



ANNUAL REPORT

2021-2022

**OUR MISSION:
TO INSPIRE
POSITIVE VIBES
THROUGH ONE
LANGUAGE, DANCE!**

**L2R.
ORG.
AU**



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.

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BOARD

Chair - Harriet McCallum

Deputy Chair - Craig Rogers

Treasurer - Angela Ilton

Secretary - Jackie Anders

Members - Carol Ross, Christian
Vasquez, Sarah Luttrell, Mike Davis

STAFF

Chief Executive Officer - Jacinda Richards

Acting Chief Executive Officer & Executive Producer -
Kerstin Paulsen

Youth Arts Coordinator - Efren Pamilacan (2021),
David Prakash (2022)

Events Coordinator - Hëna Memishi

Marketing & Social Media Coordinator - Alec Pernes

Relationships and Development Manager - Bec Reid



Teaching Artists - Daisuke Benson, Lanie De Castro,
Emily Zdraveski, Alec Pernes, Dennis Pennalligen,
Martin Sedgfield, L'wel Gay 'Ligi' Moo, Tracey Trinh,
Adam Heedo, Demi Sorono, Maya Hajizadeh, Rito Huynh

Emerging Artists - Monday Kunoo, Nastaran 'Nasta'
Ghalhghovand, Van Biak 'VB' Thang, Lonowon Kokeh,
Nolly Zaa Thang

Igniting Legends 2021 Emerging Artists -
Stephanie Dixon, Yolande Arinda, Urlrik Mageza

Igniting Legends 2022 Emerging Artists -
Dan-Jerinel 'Jeri' Bay, Giuliano 'Gino' Hammal,
Phillip Pham

L2R Block Party 2022

Creative Producer - Jenn Ma

Event Assistant - Carolyn Ooi

Bookkeeper - Monica Yan

PHOTOGRAPHERS & FILM

Sam Wong, Hëna Memishi, Kimberley Summer,
Nam Chops, Gianna Rizzo

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.

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 zero-tolerance for discriminatory practices towards 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.

COMPANY OVERVIEW

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.

Across 11+ years, L2R has grown from a dance class run by CEO/Founder, Jacinda Richards at the Western English Language School (WELS) to one of Australia's most dynamic youth arts organisations. With an annual turnover of 450K+, L2R has an energised board, 6 part-time staff, 20+ professional & emerging artists & 118+ youth participants; all valued for specific, honed lived experiences & expertise.

L2R nurtures creativity and transforms young people through the power of dance. L2R believes in one language, DANCE!



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 deepening 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 VISION

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

OUR ATTITUDE

We are generous and fresh. We explore the world fully through dance. We respect the lands under our feet.

OUR PURPOSE

Inspire positive vibes through one language, Dance!

OUR VALUES

WELCOME EVERYBODY
Access & inclusion!

RESPECT
Self and others, one love!

BE CREATIVE
Bring your flava!

HAVE FUN
It's a vibe!

OUR COMMUNITY IS OUR FAMILY. YOU CAN'T BE IT IF YOU CAN'T SEE IT.

L2R ACTIONS THIS THROUGH:

- Championing potential.
- 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.

L2R's headquarters are proudly located at the vibrant Footscray Community Arts where we sublease with Co Heath Arts Generator. In L2R's office we have six part-time employees including, Jacinda Richards (Founder & CEO), Kerstin Paulsen (Executive Producer), Bec Reid (Resources and Development Manager), David Prakash (Youth Arts Coordinator), Hëna Memsih (Events Coordinator) and Alec Pernes (Marketing & Social Media Coordinator).



Our staff



Our board

CHAIR NOTES - HARRIET MCCALLUM

I love this incredible arts organisation and everyone in it. I love it more for the way it came through two years of the Covid-19 pandemic with such care for its community, commitment to its mission and courage to take some big steps forward despite not being able to confidently plan for what would be around the corner.

Last year I said that L2R was ready to take it to the next level, and indeed this is what the team did. After not being able to hold our annual L2R Experience event for two years, the team aimed higher and planned for our first ever Block Party in March 2022, bringing together dance organisations from across our city with dozens of L2R participants for a big hip hop day out. It not only provided the whole L2R fam with an ambitious, common goal, it kick started L2R's programming, strengthened partnerships and signaled to a wider audience that L2R were ready to do business. I want to commend our Executive Producer Kerstin Paulsen for leading this ambition with a full heart and clear eyes.

Throughout the year, L2R's fee for service work went from strength to strength with new and exciting artistic outputs and paid employment for L2R's teaching and emerging artists. A huge congratulations to Hëna Memishi for her hard work and talent that fuels this growing arm of L2R's business.

We farewelled and thanked the incredible Efren Pamilican for his success in designing and building up L2R's Igniting Legends, and we welcomed the amazing David Prakash who has built on Efren's legacy while putting his own stamp on this core L2R program.

The biggest of big-ups to L2R's teaching artists who were there teaching online through endless weeks of lockdowns and then got back on the IRL dance floor once programs and events restarted. To Emily, Dai, Lanie, Alec, Lonowon, Ligi, Maya, Van Biak, Urlik, Yolande, Monday, Monica, Nastran and Rito - we see you (not just on Insta) and thank you!

We gained new and renewed existing funding partners from philanthropy and all levels of government. Bec Reid once again left no funding stone unturned and successfully spread the delight that supporting L2R brings. Bec's energy and love for L2R has no bounds and we love her for that. A huge thank you to all of our funders. Every time you back us, L2R's confidence grows and pushes us that bit higher.

I want to acknowledge and thank the one-in-25-million L2R CEO/Artistic Director Jacinda Richards. Thank you Jacinda for your vision, passion and steadfastness to stick to what L2R is here to do. It is so great to work with you and share what all your years of "slogging-it-out" has led to. Take a bow, amazing woman! You are a star.

Lastly, a huge thanks to L2R's board members Angela Ilton, Craig Rogers, Jackie Anders, Christian Vasquez, Sarah Luttrell, Carol Ross, and Mike Davis for their collaboration and contributions this last year. I wish to acknowledge Mike's support and guidance of L2R's evaluation practice as he wrapped up his board term in 2021-22. I also wish to acknowledge Craig Rogers taking on the important role of Deputy Chair (absolute game-changer for me), Angela's expertise and commitment to the Treasurer position and Jackie Anders for bringing her positive energy and attention to detail to the Secretary role. What a team we make!

So settle in and soak up the positive vibes from this Annual Report, and know that this coming year we're going to go more than one better! Let's go!

- Harriet McCallum, Chair

DEPUTY CHAIR NOTES - CRAIG ROGERS

L2R continues to amaze me. I have followed the journey of L2R for many, many years and been a board member for the past 2 years. Over the last year I have been thrilled to be able to step into the role of Deputy Chair. But every day I continue to be amazed by the dedicated staff and team. Amazed by the wonderful teaching artists and emerging artists; amazed by my fellow board members and Harriet McCallum our Chair; amazed by the talented dancers and amazed by our ever supportive partners. As always, I continue to be amazed by Jacinda.

Over the past few years I have seen L2R grow from strength to strength and never lose sight of the aim: To create a more inclusive world where people's lives are enriched through access to the arts. To build something better, one dance move at a time. Welcoming everybody and respecting one another.

More than anything I am sure this will continue to be the case for the coming years.

The past year of course has had its challenges including never ending lockdowns and then the challenges of reemerging into our community again. But through it all the L2R team kept dancing which is something to be hugely proud of. Given the scale of challenges and achievements over the past year, there is no surprise the list of thankys is large. But the thankys must begin with our wonderful dancers, artists, teachers and staff and the brilliant community surrounding L2R.

When I think of the journey of L2R and what the future has in store I am reminded of a quote from American author Wayne Dyer who said "When you dance, your purpose is not to get to a certain place on the floor. It's to enjoy each step along the way." More than anything I hope everyone continues to enjoy their journey with L2R.

