



ACTION PLAN 2022 - 2025

STRATEGIC FOCUS AREA #1

GETTIN' JIGGY – LET'S DANCE

STRATEGY	ACTIONS	MEASURES
1. Community empowerment through dance.	Free workshop programs for children and young people with barriers to access (perceived or real).	Delivering 4 – 6 free dance workshops per week across Victorian school terms for young people aged 6 – 25 years. Retention of 50% of workshop participants annually. Increase participant numbers across all annual workshop programs by 10% per annum. Number of cultural groups represented amongst L2R participants is always evolving, varying and less 50% identify as Anglo-Australian.
	Foster collaboration and partnerships with likeminded artists and organisations.	Participate in two, new creative partnerships per annum. Participate in one, new organizational partnership per annum. Participate in two, public advocacy opportunities per annum.
	Authentic representation across a spectrum of cultural and language groups.	50% of all workshop participants speak a language other than English at home. 50% of L2R Artists speak a language other than English at home. Gender equity is targeted 50/50 across programs and outputs. Stakeholder testimonials reveal that stakeholders feel welcome regardless of age, ability, sexual orientation, ethnicity. Two testimonials per annum reveal participants reflect L2R's values across personal and professional lives.
2. Celebrating global Hip-Hop culture.	Telling our community's stories through Hip-Hop forms of expression.	L2R uses Hip-Hop pedagogy to foster creative learning and lateral thinking while developing participants' connection to Hip-Hop principles. Foster one, creative opportunity per annum which tell our young people's stories through Hip-Hop dance and MC-ing.
	Active participation across local and global Hip-Hop conversations.	Participate in one local Hip-Hop advocacy opportunity per annum. Participate in one national Hip-Hop advocacy opportunity bi annually. By 2025, establish one, new connection with national Hip-Hop specific Collaborator or organization.
3. Empowering children and young people to be the best versions of themselves.	Fostering meaningful social interactions and peer to peer mentoring.	50% of Emerging Artist Alumni engaged across free dance workshop programs are behavioral role models – each one teach one. Include all emerging Artists and Staff in one professional development opportunity per annum.
	Creating a safe environment to nurture confidence, self-expression and individuality.	By 2025, establish L2R cultural practice guide for all stakeholders. Ensure all workshop participants understand L2R's values. Establish pathways for cultural safety to be tailored across all L2R outputs. 72% of all workshop participants feel happier and healthier.
	Building cultural pride and longevity.	Two families have children graduating through L2R's workshop programs per annum. One Emerging Artists moves into professional practice per annum. Evaluation reveals workshop participants have average chapter with L2R for 3 – 5+ years. Conduct teacher/participant term check-ins across all workshop programs annually. Conduct Staff check-ins weekly.

STRATEGIC FOCUS AREA #2

FUTURE MAKERS – LEADERS AND LEGENDS

STRATEGY	KEY PERFORMANCE INDICATORS	MEASURES
1. Cultural commitment to leadership.	Nurturing Igniting Legends program.	Three Igniting Legends supported annually in tailored, paid mentorships with Artists and/or organisation. Legends Alumni program established by end of 2025. 80% of Legends participate in one advocacy opportunity for L2R annually.
	Nurturing Emerging Artists.	All Emerging Artists offered two paid, training and development opportunities per annum. All Emerging Artists offered tailored portfolio materials per annum.
	Nurturing staff.	All Staff offered one individualized professional development opportunity per annum. All Staff participate in two group professional development, leadership focused opportunities per annum.
2. Activating knowledge.	Empowered choices.	Annual evaluation reveals overall increase in organizational confidence. Annual evaluation reveals L2R's participants experience increased confidence in their individual and group decision making processes. L2R is recognized by peers for its welcoming attitude and generosity.
	Building cultural awareness.	Legends and Emerging Artist are offered one First Nations cultural experience per annum. Supporting two tailored access experiences for newly arrived young people per annum. L2R always acknowledges Hip-Hop cultural principles across all organisational interactions.
	Nurturing healthy minds.	Conduct teacher/participant term check-ins across all workshop programs annually. Provide referrals for support services beyond L2R's remit for all stakeholders. Conduct Staff check-ins weekly.





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STRATEGIC FOCUS AREA #3

GIGS & GROWTH – SHARING THE GOOD VIBES

STRATEGY	ACTIONS	MEASURES
1. Energized Youth employment.	Building regular casual employment opportunities.	All Emerging Artists are offered one, paid employment opportunity bi-monthly. All Legends are job-ready at end of each internship.
	Nurturing employment for young, professional people across the Creative Sector.	One L2R Artist fostered into professional creative industries employment by end 2025.
2. Multiplicitous platforms.	Diverse artists represented across commercial and NFP sectors.	Gender balance maintained at 50% per annum. Number of cultural groups represented amongst L2R Artists is always evolving, varying and more than 80% identify as culturally and linguistically diverse.
	Diverse opportunities across commercial and NFP sectors.	L2R engages in two NFP opportunities of varying scale per annum. L2R offers one pro-bono performance experience per annum.
3. Organizational visibility.	Promotion of "Fee for Service".	Annual "Fee for Service" target is met and increases by 10% each year. L2R attracts one commercial 'client' per annum. Culturally relevant social media increases digital engagement and traction by 5% per annum. L2R offers one pro-bono school incursion per annum.
	Broader, enriched community engagement.	Evaluation reveals 50% of participants feel connected to L2R's value to "Welcome Everybody". Testimonials from participants families recognize L2R as a vital space for their loved ones. L2R supports one Artist to develop creative ideas through long-term relational connection per annum.

STRATEGIC FOCUS AREA #4

HUSTLE – THE BUSINESS

STRATEGY	ACTIONS	MEASURES
1. Invest holistically in our people.	Annual Training and Professional Development.	Deliver one internal training and development opportunity per annum. Deliver one external training and development opportunity per annum. L2R Board undertake one, group focused professional development opportunity bi-annually.
	Flexible employment opportunities for Creatives.	High retention of Creatives. All Staff/Contractors nurture collaborative attitudes.
	Long lead succession planning.	50% of Alumni attend Annual General Meeting per annum. Supporting transition of one emerging Artist to professional Teaching Practitioner/Facilitator per annum.
	Ensure adaptive, deep listening.	Half yearly review and feedback for all employees. Half yearly program planning for Professional and Emerging Artists. One team building experience per annum.
2. Capacity Building.	Operational stability.	Annual development and delivery of the L2R Arts Plan to track inputs, outputs and ensure we stay on strategy.
	Income diversification.	100% of funding body deliverables, governance and statutory requirements are of high quality, timely prepared and acquitted. Increase government investment by 5% per annum. Secure one new financial stakeholder investment per annum.
	Good governance.	Robust policy and procedures including Monitoring and Evaluation reviewed and implemented annually. Annual Board review for CEO / Founder.
	Dynamic marketing, branding and communications.	Deliver annual marketing plan actions. Secure two publicity opportunities per annum. Increase and enhance digital activities by 5% per annum. Employ quarterly digital dashboard to track and monitor social media return on investment.
	Healthy digital systems.	Annual audit and upgrade of digital systems. Ongoing audit of digital safety practices.
	Celebrating creative expertise.	All L2R Creatives are offered one engagement opportunity outside L2R per annum. All L2R Creatives share new learnings with peers once per annum.
	Flexible attitudes.	All L2R Creatives are encouraged and celebrated to practice across the professional and NFP sectors beyond L2R. Customised workplans for all L2R employees.

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