



STRATEGIC PLAN

2020 – 2025 REFRESHED

L2R Dance is halfway through the 2020 – 2025 Strategic Plan and has already achieved a lot in the last two years of the COVID-19 pandemic. This new document is a refreshed Strategic Plan for 2020-2025 acknowledging this pivotal time of creative re-emergence.



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L2R.
ORG.
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ABOUT US

L2R Dance is a not-for-profit organisation based in Melbourne's West, dedicated to harnessing the power of Hip-Hop to strengthen our community through belonging, wellbeing and leadership in the Arts.

We offer free culturally safe, creative spaces for young participants and diverse artists unable to access commercial dance due to social and or financial barriers (perceived or real) to connect, explore and learn new artistic opportunities.

L2R nurtures creativity and transforms young people through the power of dance.

L2R BELIEVES IN ONE LANGUAGE, DANCE!

OUR VISION

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

OUR PURPOSE

Inspire positive vibes through one language, Dance!



OUR ATTITUDE

We are generous and fresh.

We explore the world fully through dance.

We respect the lands under our feet.

OUR VALUES

WELCOME EVERYBODY – Access and inclusion!

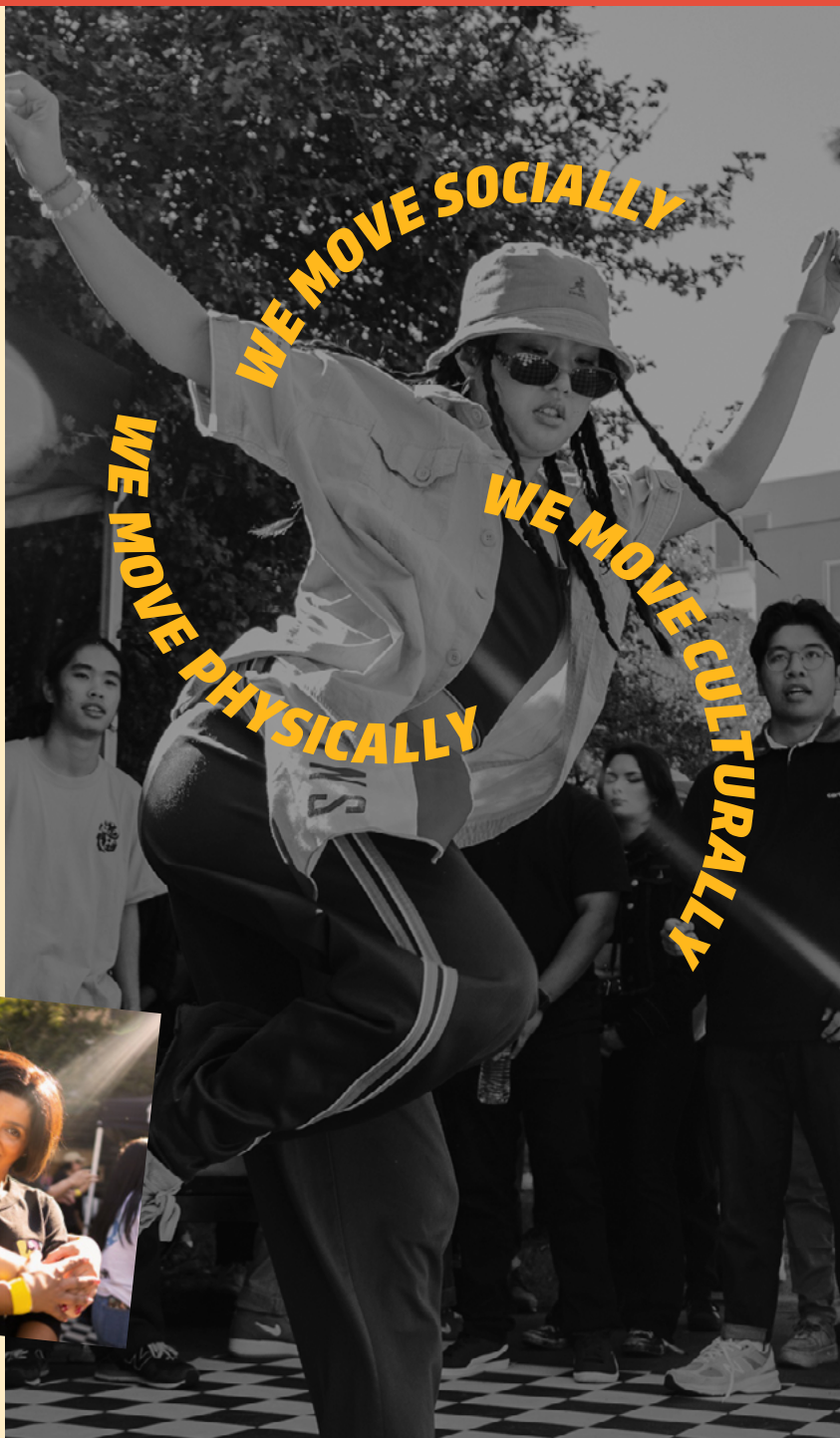
RESPECT – Self and Others, one love!