- Craig Rogers, Deputy Chair

ACTING CEO NOTES - KERSTIN PAULSEN



Despite the challenges of another Covid lockdown year, we kept affirming that hip hop and street dance are valid art forms. L2R is family and kept our doors open creating safe spaces where people can come and forget their troubles. Armed with the power of dance L2R kept on grooving digitally, running over 42 live online classes (over Zoom and Instagram), until we could plot our return to the dance studio in November 2021.

Our Igniting Legends program shifted naturally back to the digital realm as our emerging artists Steph, Yolande and Urlik began connecting with their artist mentors Tony Sletter Oxybel, DocG, Nadiyah Idris and our future Youth Arts Coordinator David Prakash. Mentoring and the creative development of their video projects with filmmaker Kimberly Summer came at the perfect time and helped keep everyone

inspired and steered them through the final tough stages of lockdown. Even in the lowest moments of lockdown, dance didn't just survive, it thrived.

The global pandemic changed our worlds; drastically changing our beloved arts sector, even after returning to Covid-normal. Some grappled directly with Covid-19, while others struggled with online studies or juggled caring for children and aging parents while maintaining normal workloads. Despite it all; it is true what that say about creativity and innovation arising in times of crisis. Harnessing the power of hip hop, L2R stepped up to strengthen our community through belonging, wellbeing and leadership in the Arts.

L2R was driven by our community and kept creating and empowering our fam, expanding our employment opportunities, and employing over 20+ artists. Our staff also grew to five and we were thrilled to introduce Alec Pernes as our first ever dedicated Marketing & Social Media Coordinator, and Jenn Maa and Carolyn Ooi as our Block Party event contractors.

We also expanded the annual event L2R Experience into a joyful communal sold-out Block Party inviting 99 artists to participate in 14 performances. It was a joyful way to reconnect with the community after so much time apart.

We are deeply grateful for the support and friendship from our dedicated board, funding and event partners during this challenging time. Thank you, your generous support has enabled us to continue fostering arts leadership opportunities and employment pathways for children and young people from diverse backgrounds.

- Kerstin Paulsen, Acting CEO

CEO/ ARTISTIC DIRECTOR NOTES - JACINDA RICHARDS



In March 2021, I commenced 10 months of maternity leave to birth and nurture my second baby, Frank! In January 2022, it was time for me to return to my dance family. I'm not going to lie, I was nervous returning to the CEO hot seat. However, once I moved through the yellow doors at Footscray Community Arts to the L2R HQ and felt the warm embrace and high fives from my team, I felt a sense of energy and life re-enter my body! I'm BACK – Yew!

I truly hit the jackpot handing over the reins to the incredible boss lady, Kerstin Paulsen who grooved into the role of Acting CEO. Her incredible leadership, wisdom, passion and kindness towards the team and communities we serve played a huge contribution to L2R's success throughout this report. It takes guts and determination to step into a CEO role, let alone an arts and culture not for profit in the midst a global pandemic. Pwoah!

It was evident that Kerstin had a huge amount of organisational knowledge and commitment to L2R's purpose, including the fam. I was delighted to offer her the role of Executive Producer to support me in the strategic development of L2R and deliver our iconic annual community showcase. I am also thrilled to finally have some support at a strategic level providing a strengths-based approach. Her role also allows me to enhance my role as L2R's Artistic Director and improve my personal wellbeing which boosts the capabilities of organisations and our ability to deliver better outcomes for our beneficiaries.

At the end of 2022, we said farewell to Efren who resigned from the Youth Arts Coordinator role. Efren has such an exciting career ahead as an independent Artist and Producer. So with a teary eye we wished him all the best in his creative endeavours. I'm sure we shall collab again soon.

I want to acknowledge L2R's incredibly resilient, committed, and special humans who made up this year's part time team of staff, Hëna, Efren, David, Bec

and Alec. They tirelessly supported Kerstin to re-jig and commit to the delivery of fresh and innovative dance and arts opportunities through incredible times of stress and uncertainty. To our incredible professional artists – you are insanely talented. To our emerging artists you are the future – and it's oh so bright! All absolute Legends and I bow down!

I don't believe there are too many CEO's that can say – 'My board rocks!' I have been so lucky to curate such an incredibly wise and passionate group of humans. My meetings with Harriet are always so inspiring and she encourages me to dig deeper and expand my thinking. Thank you, Harriet, Craig, Angela, Jackie, Carol, Sarah, Christian and Mike. You have believed in L2R's purpose and my leadership through wobbly times.

Let's go 2022! In January and February, we hit the ground grooving as the world began to switch on, mobilise and use the arts to heal and connect. Our free dance programs finally delivered in real life, our fee for service started poppin' and the staff were back vibing at the HQ. In March, we introduced the marvellous David Prakash as the new Youth Arts Coordinator who is an incredible dancer with a background in Youth Work! David has already achieved incredible things with the Igniting Legends 2022 participants Jeri, Gino and Phil!

To the magical and effervescent Bec Reid – you go above and beyond, showering everything you touch with energy and joy. Your grant strike rate is off the charts which has had such an incredible impact across all aspects of the organisation.

An incredible part of L2R is working with dancers who have skills in other areas that can elevate the L2R brand. Alec joined us at the end of 2021 and has done a tremendous job on minimal hours creating in house collateral, sharing our stories from the L2R fam while building consistency and rigour to our marketing plan and approach.

Hëna, L2R's uber Events Coordinator, a special shout out! I have known Hëna for over fifteen years and it's been an absolute delight working with her over the past few years and witnessing her growth. Hëna is an extremely dedicated worker, juggling her professional and busy dance life with her role at L2R. In 2019, I handed over the reins of the fee for service to Hëna and since then she has taken this now integral part of the business from strength to strength. This energised sustainable revenue stream provides regular employment for our team of 20+ dancers and extraordinary opportunities like dancing at Hamer Hall for Baker Boy. Thank you Hëna – an inspiration to myself and an incredible role model to many L2R peeps.

Now that I have pumped everyone's tyres – get back to work!

- Jacinda Richards, CEO

EXECUTIVE PRODUCER NOTES - KERSTIN PAULSEN

I enjoy writing our annual report, it's a great opportunity to reflect with the team, celebrate and share our stories and honour the incredible strength of our community. What an explosive, energised and creative time to look back on! The year really began with a bang of gigs, staff growth and re-connecting with our vibrant community at Block Party. It was also a time to go back to our core work engaging at a grass roots level with local organisations and schools, as well as warmly welcoming new commercial and arts partners to the fold.

We were excited to introduce two more newbies to our small, but mighty team to help grow our annual event Block Party. The incredibly multi-talented choreographer, dancer and producer Jenn Ma joined the L2R fam as a short-term Creative Producer, and

emerging producer & Burn City Waack member Caro Ooi as Events Assistant/Marketer. Both Jenn and Caro have a real passion for bringing visibility to the arts with dynamic and diverse voices front & centre. Alongside L2R, they elevated our annual showcase into a sold-out joyful united Block Party.

Thanks to Block Party, L2R has also now connected with the broader dance community, sharing the stages with Jam on Toast, KSTAR, Culture Queens, House of Divine and POOKIE. We have developed new in-kind relationships with Fancy Hanks BBQ & A Dingo Ate My Taco who generously donated catering and provided additional funding to feed our young participants, and Frank Wild who transformed the look, feel and vibez of the festival.

It may have been a short six months, but we've already achieved a lot. We are fiercely committed to making dance accessible and spreading good vibes into the next five years. Let's go!

- Kerstin Paulsen, Executive Producer

RELATIONSHIPS & DEVELOPMENT NOTES - BEC REID



Now 18 months into my time with L2R, it's palpable to feel us all going from strength to strength. So many of the things we had hoped for emerging from the Covid landscape are dialling up for the organisation and our communities... and my 'job', whilst there are external challenges, is a genuine pleasure.

Now into the second year of triennial investment from the City of Maribyrnong which specifically supports the role of the Relationships and Development Manager, it has well and truly found its stride. In the last financial year, L2R has lodged approximately 28 investment submissions (approximately one per fortnight) and from them attracted \$278,500 of cash investment into the organisation.

