment to dance, L2R and their cultural communities. We are extremely proud of L2R's exciting and dynamic team of young creative leaders! Over the past year L2R has worked with six emerging artists who represent six different cultural groups – Sudanese, Karen, Vietnamese, Iranian, Burmese and Congolese. They were all born overseas, speak English as their second













ANNUAL GENERAL REPORT / 2019-2020 L2R L2R ANNUAL GENERAL REPORT / 2019-2020





Maya Hajizadeh

I am Maya Hajizadeh, I was born in Iran and migrated to Australia in August 2013.

In 2014, I studied VCAL at St. Josephs Flexible Learning School. Here I met Jacinda and she introduced me to hip hop dance and I have been part of L2R ever since.

Dance is in my blood and I can't live without it. To me dance is a vessel to release my feelings.

My dance training includes hip hop, house, urban, dancehall, waacking and street jazz.

In 2016, I became an emerging artist and L2R has employed me to perform at events and workshops, assist Panda Squad and the hip hop program at Western English Language School.

I am excited to see where dance takes me in the future.

Van Bawi Liam Sang

Jumess Dinanga



My name is Jumess Dinanga, and I'm an emerging artist based in Melbourne's West. I have various artists' mediums and I'm originally a dancer however, the medium that I'm mainly focused on at the moment is spoken word/poetry and am currently exploring this through research-based practice.

Being expressive and helping people through my spoken word are two of the things that I want to achieve. Due to living in a multicultural land, my spoken word/poetry is mainly focused on the topic of human treatment and/or cultural acceptance to raise awareness. I enjoy experimenting by being around people who are the opposite of me and exploring everything about one particular idea and adding my own flow to it.

I seek my inspiration from videos, other artists, and other social tools such as performances, gigs etc... my hopes for the future is to explore different techniques, being expressive and creative and to find my voice in the art world.



I am a breakdancer and a musician based in the Western suburbs. I moved to Australia in 2015 and joined LzR in early 2016. One of my main goals as an artist is to gain more self-confidence and encourage other people as well. Also, I want to earn my name out in the community or maybe even worldwide. I always like to try and explore new things. I like to meet people and make a connection with them.

Sometimes I listen to music and ideas just came up and

Sometimes I listen to music and ideas just came up and write it down and try it. Sometimes when I train together with the boys they give me an idea of what I could do or I can try something similar to what they're doing.

I see my inspiration from people, social media or even from nature. My hope for the future as an artist is to enter dance competitions starting from local through to higher national and even international levels.

EMERGING ARTIST
TESTIMONIALS

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- TESTIMUNIALE

 (C) It's an opportunity as an emerging artist and not a professional, we need experience and connections, which are
- key. I have done a lot as an individual and as a group."
- Rito Huyhn
- In 2019 I have been working with Nasa at the Breaking @ Braybrook Program and I have been teaching with Jacinda every Friday at WELS. It helps you identify what it is you want to do and prepare."
- Lwel (Ligi) Gay Moo
- Before it was very hard for me to communicate with people. Now I am comfortable and able to do that. It makes me a better dancer. Every Thursday I get to learn more and different dances."
- Monica Autiak
- I aspire to be the best public speaker & spoken word person in the near future. I believe that many people have a voice but only some can speak. Therefore, I speak for the voiceless. My speeches and poems are mostly about justice for others, motivational, inspiring and encouraging. I love when people relate to what I create, because it makes me feel like I've given them some sort of liberty in a corrupted society. I speak not only for myself but for this generation and the ones coming after us."
- Jumess Dinanga



ANNUAL GENERAL REPORT / 2019-2020 LZR LZR ANNUAL GENERAL REPORT / 2019-2020

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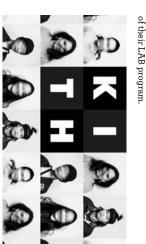


existing in Melbourne's West. that celebrates the many cultural communities coexchange between movement and music in a showcase artists from L2R. Performers explored the rhythmic of creative voices, developed collectively by emerging dance development piece crafted by the next generation Footscray Community Arts Centre. KITH is a hip hop Due West Arts Festival, on Saturday November 16 at the artistic development, KITH, which was presented at the L2R was so excited for the creation of our very first