BE CREATIVE – Bring your Flava!

HAVE FUN – It's a vibe!

L2R IS A VIBE... WHY?

We never use the word ‘competition’. Everyone is welcome at L2R Dance, we love you just the way you are. Now is the time for us to connect with a new generation of dancers who are bold and brave. Our Leaders and Legends embrace peer-to-peer mentoring, embedding the each one teach one principle which welcomes and supports new children and young people and deepens our connection with the community. It is important to us that we create authentic and comfortable, safe spaces supporting the health and wellbeing of our participants and staff while recognising culture and spectrums of lived experiences.



OUR COMMUNITY IS OUR FAMILY

YOU CAN'T BE IT IF YOU CAN'T SEE IT.

L2R ACTIONS THIS THROUGH:

- Holds space to be bold and brave.
- Training and employing professional and emerging cultural and arts leaders.
- Peer to Peer mentoring – each one teach one.
- Fostering inter and intra-cultural understandings.
- Attracting new audiences to authentic cultural experiences.



THE PRACTICE

WE CHAMPION POTENTIAL.

WE SHARE FREE, WEEKLY AND POP UP HIP-HOP DANCE WORKSHOPS FOR YOUNG PEOPLE.

WE ARE ALSO INVITED TO PERFORM.

WE OFFER SPACES FOR VITAL, CREATIVE RELATIONSHIPS.

WE TAKE YOUNG PEOPLE AND AUDIENCES ON ENERGISED, EMPOWERING JOURNEYS.

OUR PEEPS!

We welcome children aged 6 – 11, young people 12 – 25 and their families and loved ones through our free dance programs. They come from all over the world and have unique journeys. We collaborate, create and develop. We employ young emerging and professional cultural and arts leaders who are extremely dedicated to their dance practice and committed to engaging valuable community arts practice while being exceptionally good humans.



LEADERS & LEGENDS!

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

- Emerging Artists.
- Cultural and Community Leaders.
- Experienced Teaching Staff.
- Professional Artists.
- Future Leaders in the arts.

MATES!

Our Partners and Collaborators are brave and bold change-makers, including:

- Philanthropic funding partners.
- Private ancillary funds.
- Local, State and Federal government.
- Creative businesses.
- Arts organisations.
- Schools.
- Musicians, Producers and Presenters who help us deliver our programs.



WHAT OUR PEEPS, MATES, LEADERS AND LEGENDS SAY

"I think what is unique about L2R is that they work with young people over a long time. It's not just a program that plonks in and then disappears. They're in for the long haul."

ROBYN GAWENDA,
CO CEO FOOTSCRAY COMMUNITY ARTS

"We are dealing with so many huge problems in the world at the moment. From the climate crisis to the call for anti-racism to be acknowledged... dance is healing, it's enabling, it's an empowering art form."

CAROL BROWN,
VCA

"You can apply so many things you learn from the dance environment into real life."

NASTARAN
GHALHGHOVAND,
L2R EMERGING ARTIST

"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 STRATEGY SNAPSHOT

FOCUS AREA #1

GETTING JIGGY: LET'S DANCE

WHAT ARE WE KNOWN FOR?

- Community empowerment through dance.
- Celebrating global and local Hip-Hop culture.
- Enabling children and young people to be the best versions of themselves.

MEASURES

- Delivering 4 – 6 free dance workshops per week across Victorian school terms for young people aged 6 – 25 years.
- Number of cultural groups represented amongst L2R Artists is always evolving, varying and less than 50% identify as Anglo-Australian.

FOCUS AREA #2

FUTURE MAKERS: LEADERS AND LEGENDS

WHAT ARE WE KNOWN FOR?

- Commitment to healthy, dynamic leadership and sustainable pathways.
- Activating knowledge.
- Paid employment / training and development.

MEASURES

- Three Igniting Legends supported annually in tailored, paid mentorships with artists and / or organisation.
- All Emerging Artists offered paid, training and development opportunities per annum.

FOCUS AREA #3

GIGS & GROWTH: SHARING THE GOOD VIBES

WHAT ARE WE KNOWN FOR?

- Fresh and real art-making.
- Authentic and empowering vibes.
- Trustworthy experiences / reputation.

MEASURES

- All Emerging Artists are offered regular paid employment opportunities through fee for service and artistic programming.
- L2R Artists is always evolving, varying and more than 80% identify as culturally and linguistically diverse.

FOCUS AREA #4

HUSTLE: THE BUSINESS

WHAT ARE WE KNOWN FOR?

- Investing holistically in our people.
- Transparent, ethical and equitable governance.
- Flexible attitudes.

MEASURES

- Flexible employment opportunities for creatives.
- Income diversification is robust.