We've welcomed investment from the Australia Council for the Arts two years in a row now and new investment from stakeholders like the Victorian Government Department of Families, Fairness and Housing, City of Melbourne, Victorian Women's Benevolent Trust and VicHealth to name a few newbies. Of course, 'investment' also signals relationships, and as hoped, this means more people are saying L2R's name out loud, awareness is growing across micro and macro channels and I'm witnessing the organisation maturing into a strong next chapter of its story.

Having the resources to invest in the diversification of income is starting to really gain traction, as we can now focus on new Local, State and Federal government and philanthropic investments and new creative relationships that can thrive, because they are well resourced from the outset. We're growing our resources to always operate with that delicate balance of sustainability and joy.

As I write this, L2R is awaiting notification of an approximate further \$500,000 in investment from approximately 20 varying investors, testimony to the possible brightness of L2R's horizon...

To those new relationships and investors who believe in L2R as much as we do, we say a very big thank you as we move into the future with more confidence and capacity.

L2R, where the 'hustle' is trill #insertwink

With love,

- Bec Reid, Relationships & Development Manager

YOUTH ARTS COORDINATOR NOTES – DAVID PRAKASH



Hi, my name is David Prakash, and I am the new Youth Arts Coordinator at L2R!

I am Indian and Samoan, born and raised here in Naarm. When I am not wearing the Youth Arts Coordinator (YAC) hat, I largely operate as an independent dance maker, producer and director, frequenting the spaces of both street and contemporary dance contexts.

In 2016, I co-founded a grass roots passion project, Jam on Toast, which functions as a community/ events organisation, delivering various opportunities for the street dance community here in Naarm. In 2020, I worked as a Youth Worker in residential care, supporting young people in Out of Home Care settings. I am very honoured to have been accepted and welcomed into the L2R community, and express gratitude to Jacinda and the entire L2R team for making this such a pleasurable experience so far.

WHAT DOES YOUTH ARTS COORDINATING MEAN FOR L2R?

New to the role of the Youth Arts Coordinator (YAC), I have stepped into the space from previous YAC, Efren Pamilacan (big shoes to fill, no pressure!). I knew that Efren had a unique approach to how he had curated 'Igniting Legends' from our conversations. So, a large part of my thinking over the past months has been directed to the idea of 'what does Igniting Legends mean to me?' and how can I foster a unique experience for each Legend in a year. Let's have a look at some of the amazing things we have been up to so far...

The year so far...

APRIL – JUNE

In my initial meeting with Phil, Jeri & Gino, we had lengthy discussions about what they had hoped to achieve in their time with the Legends program. It was highlighted that there were key outcomes that they needed to achieve in their time with L2R; job readiness, impact & the end of year film project. In the initial few weeks, we worked on artist CVs and resumes – as it an important skill to foster, the language behind what they do as artistic practitioners, and articulating these as tangible experiences.

Our first activity together was an emcee skills workshop facilitated by L2R and led by Yung Philly – the Legends were tasked with working alongside local artist Yung Philly to work on public speaking skills and how to introduce oneself and the organisation that they represent. It was quite amazing to see how much work and skill it takes to hold a room – Yung Philly provided a range of tools to add to the Legends toolkit over two sessions. There were also a range of mock presentations that the Legends took part of.

This subsequently led to three other opportunities within the street dance community where I was able to co-emcee alongside our Legends, Phil and Jeri. It was such a pleasure to see them utilise all the skills that had been accrued from just two sessions, allowing their confidence to grow in a short amount of time.

PHOTO FESTIVAL

The Legends had the amazing opportunity of attending the opening reception of 'The New Photographers' exhibition at the James Makin Gallery. This exhibit featured emerging artists in the visual arts space, who were given mentors to work alongside and then curate an exhibition for the James Makin Gallery in Fitzroy. One of the works featured visual artist and Krumper, Rachel Main. Her work featured the female experience within the setting of Krump with experiences documented both visually and selected audio files from Krump dancers within the community. This was also supported by a live performance from Krump dancers 'Kid Antagnoize', 'Troi' & 'Lil Red' which was directed by independent artist Jennifer Ma.

We ran field day excursions around Naarm's CBD viewing various works from local artists and international artists: Cindy Sherman (US), Matthieu Gafsou (CH), Atong Atem (SS/AU), Thandiwe Muriu (KE), Marton Perlaki (HU), Ying Ang & Ling Ang (AU), Naomi Hobson, Dean Cross (Worimi, AU), The Huxleys (AU), Richmond Kobla Dido (GH).

Every week with the Legends presents different opportunities. Some weeks they are also tasked with independent outcomes. Due to the recent inspirations from PHOTO, Legends were tasked with creating a response to the festival works of their choice, utilising spoken word, movement, written text, film and photos as mediums. Responses were creative, informed and very considered!

Baker Boy, Queer Exhibition & Rising Festival

FULL DAY! WOW! Gino and I went to see Baker Boy perform live at Hamer Hall. Baker Boy was supported by various acts, L2R being one of them. Quite an eye-opening experience as we walked in, a sea of young people partying like it was the last day on earth, so much excitement!

Phil then met up with us as we visited NGV to look at the QUEER exhibition – we discovered homages and history relevant to the VOGUE and House dance community through various literature and media.

RISING AT NIGHT

We saw two amazing works 'White Waters' & 'Jurrungu Ngan-ga [Straight Talk]', as part of Rising Festival's 'Rising at Night'.

WHITE WATERS

'Billowing atmosphere and massive movable screens are the foundation of the epic spectacle that is White Waters. In 1993, Tian Qiyuan adapted the classic Chinese folk tale, The Legend of the White Snake, for his work White Water. Qiyuan was Taiwan's first openly gay and HIV-positive student, and co-founder of the experimental theatre group Critical Point Theatre Phenomenon.

Qiyuan's life and work are now the inspiration for artist Su Hui Yu's White Waters. Continuing a story first written in the Ming Dynasty, Su worked with local dancers to find contemporary meaning in the ancient tale of transformation. A dance epic playing with gender, sexuality and queer histories.'

JURRUNGU NGAN-GA [STRAIGHT TALK]

'In a mesmerising multimedia dance production Jurrungu Ngan-ga reflects on the overrepresentation of First People in custody, and the years-long detention of refugees. It's a story told from within the prison of the Australian mind.

Translated from Yawuru as "straight talk", Jurrungu Ngan-ga takes its inspiration from the words and experiences of Yawuru leader Patrick Dodson, Kurdish Iranian writer and former Manus Island detainee Behrouz Boochani, and Iranian-Australian scholar-activist Omid Tofighian.

With characteristic dedication, First Peoples and intercultural dance company Marrugeku bridges cultures, communities and identities. Embodying figments of the Australian psyche, the performers deftly move between dark humour, horror, truth-telling and bodily resistance. Jurrungu Ngan-ga's performers – from First Peoples, refugee, transgender and settler communities – employ their skill and courage to shine a light on new ways to resist and abolish.

This was another great opportunity for the Legends to work towards another independent outcome. They were tasked to provide a written reflection with various prompts to the RISING works they had seen and begin exploring how they develop critical thinking about the work they had seen.

Jam on Toast

Legends assisted with logistics of Toast or Be Toasted Vol. 2 event – this allowed them the chance to see what it was like to work within a community organisation context. Gino and Phil manned our merchandise table, whilst Jeri was able to provide support to the MC's on the mic!



Photoshoot – Nam Chops The Legends had a photoshoot with Nam Chops photography at the Bluestone Church. We spent an afternoon directing movement for solo, Legends and group shots.

Melbourne Uni – VCA Dance

Following the succession of current VCA student and current L2R professional artist, Stephanie Dixon, an excursion to the Fine Arts institution of VCA dance – Igniting Legends had the opportunity to meet Head of Dance, Carol Brown. Taken on a tour of the facilities and classes on offer, Gino & Phil also had their first taste of contemporary class facilitated by Julie Minaii – an International freelance dancer, choreographer & teacher. She has toured various countries as an artist – UK, USA, Israel, China, South Korea to name a few! Julie presented Gino and Phil the opportunity to sit in on one of the rehearsals for the first-year cohorts' mid-year performance showcase. Before leaving, we all had a chat with Carol about the experience.