> Community Arts Centre, Phoenix Youth Hub, Dancehouse and the Bowery Theatre in St Albans as part In-kind rehearsal space was supported by Footscray

arts practice framework. will be driven by a holistic and personable community journey into the professional dance sector. This approach artists with tools which will support and foster their Part of L2R's vision with KITH is to equip our emerging











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conceptualising was a gentle introduction into dance in my mind during this time. My approach towards and Producer of KITH, thinking of possible exploration where I can dream of what could be. As the Director and who should be involved occupied most of the space creating a dance development is to be calm, this is with what is familiar to them, with opportunity to explore making. This allowed me to align the emerging artists My creative processes during the initial stages of

participants rose to the occasion and did something than what has been asked of them before. All the KITH was the first creative dance project for our along the way. outside of their comfort zone learning beneficial lessons pertorming tor a longer and more sustained duration dance making, commitment to a long-term project and emerging artists so there were various challenges along the way including exploration of a new way of

process of dance-making less prepared than a 'trained' said, the dancer in the latter does not come into the understand the difference between working with 'trained' a performance a unique dimension. counterpart. In fact, they come with fresh skills that give battles, competitions and to have fun. That being artists who use dance as a 'hobby', to participate in or concept to life. As opposed to working with young with directors and choreographers to bring a vision dancers who've had experience working collaboratively To give context to some of the challenges one must

movement, sound, dancer and musician. beats which fostered an exciting discourse between Gillette and DJ Spell through a blended selection of This was created by local westside musicians Leon An integral part of KITH was the live music element.

rehearsals held in the performance space at the opening night, the emerging artists begun to understand Footscray Community Arts Centre a few days before increasingly high for everyone involved. With tech Come the final week of rehearsals the nerves were

> and bring it back to what we are, a dance community. to the hve emerging artists to reinforce their spirits Performers then took their positions on the stage before both Jacinda and I provided words of encouragement nerves. In the last 30 minutes before performance time moves. I believe distraction is key to avoid indulging in costumes practicing their routines and polishing up their performance all the emerging artists were in their that "this is really happening". On the day of the the audience members were seated... Showtime!

dance. The music starts, the lights fade in, the dancers artistic development and exploration of self through of witnessing a timestamp in the progression of their artists and the audience will now have the pleasure slowly wake up. part of the creative journey for these young emerging As the audience took their seats they noticed people long before they entered the space. This presentation is they have stepped into an existing world that started laying on the stage Hoor sleeping. They soon realised

happened in the space between audience and performers everyday people. Most of the emerging artists are of non-A different level of communication began from what creative process and backgrounds of everyone involved. ovation, people shouting out the names of the dancers The end of the performance was met by a standing in the 30 minutes of presentation prior that prompted However, a deeper level of communicative exchange English backgrounds which reflected in their responses. questions came from professional artists, academics and has just happened in the dance space, as elaborate unfurled as audience members were intrigued by the performers, creative staff and the audience. A discussion up the space for engaged conversations between the to see them. KITH was a work in progress, so we opened the power of dance in breaking down barriers. the audience to inquire so thoughtfully. This emphasises faces while bowing to show their gratitude for coming they came to support bringing smiles to each of their

conversations towards opportunities for development want to continue this journey, and the audience wants Company and VCA. an collaboration with Tracks Dance, Stephanie Lake find the right place and time to continue. With exciting to see L2R forging further with creative dance. Since The feedback from the emerging artists is that they then, KITH and the L2R team have been on a path to

everyday practice. each artist involved is still developing the skills they in 2020 for all of us. Even though we are apart, I believe Navigating the unknown has been a forced focal point learned in this project and are bringing them into their

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Efren Pamilacan – Producer/Director of KITH

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L2R ANNUAL GENERAL REPORT / 2019-2020