WHO ARE WE HERE FOR?

CREATIVE MAKERS

(CHILDREN / YOUNG PEOPLE / STAFF / ARTISTS / CULTURAL LEADERS)

Creative curiosity shapes my view of the world. Through dance I explore the world around me. Hip-Hop is my vibe and explosive force for change that gives me hope for a brighter tomorrow.

- **HIP-HOP EXPLORERS.**
- **PHYSICALLY EMPOWERED.**
- **ENJOY FUN, SHARED EXPERIENCES.**
- **SEEKING SELF-AWARENESS AND PERSONAL GROWTH.**

CHANGE CO-CREATORS

(FUNDERS / BOARD / SUPPLIERS / COLLABORATORS)

I believe in the power of dance to create a more just and sustainable world without inequalities. I believe in the power arts & culture to drive positive message, uniting and empowering community. We believe we are all equal and have a (social) responsibility to change young lives for the better.

- **VALUE SOCIAL CHANGE.**
- **SOCIALLY RESPONSIBLE.**
- **LOVE ARTS AND CULTURE-MAKING.**
- **COURAGE TO SEE AND DO DIFFERENTLY.**

COMMUNITY CHAMPIONS

(FAMILIES/ COMMUNITY SUPPORTERS/ COMMUNITY LEADERS)

I want what's best for those around me. I value creative expression and its power to transform the lives of those I love. I believe leadership, friendship and good vibes are for everyone and made through healthy, shared (social) experiences.

- **SUPPORTIVE AND KIND.**
- **VALUES ACCESS AND INCLUSION.**
- **NETWORK BUILDERS.**
- **CULTURALLY AWARE AND PROGRESSIVE.**

WHAT DOES SUCCESS LOOK LIKE?



**THE RIGHT PEOPLE TELLING
THE RIGHT STORIES.**

**TRAINING, EMPLOYMENT AND
SUSTAINABLE PATHWAYS FOR
DYNAMIC ARTISTS.**



**MORE PEOPLE
ACCESSING AND
ENJOYING ART
AND CREATIVITY.**

OUR FUTURE: DRIVING POSITIVE SOCIAL CHANGE THROUGH DANCE

We have identified four key themes that provide L2R with a focus for our activities. Helping us work towards our Vision for a more inclusive world, where people's lives are enriched through greater access to the arts.

Like many small arts organisations, we experience the challenges of limited time and resources. However, these barriers are surmountable, and our team is energised and determined for L2R to become a nationally recognised cultural organisation.

ACROSS THIS FIVE YEAR PLAN WE WILL IMPLEMENT:

FRAMEWORKS

By creating frameworks that articulate our approach we can be more efficient and support our teachers, who support our young people. By building our team's capacity we can seek further income diversification and achieve more across our Strategic Plan.

PROFESSIONAL PATHWAYS

We are connecting our Emerging Leaders with the arts sector as well as finding career pathway opportunities within the organisation.

100% gigs = 100% L2R peeps

ORGANISATIONAL CAPACITY

Always listening, always learning, always responding, always authentic.

Investing in our people impacts on everything that we can achieve in the organisation. We are developing an enriched workforce structure that will support us to achieve our current Strategic Plan.

L2R DANCE IS AN ARTFORM LEADER

Locally, nationally and internationally, this Strategic Plan drives us to be a Leader with a collaborative, emboldened and intersectional approach. Championing diverse artists and providing free, fun and life changing experiences to children and young people, who can't access commercial arts and dance opportunities in Melbourne's West – and beyond.





ACKNOWLEDGEMENT OF COUNTRY

L2R moves on what always was and always will be Aboriginal land. L2R acknowledges the Custodians of the lands, skies and waterways on which we unite and dance, the Boonwurrung, Wurundjeri and the Woi Wurrung peoples of the Kulin Nation. L2R pays respect to their Elders both past, present and emerging and all First Nations people.

ACKNOWLEDGEMENT OF PRACTICE

L2R acknowledges the genesis of Hip-Hop dance culture and its origins of expression and voice for young people who find themselves on the margins. L2R is inspired by Hip-Hop's cultural history and empowers, critiques and challenges social issues affecting young people throughout Melbourne's West and beyond.

L2R pays respect to the Pioneers of street and social dance and their lived experiences informing us today as we gather, perform, and connect. Alongside L2R's organisational values L2R embodies Hip-Hop's four principles: Peace, Love, Unity, and Having Fun!



COMMITMENT TO CHILD SAFETY

At L2R Every Child has the right to feel safe.

We commit to providing the most welcoming and supportive environment for young people to celebrate artistic expression – while always promoting and protecting all children's safety and best interests.

We value diversity of all kinds and have a zero-tolerance for discriminatory practices toward any child or adult based on their gender, race, religious beliefs, age, disability, sexual orientation, or family or social background.

Through this responsibility, we commit to seeking your views about your experience of L2R – ensuring you always feel safe and welcome in our community.