JULY – AUGUST

Australian Youth Dance Festival

After the Legends visit at VCA dance, due to interest, the Legends were offered scholarships to Australian Youth Dance Festival (AYDF), directed by Kyall Shanks and Caitlin Comerford.

2022 will see a dedicated focus on elevating youth voice and sharing the diverse practice of the youth dance sector and contemporary dance practice at large.

After two years spent apart and online, AYDF motivates the youth dance sector to (RE)CONNECT, (RE)GENERATE, and (RE)IGNITE.

Running concurrent with the festival itself is the Dance Think Tank and Industry Forum, a symposium of professional development for teachers, leaders, artists, and secondary school dance teachers

KCA Awards

Legend Jeri attended Keir Choreographic Awards hosted by Dancehouse and watched works presented by Joshua Pether, Lucky Lartey, Raghav Handa, Rebecca Jensen.

The Keir Choreographic Award (KCA) is a national biennial award dedicated to the commissioning, presentation and promotion of new Australian choreography.

Choreography in the 21st Century is an increasingly expanded and international field, incorporating a multiplicity of practices and production modes, and a diversity of aesthetic, philosophical and social perspectives. The KCA looks to identify and illuminate the most urgent and experimental choreographic practices occurring in the Australian context today.

The KCA public program, with its array of national and international jury members, panellists, guests and workshop leaders, runs concurrently with the performance season, providing a vital context for related and relevant discourse, reflection and debate.

focused on supporting, promoting and sustaining contemporary youth dance practice in Australia.

Legend Gino undertook this week-long intensive alongside fellow L2R member Nasta. Gino spent a week exploring spaces that were for the most part out of his comfort zone but he expressed his genuine interest for each class setting, highlighting that each one brought unique experiences. One thing that stood out for me, was when Gino highlighted the class facilitated by artists Jennifer Ma and Nak Assa. The somatic based practice centralised in focusing on awakening the chakra centres, really brought new sensations and a sense of hyper awareness he had never felt before. Also, may I add Krump being represented in an institution such as VCA led by Nak Assa, was such a great opportunity for Gino to shine, and for that 1 hour 30 minutes, he was the specialist in that space. Chyea!!! Let's go!!!

Ausdance Certification

We are thrilled to have the Legends undertake AusDance Victoria's **Dance Teaching Skill Set Program**. Based on the latest research, industry codes of practice, child safety standards, vocational training standards, and the dance industry's recommendations for best practice, Ausdance Victoria's **Dance Teaching Skill Set Program** not only gives participants a theoretical understanding of how best to teach dance and expressive movement to a range of learners, but offers the practical tools and experience needed to safely deliver dance activities in studio, community, social and recreational contexts.

The entire teacher training program is structured over two modules, providing opportunities for participants to observe, research and discuss factors that affect the teaching of dance and expressive movement, as well as opportunities to test your knowledge and facilitation skills.

Ausdance Victoria's **Dance Teaching Skill Set Program** aims to:

- provide high quality training which meets industry expectations;
- provide learning that is meaningful, practical and challenging;
- provide choice for participants – to enrol in non-accredited or accredited training, depending on learner needs and experience.

By the end of this 10-week learning engagement, Legends will be able to effectively teach dance and movement skills to a variety of people at different intersections with dance. Legends will also have satisfied the requirements for the following units – **Design & Conduct Dance Learning Program**; and **Apply Safe Dance Teaching Methods** – which will allow them to progress to the full certificate within the **Dance Teaching Skill Set Program**.

Auslan Training Legends attended 'Break a Finger' training hosted by L2R and Break a Finger – this training was aimed at creating spaces that are safer and more accessible for communities such as the deaf.

Impact Part of the L2R Legends experience is to also encapsulate the journey of each individual Legend, from start to end. This is where 'IMPACT' comes in, a film to document the progress and growth of Legends, from how they speak, view and engage with their artistic practice, both within and externally from L2R.

Liveness Legends Jeri and Phil attended a contemporary dance workshop led by Rebecca Jensen and Lara Sprajnek – in the two hours, they were prompted with various ways of thinking and approaching ways of engaging with movement and translating it into their vocabulary. Two groups were then allocated, with each group having various tasks conveyed by Lara and Rebecca. Each group had unique tasks layered on top of one another, and once the two groups came together, they then presented a 30-minute presentation of the tasks.

Largely operating in the context of improvisation within set parameters, the Legends were challenged to actively think about their individual self, the group setting and the tasks which were layered. This layered approach allowed for a complex melting pot of imagery, somatic, playful yet at times dark but also funny experiences unfolding in real-time. Great job Jeri and Phil!

Uncle Larry & Dan Mitchell Yarn

Hosted by L2R and facilitated by Dan Mitchell, the Legends had an opportunity to sit in a yarn session with community Elder, Uncle Larry. Uncle Larry, a storyteller, shared his insights about the current state of Naarm's policies around First Nations and how it affects the human experience as the collective, his insights of L2R and what it means to community. It was just a joy having Uncle Larry come chat with everyone.



Chunky Move & Lucy Guerin

Over the past few months, Legends have had the opportunity to take classes from studios such as Chunky Move and Lucy Guerin. Legends have expressed the freedom of movement and thinking they experience when frequenting these classes and will be attending these classes throughout the year – we cannot wait to see the growth this space provides for the Legends, and what new opportunities this may open for them!

Reflections on the year ahead

I am super excited and honoured to be working alongside the Legends for the rest of the year and I cannot wait to see their growth throughout their time with the Igniting Legends Program.

EVENTS COORDINATOR NOTES – HÈNA MEMISHI



L2R has flourished in every facet, but I'm here to boast about the successful year we had within our fee for service stream. In our journey so far, I would call this the "BreakThrough Era".

- Breakin' through the challenges the global pandemic caused most creative industries, as we lost our projected incomes.
- Breakin' through the creative and commercial industry, along with connecting and collaborating with well-respected artists.

First let's talk figures. This past financial year I'm proud to say we had 42 bookings with a total revenue of \$61,564.64, double what we made last year! 20% of this income goes directly back into the organisation to keep our community grooving and the remaining 80% goes directly towards employing our artists.

This past financial year we employed 20 Emerging and Professional Artists across our Programs and Fee for Service. In the past year, four Emerging Artists have transitioned into Professional Artists, these artists have shown great leadership within the organisation and have extended their knowledge into the broader community and creative industry.

My core focuses this year were creating sustainable income and job security for our artists, building L2R's profile beyond the west and booking higher profile gigs. Proud to share we collaborated with the following clients – NGV, St Kilda Festival, Moomba Birdman Rally, Baker Boy, featured in upcoming NBC USA series 'La Brea' and collaborated with artists Born In a Taxi with their Cube installation.

Simultaneously whilst building our profile we wanted to continue developing skills within our team as we continue to employ more artists and deliver more workshops and engagements.

A monumental moment for our crew was performing in the prestigious Hamer Hall, Arts Centre Melbourne where we shared the stage with Baker Boy for the event MEGAMIX which was open to all students who attend a government or low-fee non-government school. Our artists felt like true rockstars as the students watching the performance were in awe and

even wanted photos with the crew after the show. We employed 10 L2R artists across the two days of performances and each show we rotated leadership roles within the crew.

Some of the roles included:

- Stage manager who ensures we are side stage and ready to perform along with liaising with client and staff on the day.
- Social media and content, this person in charge of documenting and capturing the vibes.
- MC, this person is responsible in introducing and repping L2R while keeping the audience engaged.

As dancers we love performing, although we found our artists weren't so confident using the mic and introducing L2R at workshops and performances. So, we decided to have a few MC workshops with local legend Phillip Pandongan (AKA Young Philly) who MCs L2R Block Party. These sessions were centred around developing consistency around our language in how we introduce ourselves and run workshops along with creating an authentic acknowledgment to country and hip hop pioneers. We can already see the great impact these workshops had on our old and new artists.

We are super passionate about creating job opportunities and regular income for dancers, especially those within the street dance community. This year we collaborated with Banyule Community Health to deliver three programs across Heidelberg and Hester Hornbrook Academy to run drop-in lunch times jams. These ongoing programs are super beneficial, as it allows us to build a greater connection, create a positive impact with young people and identify leaders within their community. These regular programs create consistent weekly income for our artists and allow them to feel financially secure in an industry that at times feels uncertain.