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CEO TRAINING DEVELOPMENT



leadership course to unpack purpose and take time to reflect. Jacinda was then member on L2R's board. purpose-driven leaders from our local community. Mike Davis is now a General of Purpose podcast hosted by Mike Davis to chat about all things 'Dance Power' many sectors. As a result of this presentation, Jacinda was invited on to the Humans Leadership graduate dinner where she was able to network with leaders across ask to face her fears of public speaking and present at the Williamson Community In 2019, Jacinda Richards was a successful scholarship recipient of the Leadership Humans of Purpose brings you weekly podcast conversations with inspiring and Victoria, Igniting Leadership Program where she undertook a five day intensive

diverse dance students to access the VCA and the prestigious dance facilities. build connections and breakdown hierarchy to provide opportunities for dynamic and catch up regularly to look at how the two organsations can work collaboratively to Head of Dance at Melbourne University, Faculty of Fine Arts. Carol and Jacinda now strengthened her relationship with Tracks, lead by Bec Reid, and Carol Brown, the new advocate and build relationships while representing L2R at the table. This experience wonderful experience surrounded by Australian dance leaders allowing her to network, discourse focused on home, dance of place, disruption and belonging. Jacinda had a National Dance Forum, hosted by Tracks Dance. Here she was immersed in critical A highlight for Jacinda Richards in 2019 was a three day trip to Darwin to attend the

• • • • **AUSTRALIAN YOUTH** ANCE FESTIVAL

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our young Next Gen 3019 was super excited at the Ausdance Victoria, L2R Thanks to the support of Australia, 7–12 July 2019. 2019 (AYDF) in Melbourne, Festival - International the Australian Youth Dance Dance Australia, presented partnership with Youth Ausdance Victoria, in opportunity to send one of members, Stephanie Dix.

absolutely amazing "The AYDF was an

other and think more creatively. Throughout the week we choreography which helped us workshop to bond with each workshops are very different from the ones we do at L2R just learnt to move around the space and interact. These split us into two groups and asked us to use the moves we Isabella Stone who taught us some choreography then One of my favourite workshops was with a teacher named did workshops that made me step out of my comfort zone. Each day our sessions consisted of learning dance and experience, that has immensely improved my dance skills.

> generated by instruments or even your mouth. This one of us feel that we can achieve what we want, if was an incredible teacher who made each and every to have fun and forget about the choreography, he teachers was Samuel Gaskin, he really pushed us not knowing much contemporary dance they still me what I didn't know I had before, and despite me the other person our story and finally to remove stories, then we added movements while telling Storyteller' where we would tell each other random to help me improve on that was called, 'Dancer as a doing the same choreography. A workshop that I did others instead of just standing next to each other experience also taught me how I can dance with poems to develop moves and to use different sounds workshops include: being inspired by words and create movement. Some tips I learnt from the AYDF me to greater understand how to use my body to experience especially helped me work on my became friends with everyone in my group. This incredible experience that I am so grateful to have we work hard. Overall, this was a once in a lifetime encouraged me to do my best. One of my favourite continued to push me to my limits and bring out in this program for me was the inspiring teachers that the words and use our bodies. A significant part of improvisation and choreographic skills, allowing know anyone. Gradually as the week progressed l and they were confronting at first because I didn't

Stephanie Dixon, Ausdance Scholarship

FRIDAY FEELS VOL.

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Custard donut What did you have for breakfast?

Honest, loyal and lovely How would your friends describe you?

It's better to be late instead of not turning up at all. What's the best piece of advice you've ever received?

Honest, passionate and determined Describe yourself in three words.

they teach me good things about life. It's important for support from my friends and they encourage me to do my life. It's good to have friends, most of the time I get teach you about culture and traditional plus they give come from? and I think families are the people who can me to know about my background, who I am? where do l What's important to you... can you explain your values? you love. In addition to this, education plays a big role in Family and culture are most important to me, because

Tell us one thing that no one knows about you? I eat every type of food with yogurt.

see yourself in 10 years? What are your dreams and future goals/Where do you

achieve my goal and become a doctor. To help everyone that needs help especially my people back in Africa. work two times harder to get to medicine school so I can My goal is to become a dance teacher. Secondly, I have to

Can you tell me how you first got into dancing?

dance and I want to start going to dance classes. So, he found out about L2R, he introduced me to Jacinda and Through my older brother Autiak. I always tell him I love that's how I got into dance.