In 2012, I was a shy 19-year-old and was new to the dance industry. Jacinda invited me to perform at Federation Square with her crew which was known at the time as Limbs 2 Riddims. I remember the feeling of excitement and nerves and knew the stage is where I belonged. Ten years later to now be a part of the next person's entry into the industry keeps me motivated to continue creating more opportunities for our L2R crew. It has been a privilege growing with this organisation and I'm so proud of the accomplishments, success and impact L2R has provided for our community.

I look forward to the magic we will create, we are just getting started.

– Hèna Memishi, Events Coordinator

MARKETING COORDINATOR NOTES – ALEC PERNES



After being at L2R for two years as a Professional Teaching Artist, I was given the opportunity (and privilege) of side-stepping into a role to help grow the L2R brand and level up its marketing efforts in 2022, as L2R's first Marketing & Social Media Coordinator.

Up until this point, our online engagements within L2R were organic and raw, reflecting the playful character of the brand which appealed to many of our followers. The goal was to add structure and strategy to maximise L2R's organic social presence while building new audiences, and implementing strategies to measure the impact of posts and the return on investment.

The residual impact of lockdown created challenges for face-to-face communications and relationships (until only recently), and the effect on our programs was apparent. We emerged with a plan to return to our pre-Covid numbers by reminding our community

of who we are, where we are and the power dance has to transform lives!

Within the first half of 2022, our social media performance showed a positive trend in growth; seeing a 3.44% and 11.92% increase in followers on Facebook and Instagram. In addition, we launched our new TikTok platform, focused on driving awareness and engagement from our younger/Gen-Z community members – and we've experienced similar growth and high levels of interaction from the community.

A personal interest for me was to see how my experience and skills in content-creation could assist the organisation in generating in-house produced content. My role ensures more internal content creation for small scale projects including vlogs, flyers and graphics which allows us to be responsive, flexible, more efficient and cost-effective. Cha Ching!

For the upcoming financial year, our marketing focus will be audience development and growth, partnerships, conversions, and campaigns that raise L2R's general brand awareness. Maybe even an L2R online shop that will support the organisation through the sale of merchandise and other branded products, with funds reinvested into our broader marketing activity. So, stay tuned.

I'm excited to see how my role can bring L2R's unique brand to life and positively impact the organisations growth and development. The future is always random and exciting with L2R, and if we could survive lockdown, we are ready for anything. Keepin' on moving forward!

– Alec Pernes, Marketing Coordinator

MARKETING AT A GLANCE

Within the first six months of 2022, our social media performance showed a positive/upward trend, with a +3.44% and +11.92% increase in followers across Facebook (1,300+) and Instagram (2,515+) respectively, when compared to the 6 months prior.

We saw our EDM subscribers on owned channels grow from 644 to 718 (+11.5%) and website traffic grew to 1,800 unique visits (+73.9%), a new L2R all-time high, over the same period.

718 Community mail subscribers

2,334 Instagram followers

1,293 Facebook followers

101 TikTok followers

L2R MARKETING REVIEW 2022 – BOARD



Unlike the challenges of the last two years, 2022 was all about getting back to business! It was about revitalising relationships and re-energising our community after two years of on again, off again lockdowns!

I feel like this year, we've made some significant inroads in terms of our approach and investment in marketing. With Alec Pernes, our first Marketing & Social Media Coordinator in place, we're beginning to see real traction across all our paid, owned and earned channels; including continual improvement in our content delivery, frequency and brand standards – which has yielded some great results on and off the dance floor!

L2R Dance is entering a new horizon of its brand lifecycle, one where it is clear about who it is, why it exists and the value it brings to the table. We've been lucky enough to collaborate with some amazing artists and iconic brands and am pleased to report that there are more amazing partnerships in the pipeline for 2023.

Following a comprehensive marketing review, we've also worked hard to refine our audience segmentation, using qualitative insights and mindset marketing principles that transcend superficialities like age, income, geography and demographics. Instead, moving forward we'll focus on marketing to mindsets and have developed three (3) unique audience personas that will help guide our marketing activity to build greater relevance with what each audience wants from L2R, tapping into their key wants and their unique view of the world. Helping us target the right audience, with the right content, on the right channels at the right times.

This approach to marketing will help us create more relevant (and targeted) content for our community, from our young people & emerging artists to engaging with parents & carers, to those seeking to partner with L2R across our fee for service offering.

We'll use this approach to focus on growing our paid partnerships and driving leads and conversions for our fee for service collaborations, as these opportunities provide great (paid) experiences for our young artists, and we'll also invest in (social) content and campaigns that continue to raise L2R's profile in the Australian Arts community.

It's been a pleasure to bring L2R's unique brand, perspective and character to life over the last 12 months and I'm really excited to see what's next for the organisation and our very talented young people!

– Christian Vasquez, L2R Board Member



TREASURER'S NOTES – ANGELA ILTON



As the Treasurer of L2R Dance it is such a joy to present the financial reports, and this year is no different as the organisation stayed true to purpose, engaged broadly with the community and stakeholders, formed new relationships with new supporters and continued to challenge the status quo to ride out the covid disruption.

L2R Dance is a not for profit organisation, listed on the Register of Cultural Organisations (RoCO), with Deductible Gift Recipient (DGR) status. The financial data presented in this Annual Report has been extracted from the Special Purpose Financial Report for the year 1 July 2021 to 30 June 2022, as audited by Collins & Co.

Please refer to statements enclosed (or request a copy of the Special Purpose Financial Report).

Growing beyond expectation:

Since joining the board five years ago, I'd like to call out the remarkable growth the organisation has achieved, especially considering the past two years of uncertainty. **L2R Dance has tripled in 5 years!!** The graph says it all – year on year there is a steady stream of income and expenditure in the constant promotion of connecting to community.

As a not for profit, all income received via self generation in fee for service, specific targeted grants or through generous philanthropic partners, is allocated to supporting the expenses related to running the organisation's specific programs and initiatives, such as the delivery of weekly dance classes, putting on the tremendous Block Party or employing artists.

Our mix of funding has been consistent with philanthropic partners backing 68% of L2R's income, our next biggest contributor via government grants (Local, State and Federal levels) of approximately 19% and the continuing trajectory of self generating fee for service accounting for an impressive 7% of income.

- Major supporters continue to inspire L2R – Thank you to Sidney Myer Foundation, William Buckland, Besen Family Foundation and Shine On Foundation as multi-year partners. And current year philanthropic grants being received from the Igniting Change, Alfred Felton, Lord Mayor's Charitable Foundation, The Dyson Bequest and Victorian Benevolent Trust – thank you.

- Key government funding is sponsored through grants from Maribyrnong City, Wyndham City, City of Melbourne, Australian Council for Arts, Vic Health Promotion Foundation to name a few.

- The fee for service stream is so important for the L2R brand and the artists who represent it. You will have seen in Hēna's report the far reaching profiling and impact of performance at 42 gigs and amassing revenue in excess of \$60k. This translates directly to employment opportunities in roles for performance, choreography, stage craft, production administration, costuming, design, photography, media, etc.

Investing in the future:

Our teaching, performance and fee for service stream allows us to financially support young artists, via our Emerging Artists Program. In 2022, L2R nurtured 28 emerging artists via paid internships or through regular employment. This compares to 7 in 2018. We have seen these artists graduate into professional dancers, teachers, social workers, musicians and enterprising individuals (to name a few). We are really proud of our investment in this program focusing on future proofing a pipeline of L2R artists, alumni and community connected people.

As I reflect on the year that created a financial success story we started out on 1 July 2021 with a cautious budget, not knowing how the rest of 2021 would unfold, however for certain we knew that keeping up the scheduled classes (in what ever way shape or form) was vital for connection and momentum. By the start of 2022, gig bookings were sky rocketing, interest in classes was rebounding and there was an overwhelming support in committing to re-emerging from Covid, louder and bolder. Hosting Block Party was that celebration, a chance to reflect and thank everyone – the tremendous work of the executive team, all staff, all teachers, performers, students, volunteers, family and friends, the Board of Directors and of course our funding partners. All of these humas behind L2R – encouraging the mission and injecting positivity.

– Angela Pisa Ilton, Treasurer

INCOME AND EXPENDITURE STATEMENT
AS AT 30 JUNE 2022

Income:	
Fee for service	61,919
Government funding	165,290
Philanthropic grants	592,242
Miscellaneous fundraising	11,104
Interest on term deposit	150
add: Committed Grants from prior year	223,688
less: Committed Grants for future	(585,718)
TOTAL:	468,675
Covid-19 Government incentives	
Business support	45,400
TOTAL INCOME:	
514,075	
less: Service delivery expenses	
Community wages & oncosts	106,887
Program & performance expenses	44,743
Teaching artist fees	97,777
Emerging artist fees	36,501
Marketing & communications	29,921
Training & development	8,476
TOTAL:	324,305
Management & accountability	
Management wages & oncosts	112,139
General administration & overheads	17,870
Compliance and reporting	20,144
TOTAL:	150,153
TOTAL EXPENDITURE:	
474,458	
OPERATING PROFIT:	
39,617	

STATEMENT OF FINANCIAL POSITION
AS AT 30 JUNE 2022

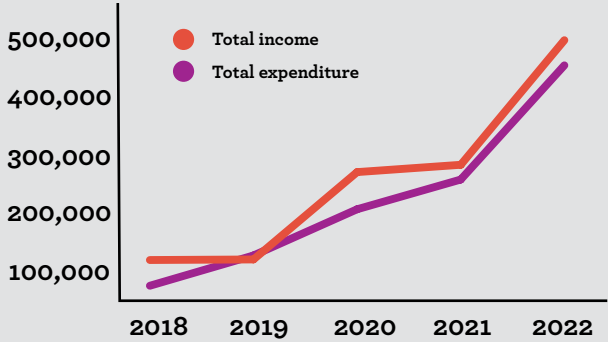
Current Assets	
Cash on hand	693,932
Accounts receivable	19,054
Current Assets	
Office equipment	3,560
Accumulated depreciation	(3,560)
TOTAL ASSETS:	712,986
less: Current liabilities	
Grants received in advance	577
Accounts payable	585,718
Superannuation payable	14,386
Provision for annual leave	12
	14,697
TOTAL LIABILITIES:	614,801
NET ASSETS:	
98,185	
EQUITY: ACCUMULATED FUNDS	
98,185	

STATEMENT OF CASH FLOW
FROM OPERATING ACTIVITIES 2022

Cash held as at 1 July 2021	302,842
add: Receipts	859,262
less: Payments	(468,172)
CASH ON HAND AT 30 JUNE 2022	693,932



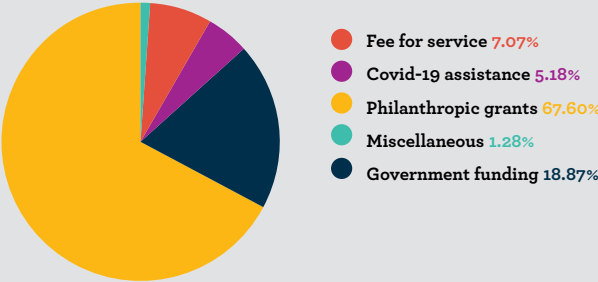
L2R GROWTH STORY



L2R PERFORMANCE REVENUE IMPACT

Fee for service:	
2022 - 42 gigs	\$61,919
2021 - 28 gigs	\$30,789
2020 - 25 gigs	\$23,687
2019 - 33 gigs	\$31,295
2018 - 21 gigs	\$16,180

INCOME SOURCES



EMERGING ARTIST EARNINGS

2022	\$36,501	10 people icons
2021	\$23,306	8 people icons
2020	\$21,815	7 people icons
2019	\$15,721	5 people icons
2018	\$9,568	3 people icons





STRATEGIC PLAN REFRESHED 2020-2025

L2R Dance is halfway through the 2020 – 2025 Strategic Plan. Now is the time to reflect on how we are going and what we have achieved. And to identify what's on track and what needs work.

In February we held a planning session facilitated by Kirsty Allem and documented by Cressida Bradley from Artistic Merit. The session invited staff and emerging artists to provide the L2R Dance Board with unique operational insight into the organisation in order to contribute to the board's Strategic Plan review.

We are thrilled to now present you with a refreshed Strategic Plan for 2020–2025 & a new Action Plan for 2022–2025. Let's go!



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 IMPACT

- 8 free weekly dance programs
- 6 part-time staff
- 10 professional dance artists from culturally diverse backgrounds
- 12 emerging artists employed on a regular basis
- 16 emerging artists employed on paid internships
- 8 highly skilled, professional and diverse board members
- participants that represent 20+ different cultural groups
- participants that reside in Melbourne's west including Maribyrnong, Brimbank, Melton, Mooney Valley, City of Melbourne and Wyndham local government areas
- 42 performances at community festivals, events and corporate engagements
- 31+ funding and delivery partners
- Since 2015, over 3,741 free dance classes delivered
- 139 IRL classes delivered across the Panda, Next Gen, Breaking, WELS & Melton programs
- 31 online classes delivered

PARTICIPANT OVERVIEW

WELS:	8 participants
Panda Squad:	41 participants
Next Gen:	13 participants
L2R Wyndham:	4 participants
Breaking@Braybrook:	13 participants
The Venny:	39 participants
TOTAL:	118 participants

Total number of beneficiaries 2015–2022:

2014/2015: 80	2019/2020: 95
2015/2016: 122	2020/2021: 93
2016/2017: 129	2021/2022: 118
2018/2019: 130	

Total number of beneficiaries since 2015: 767

64% of participants speak a language other than English at home

64% of participants were born overseas

20+ different cultural groups are currently represented across L2R including: Afghani, Mauritian, Vietnamese, Ugandese, Burmese, Thai, Persian, Iranian, Pakistani, Chinese/Cantonese, Chinese/Mandarin, Hakka Chin, Zomi Chin, Karen, Urdu, Tibetan, Arabic, Spanish, Japanese, Filipino, Sudanese, Liberian, Congolese, Scottish and Indigenous Australians.

Gender 44% Male 55% Female

Where participants live, work and/or study

Maribyrnong 10%, Brimbank 36%,
Melton 6%, Wyndham 5%, City of Melbourne 32%,
Moonee Valley 5%, Other 3%

MONITORING & EVALUATION

This year L2R continued to put our Theory of Change framework into practice, rolling out regular reflection times across the year and capturing data in new tools to optimise authentic stories on our social impact.

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

End of Program Outcomes:

1. Community empowered and enriched through dance

We are family. We are good at creating a fun and safe space where people can come and forget their troubles. But we need to get better at defining what 'safe' means for individuals, challenging our assumptions, and working out what they need to feel safe. The lockdowns allowed online delivery, which meant that we had access to national and international mentors and teachers we wouldn't normally. However, technical barriers meant that some of our participants missed out on those opportunities. Now we need to re-establish the lost connections and develop new relationships with our young people.

Key outcomes:

- ★ Empowered young people & the right people telling the right stories
- ★ 65% of participants have formed new friendships through our programs
- ★ 75% of young people have gained better dance skills
- ★ 72% of young people feel creative, connected, respected, healthy and strong at L2R



Key feedback:

- “ it was really fun! very communal and nurturing” – Survey Block Party
- “ Amazing wholesome vibes” – Survey Block Party
- “ You guys are inspiring. Keep doing what you're doing!” – Survey Block Party
- “ I remember when I joined L2R I had just arrived in Australia. I didn't know where to access the arts here. And I was young so I had difficulty adjusting to this new environment. L2R helped me gain the confidence to speak English properly, to express myself as an artist and find my voice in this new environment where everything was like a culture shock.” – Urlik
- “ I have seen my health and well being change in a positive way. Being all physical is amazing, and being physical and enjoying it is a big plus. So, yeah, I have gotten healthy.” – Manny
- “ L2R is like a family to us, as they have been supporting my daughter, since she was seven years old. Since L2R and learning dancing, her confidence level has increased dramatically. She's able to transfer that confidence in school, applying all those skills that she learned from L2R.” – Richard, Kelly's dad



2. Leadership strengthened

The program has grown from having one paid internship in 2018 to having three in 2022. We are connecting our emerging leaders with the arts sector as well as finding career pathway opportunities within the organisation. Our challenge is to individualise training and professional development for the emerging artists when there are many potential pathways across artforms and within the many streams of hip hop.