Why is dance important to you?

dance am achieving one of my goals myself. Dance is one of my goals in life so, every time I because it gives joy and it makes me feel good about ve always wanted dance to be part of life. I think

Can you explain to me how and where you practice

dancing. I want to practice dance no matter where – I just start Normally I practice dance at home or whenever I feel like

How does performing make you feel?

with all my heart. for me to stand in front of people and give them all I have Performing gives me the best feeling ever. It's a pleasure

dance practice? Does your cultural background play a role in your

practicing dance is amazing and it actually create good and whenever I practice dance, it makes me believe Every time I practice I notice the mistakes I've done so l connection between people, culture and communities. Yes. I start the very first moves from my Dinka culture know what to work on to improve it.

Talk to me about hip hop. What do you like about hip

Hip hop is the type of dance that I prefer – I like the

What role does L2R play in your life?

program. L2R is a home to me. people and I improve my dancing skills through L2R I arrive to Australia I learn how to communicate with L2R plays very important role in my life. when I first

L2R Experience. What exciting projects do you have coming up?

Interview by Rito Huynh

22



Total income: \$23,687

Total number of performance and workshop bookings: 25% of total income through fee for service

- 2016/2017 6%
- 2017/2018 9.5%
- 2018/2019 18%
- 2019/2020 8%

L2R is proud to use dance as a platform to unite community and spread good vibes at some of Melbourne's biggest events and cultural celebrations. 100% of the revenue from our fee for service performances go back into our unique charity that provides opportunities for young people to participate in dance.

100% of proceeds go towards creating social change through dance.

Performance Highlights from 2018/2019:

- MOOMBA Parade 2019
- Live-to-air broadcast on ABCTV, 'The Floor is Yours'
- Due West Arts Festival
- Melbourne International Arts Festival
- Intersect Out West Diversity Arts Australian and the British Council
- VMC's 35th Birthday
- Congress by All The Queens Men
- Intercultural Cities Summit



MOOMBA PARADE 2020

part of. empowering for all involved! These experiences when out our dance moves while Melburnians cheer and choreography with one another, catching the train into we brainstormed the theme with the crew and decided foster a sense of pride that is extremely special to be a shared collectively create special lifelong memories and awesome to witness the strengthened bonds and new rehearsal at Melbourne Grammar grounds. It's really the city on the weekend, to arriving at the mass onsite There is a sense of togetherness, from going over building and the performance outcome is so exciting. to stick with what we know and do best – Old Skool. Parade. This year we were given creative control, so A huge highlight for us each year is always the Moomba wave, while being broadcasted live on TV is magical and Marching down the busiest street in Melbourne, busting friendships between the Sunshine and Wyndham crew. Moomba Is a highlight because the process is team





L2R x ABCME - 'THE PACK DOWN' #27

L2R was thrilled to be asked back to ABCME to do another fun episode! This time, we danced up a storm on The Pack Down' which was streamed live on YouTube. Check out some of our crew (Rito, Emily, Steph, Yolande, Peter, Nakiah and Kathy) as they tear up the ABC studios with 2 dance segments and a great lil interview. They also teach Ava the host a few simple hip hop foundations, FUN! Next time we want to get Gooped!



ONE NIGHT IN FOOTSCRAY

This annual community event highlights the work of local artists, makers, emerging practitioners and students and creates new opportunities to encounter art in public spaces. As part of this festival we took over Footscray station and got down with the locals! We drew a huge crowd and got everyone up and dancing!





PRESENTATION PARTNER TESTIMONIALS

Working with L2R was a pure delight. With our group of mixed ages and abilities, dancing made us really come together as a group. Great for the adults to all let their hair down too. Instructions were made simple and fun and we had a great time learning new moves. Working with Jacinda and her team was fun and professional at the same time!"

Clare Sullivan, Orientation and Mobility
 Specialist, Guide Dogs Victoria, October 2019

Thanks Dai and Maya for your hip hop dance workshops for the public at Multicultural Arts Victoria's inaugural Generations Festival this year. You were inspiring, energetic and engaging for the audience, who responded really well to the two sessions. A great use of space and awesome positive vibes for the festival crowd!'