Key outcomes:

- ★ Training, employment and sustainable pathways for dynamic artists
- ★ 16 emerging artists have been trained and mentored through L2R
- ★ 4 annual professional development opportunities offered to emerging artists
- ★ 10+ emerging artists have paid employment through our programs and fee for service

Key feedback:

“ I have been dancing since I was very young and I love doing it but I never thought that it is something that I would do as a career. This program made it clear for me on my decisions and what I want to do in the future... This program helped me build up my confidence so much to the point where I can teach a class by myself. ” – Yolande, 2021 Legend

“ I've had a lot of self-development... I was not comfortable holding a mic back in the day or talking on the mic. Now I have confidence in myself dancing, public speaking, which I'm getting better at it.” – Ligi on MC Training



3. Authentic diverse expression of art showcased and promoted

We are doing a lot of work: we are planning our Block Party showcase, we've employed a publicist to help us tell our stories, our social media statistics are rising, and our local street dance community is learning more about who we are as we raise our profile. An area for growth is telling participants' stories through the art.

Key outcomes:

- ★ More people accessing and enjoying art and creativity
- ★ 64% of young people from 20+ cultural backgrounds
- ★ Reached an audience of over 30,000 through our fee for service work
- ★ Grew our social media presence by 10%
- ★ 12 new partnerships cultivated
- ★ 20 partnerships retained

Key feedback:

“ 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

“ I think L2R are an incredible enabler of dance – and what could be better than that.” – Anghard Wynne-Jones, Arts Centre Melbourne

“ The L2R facilitators were warm, interested, dynamic and skilful both as facilitators, instructors and their interpersonal skills. Some of The Venny participants have had their hearts and eyes opened to Hip Hop Dance and feel excited to continue a connection to this culture.” – The Venny

“ L2R is organised, passionate, open and flexible, and driven to contribute!” – Penny Baron and Carolyn Hanna, Co-Artistic Directors – Born in a Taxi



CORE DANCE PROGRAM OVERVIEW

THE WHEN AND WHERE:

Panda Squad

- Monday 4-4.45pm
Rec West, Braybrook
For children aged 6-8 years
- Monday 4.45-5.30pm
Rec West, Braybrook
For children aged 9-12 years

Next Gen 3019

Beginner:

- Tuesday 4.30-5.30pm
Rec West, Braybrook
For young people aged 12-25

Intermediate:

- Tuesday 5.30-6.30pm
Rec West, Braybrook
For young people aged 12-25

Wyndham 3029 *on hold in 2022*

- Monday 4-5pm
Youth Resource Centre, Hoppers Crossing
For young people aged 12-25

Breaking @ Braybrook

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

WELS

- Thursday 3.30-4.15pm
WELS, Braybrook
For young people aged 12-18

The Venny

- Tuesday & Thursday 3-4pm
85 Kensington Road, Kensington
For young people aged 6-18

L2R x The Venny

L2R is committed to establishing safe & nurturing artistic spaces, fostering joyful, active and engaged youth, all eager to create & succeed throughout their dynamic and diverse communities.

Late last year L2R approached the The Venny with an idea to collaborate and offer free hip hop dance workshops to kids and young people from the local areas of Moonee Valley Council and City of Melbourne. These sessions were provided with funding received from Paving the Way Forward.

This year we delivered 10 free Boys & Girls workshops as well as hosted a showing at The Venny's 40th birthday celebration. The event was a beautiful communal celebration, devised and taught during workshops, with kids and young people contributing to the choreography.

- Total of 39 children and young people joined in the workshops.
- 25 children and young people joined in the celebration day workshop.
- 600 people in attendance at The Venny 40th birthday celebration.
- 100+ people joined in the community dance including children and young people & adults from the community that also joined in.
- Ages ranged from 5-16 years.
- Participant cultural backgrounds include: Australian Indigenous, Somali, Filipino, Vietnamese, Eritrean, Sudanese, Ethiopian, Thailand, and Anglo-Saxon nationalities.
- 90% of attendees came from public housing in Kensington, North Melbourne, Flemington & Ascot Vale, as well as Sunshine & Footscray.

Professional Development

EACH ONE TEACH ONE - MC Workshops

L2R's vibrant crew of professional and emerging artists use dance to spread good vibes at iconic events and cultural celebrations, providing a platform for diverse artists to be represented in the commercial sector.

We thought it was time to elevate and upskill the crew with some MC Skills and public speaking! The crew lifted the roof off HQ and we all had a lot of giggles. Big Ups to Yung Philly for sharing his skills and MC knowledge. The Master of Ceremonies for reals!

Centre for Multicultural Youth (CMY)

In August the team participated in online Culturally Responsive Practice Training with CMY. The training explored cultural skills and knowledge required for effective work with young people from diverse backgrounds. It was an informative session that helped strengthen the team's confidence in our and ability to provide safe and welcoming spaces for young people.

Koorie Heritage Trust: Building Aboriginal cultural competency for organisations

In October we connected with Tim Stares from Koorie Heritage Trust to deliver a workshop that encouraged reflection on participants' own values, beliefs and behaviour, while deepening awareness of Aboriginal culture, identity and people, and connected the impact of colonisation and past policy for Aboriginal people today.

Tim was a brilliant facilitator and helped strengthen everyone's understanding of, and honour, the histories, cultures, languages, traditions of our First Nations people.



Panda Squad 2021-2022

(Notes by Emily Zdravevski)

Panda Squad is our core free dance program for children aged 5-12 years old.

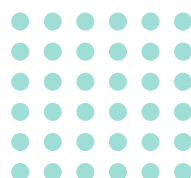
This weekly program is led by two of our professional artists, Emily and Maya at Rec West in Braybrook. Most of our participants attend local schools and live in the west.

Emily and Maya took over the Panda Squad program from Hēna at the end of 2021, teaching over Zoom throughout the Covid lockdowns.

In 2021, they were thrilled to be back teaching in the flesh at Rec West preparing the Panda's for their first ever gig at 'Be Bold Festival'. For many of the newer students that joined post-Covid it was their first performance and slightly nerve-racking, but with the help of the senior pandas, parents and teachers, the day came together. The junior and senior Pandas performed their set twice and helped support Em and Maya in running a free workshop outside of St Albans Community Centre. This event was a great way to share what L2R does within the community and positively spark interest in our youth programs.

This past year, enrolment numbers have increased every term. Overall, we have had 21 junior enrolments (students aged 5-8) and 20 senior enrolments (students aged 9-12), with around 30-37 of these students participating in weekly classes. This means that enrolments are booming and ongoing interest in our program could call for an additional class in the near future! Let's go!

Emily and Maya look forward to continuing to facilitate and cherish this program, bringing positive vibes to the lives of these young students through street dance. They can't wait to see their students grow into the superstars they are destined to be.



IGNITING LEGENDS PROGRAM OVERVIEW

An opportunity to dive deeper into what it means to be a working artist, specialising in dance/movement. This year's Igniting Legends features Gino, Jeri & Phil, whose practices are rooted (but not limited to) street dance and strong connections to the street dance communities. Led by Youth Arts Coordinator David Prakash, Igniting Legends program aims to:

- seek openness, collaboration and good times, always!;
- take the next step in forging diverse and multi-skilled independent artists;
- create a safe space for street dance artists to dream!



MEET THE IGNITING LEGENDS 2022



PHILLIP PHAM

Phillip is an artist of Vietnamese descent who uses dance to express and navigate life. Being relatively new to the art form, dance has provided much meaning to his life; giving him the tools to express and feel confident in himself. Phillip first found a love of hip hop (both music and dance) and later house but loves all forms of dance. He represents 4OK, a collective of dancers who love to create, with the goal of inspiring others. Phil aims to bring music to life through movement, while exploring and personally growing throughout his journey. Phil is also committed to developing greater respect for culture, the roots and everything that came before him.