 Miriam Abud, Co Producer, Generations Festival. 6th November 2019

The passion and drive L2R share for both young people and dance is palpable! It was wonderful to witness how the ON TRACK students engaged with your sessions and were thrilled with the experience. We are elated to have L2R as such a fantastic addition to the ON TRACK program.'

The On Track Mushroom Team

I have had the pleasure of working with L2R now for over five years. Their performances are always fresh, high energy, vibrant and super exciting! Most importantly, L2R empowers dynamic dance talent in Melbourne's West by giving them a platform to be seen, connect and explore life through dance and creativity.'

Jo Trevathan, Brimbank City Council
 Community Arts Participation Officer

L2R is an antidote in a challenging worldscape; 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 feeling the beat!'

Bec Reid Everybody NOW!,
 All The Queens Men

THE L2R EXPERIENCE 10 YEAR GET DOWN!

On Saturday 5 October 2019, L2R brought the good vibes to the Footscray Community Arts Centre (FCAC) with over 60 dancers from diverse cultural backgrounds repping our 7th annual L2R Experience.

The achievements of each year culminate in this annual celebration and once again the event was a sell-out, with over 180 community members jam packed into the FCAC theatre all set to cheer and celebrate through the freedom and power of dance. The L2R Experience showcases the talents of L2R participants to the community, shares positive messages of inclusion and diversity through to

to the community, shares positive messages of inclusion and diversity through the communal language of dance. LZR's participants from our free weekly programs in Wyndham, Brimbank and Sunshine lit up the stage with invited performance guests including L Squad, Bboy Chino, Joshkun and Afro Fever. The beautiful garden area of FCAC was activated with our iconic dance jam and community BBQ. A massive thank you to the young people and community involved – we did it again! Ten years of LZR bringing dance to Melbourne's West.

I watched, whooped and celebrated with L2R on Saturday at the L2R Experience. Their young leaders have SO MUCH SWAG, are so fabulous and the joy that they have harnessed is infectious. Love it!'

– Ferdi Hepworth









ANNUAL GENERAL REPORT / 2019-2020 L2R







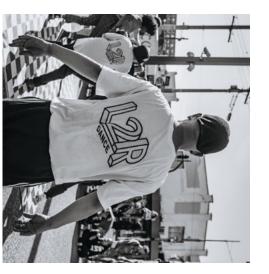


L2R MARKETING - 2020 YEAR IN REVIEW

The impact of the pandemic has been devastating for the Melbourne Arts scene, with several L2R gigs and classes cancelled, it has been a year of uncertainty for our students and community. However, during a time of crisis, we saw an opportunity to focus our energies on keeping our community connected!

During the disruption to our 'business as usual' for 2020, our vision 'to create a more inclusive world where people's lives are enriched through access to the arts' and our mission 'to inspire positive vibes through one language, dance' felt more relevant than ever before!

Our challenge was to enable access to the arts and bring people together through dance, but remotely! To do this, we had to think creatively, which lead to some exciting new initiatives and a fresh approach to digital content and engagement.



With the support of our board, our creative agency partner Cyclone Creative and key brand partners such as Gorman, we began to rethink our digital environments and our approach to engagement, so we could keep people connected through our paid, owned and earned channels.

Classes normally held in person were channelled through Instagram Live and Zoom. In the absence of regular gigs to promote, we decided to share a little more about our dance crews through regular artist profiles on our social media platforms. We also took the opportunity to reinvest our time and energy into developing a suite of branded digital assets to support the proliferation of future content, and cement our brand identity.

We redeveloped our website experience and continue to bring greater focus to our fee for service offer and the Book L2R' page – in preparation for 2021 – ensuring we are ready and rearing to receive gig and class enquiries when restrictions are lifted and the gig economy kicks into gear.

We also continued our brand partnership with fashion label Gorman through digital campaigns, such as the 'Gorman Dance Challenge' and building the profile of LZR's CEO, Jacinda Richards.

2020 has been a year unlike anything we've ever seen, but it has been inspiring to see the strength and resilience of our students, staff, emerging artists and community. Like so many, our pivot to online engagement gave us the opportunity to strengthen and scale our voice and brand, lifting the profile of our team and artists.

We're excited for what 2021 has to offer and we're ready to break, pop and lock it next year with our peeps!

- Christian Vasquez, L2R Board-member



ANNUAL GENERAL REPORT / 2019-2020 L2R



with consideration for our community's health and wellbeing and in accordance with government advice and Council restrictions, all of L2R's free dance programs have been cancelled effective as of Tuesday 17th March. The L2R community is always our highest priority and our team is working on ways to be flexible, innovative, restructure programs, support our artistic team and get through this unprecedented time.

Myself and the L2R team believe it's vital to demonstrate kindness, community spirit and be empathetic and considerate of our most vulnerable communities. Let's stay active and connected while dancing in our living rooms, and strive as a collective to beat this virus."

Jacinda Richards Founder & CEO

Staying connected to LzR and dancing in this

Covid season has been especially important as it maintains a sense of familiarity to life-in-lockdown - drastically changing our lifestyle like this had left many of us confused and concerned, but dance and being in contact with LzR keeps both the body and mind in-check."

Alec Pernes, L2R Artist, 25/6/20

A key priority for L2R during this global pandemic is our community's health and wellbeing. L2R is continually exploring innovative ways to virtually engage and keep everyone dancing and active, while encouraging positive community spirit. This also allows L2R to continue to

pay our independent contractors and artists whom many have lost majority of their income through cancelled events and bookings.

From March-June 2020, the L2R team has been bringing grooves and vibes direct to your members households, streaming five free dance programs live on Instagram and Zoom. Iso can't stop us dancing as a collective! In July we have shifted to three Instagram classes and one Zoom class which is exclusive to L2R participants and is a more intimate session. It is important that the L2R community understands we are

The Igniting Legends Program has successfully and seamlessly pivoted to online learning via Zoom. The focus throughout July and August 2020 is to match each emerging artist with a professional artist as their mentor buddy so they can extend their creative arts practices.

will continue to create innovative and meaningful ways to keep the L2R fam engaged and to support the most vulnerable members of our community through this here for them through these stressful and unprecedented times and that we continue with a digital presence. L2R

pandemic.

A major challenge over the next 6-12 months will be returning to dance and community re-engagement. We have developed our Covid Safe Plan and are in discussions with our delivery partners. Through these challenging times we need to continue to support our participants and their families and re-assure them that we are here for them beyond the dance studio. We have demonstrated this through phone calls, online services buddy checks, Zoom meetings, posting care packages and small gatherings when allowed.

The world now presents complex challenges that encompass uncertainty, stress and heavy hearts. Our mission more than ever feels so relevant – To inspire positive vibes through one language, Dance.



1020 L2R ANNUAL GENERAL REPORT / 2019-2020



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Karol Zdraveski (Lead) Community Support Committee

Phill Allardyce Ian Ku Maria Louise Allardyce Manisha Barot Kate McAll Peter Richards Christine Richards Lu Huyhn Betty Huyhn Vivian Clark

Maddy Austin Anh Phan Christine Sonnleitner

Brimbank Youth Services Brimbank City Council

Maddocks Footscray Community Arts Centre Cyclone Creative

Maribyrnong City Council

Delivery & Presentation Partners Ausdance Victoria All The Queens Men

In-kind Contributors and Supporters Western English Language School St. Albans Community Centre Signal Arts Mushroom Group Multicultural Arts Victoria Footscray City College Flying Fox Brimbank Youth Services Wyndham Arts and Culture Wyndham Youth Resource Centre Rec West Braybrook Maribyrnong Arts and Culture Dancehouse Maribyrnong Youth Services

If you and/or your organisation would like to donate your time or services to L2R, we'd love to hear from you!



ANNUAL GENERAL REPORT / 2019-2020 LZR

FUNDING PARTNERS

Felton Alfred Bequest











Foundation











thrive and spread good vibes through the language of dance! L2R would also like to acknowledge the many amazing private donors that give throughout the year to ensure we



L2R ANNUAL GENERAL REPORT / 2019-2020