"I fear not the man who has practiced 10,000 kicks once, but I fear the man who has practiced one kick 10,000 times."



GIULIANO HAMMAL

Giuliano 'Gino' Hammal is, born and raised in Melbourne's Western suburbs, with an Egyptian and Sudanese heritage. An education student, in Physical Education and exercise science. Also holding a background within the visual arts through photography, painting, drawing, sculpting, and design. Gino finds himself exploring these two dominating aspects of himself through a found love for the expression of dance, since early 2021. Gino practices multiple forms within street dance while favoring the form, Krump.

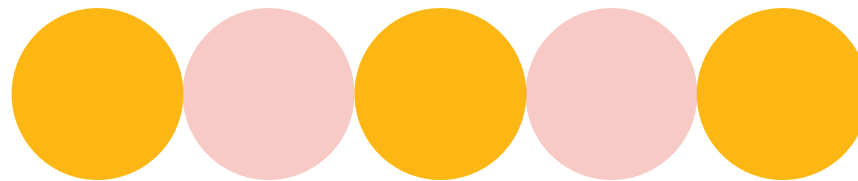
'Step one is to be there. Be present, be open, be adaptable.'



DAN JERINEL BAY

Dan-Jerinel is a Filipino movement artist of Krump, Breaking, House styles and choreography. He has been heavily involved in the street scene of Naarm since 2015.

Dan-Jerinel allows himself to gallivant through other creative mediums including pen to paper or text to speech. The plurality of mediums begins to shift and blur between as an experiential echo presents itself through his work. Questions are raised for Dan-Jerinel as a dancer of Filipino heritage situating his ancestry and contemporary influences around the world, he exists in. Therefore, the canvases of his work change to suit a more encompassing lens. To be an emerging artist is to be one who recognizes the need for expression. The obsession to create emerges. To confront, to inform, comfort and communicate through the things that come out.



FEE FOR SERVICE STREAM

Total income: \$61,919

Total number of performance & workshop bookings: 42

7% Total income through fee for service

2016/2017: 6%

2017/2018: 9.5%

2018/2019: 18%

2019/2020: 8%

2020/2021: 7%

2021/2022: 7%

Our vibrant crew of artists use dance to spread good vibes and provide a platform for diverse artists to be represented in the commercial sector.

Support change by booking us at your next event! 100% of profits go back into our unique charity to create a more inclusive world where people's lives are enriched through access to the arts.

Performance Highlights from 2021/2022:

- MEGAMIX – Baker Boy at Hamer Hall, Arts Centre Melbourne
- The Cube – Born in a taxi
- Love your Local – Maribyrnong Activations
- St Kilda Festival – All the Queens Men
- City Of Melbourne – Child Safety event
- NGV Kids Festival
- Moomba Birdman Rally



MEGA MIX – Baker Boy

On June 7 and 9 at Hamer Hall, Arts Centre Melbourne L2R supported Baker Boy as part of the Positive Start in 2022 program, MEGAMIX Social is open to all students who attend a government or low-fee non-government school.

Curated by MzRizk with young music fans in mind, this performance was a rare opportunity for students to experience live music, during school time in a safe and supportive environment.

MEGAMIX was hosted by Tiktok creators Swag on the Beat and included support acts Halo Vocal Ensemble and L2R Dance. This two day event provided employment for 10 of L2R's emerging and professional dancers while providing an opportunity for the crew to perform on an iconic Melbourne Arts venue.

It's truly exciting to see so many young faces light up and connect through the power and freedom of dance and music. It's good to be back – One language, dance!



MOOMBA Bird Man Rally 2021

L2R was proud to be the entertainment at Melbourne's oldest and most loved Moomba Birdman Rally. A team of 8 professional and emerging artists provided short, energised dance stunts on a huge stage suspended metres above the Yarra River to tens of thousands of spectators. Hopeful aviators tested their wings with variable degrees of success jumping from the mega platform for their respective charities all ending in the same destination... the crystal clear waters of the Yarra!



The Cube – Born in a Taxi

We at L2R had the pleasure of bringing vibes to The Cube, teaching and dancing with the people of Gleneira.

And of course, we could not have done it without the vibe providers themselves Yung Philly, Antagonize and DJ Naru.

Big thanks to Penny and Carolyn from Born In a Taxi for inviting us to their space, to share our love for dance. Check out their work and highlight reel.



PRESENTATION PARTNER TESTIMONIALS

“Working with L2R was a real highlight of The Cube – Illuminating Arts Experiences. L2R DANCE brought incredible talent, experience, professionalism, and positive energy to the program! It was remarkable to watch how the dance crew seamlessly went from a high-energy hip hop showcase of remarkable skill to creating a welcoming, accessible workshop space. To facilitate inclusive, cross-age, cross-cultural workshops, in an outdoor public space is no easy task, yet L2R engaged both participants and onlookers with great verve! Watching the community come together in a shared experience of dance was heart warming and healing and felt like a tonic after 2 years of Covid social restrictions.”

– **Born in a Taxi**

“L2R brought a wonderfully, vibrant energy to their dance workshops and performances at NGV Kids Summer Festival. Their presenters were friendly and able to tailor the workshop to our diverse audience of all ages from toddlers to teens! By the end of the show, everyone was dancing along! Thank you L2R.”

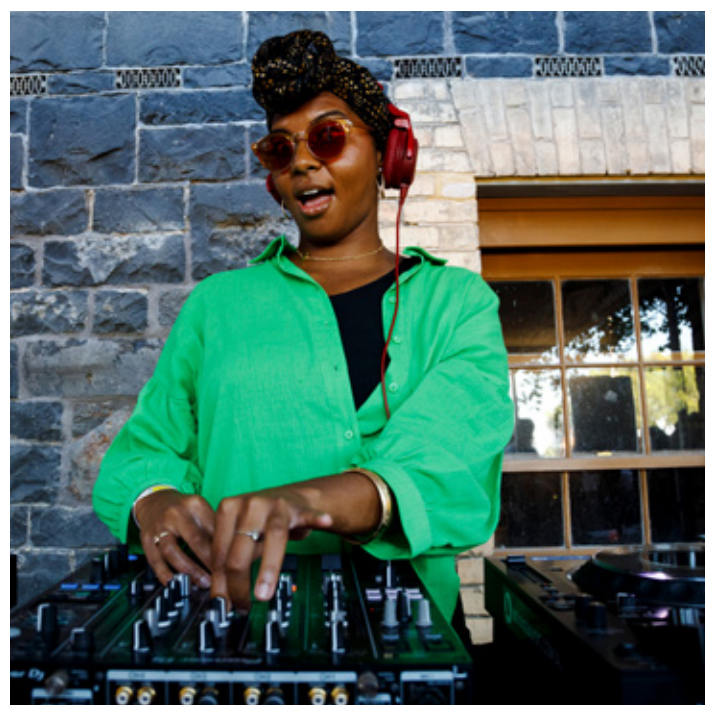
– **Stephanie Pohlman, Youth And Families Coordinator, National Gallery Of Victoria**

“Guide Dogs Victoria has engaged L2R Dance at camps for children with low vision or blindness. The instructors were very professional and understanding, being descriptive in their teaching and conducting classes at a pace to suit all participants. The children loved the freedom of movement and learning dance routines was a great accomplishment for many.”

– **Guide Dogs Victoria**

“The team at L2R are professional, community-minded, inclusive and flexible to cater dance activations for a range of different participants and settings. Thank you, L2R!”

– **Artists for Kids Culture (AKC)
Artsbus - Gen Townsend**



99 ARTISTS
14 PERFORMANCES

L2R BLOCK PARTY

The sold-out Block Party kicked off at 12pm to over 340+ punters with a free community BBQ generously provided by Fancy Hanks. Kids helped set the family-friendly vibe drawing sweet messages with chalk on the concrete while DJ Mothafunk commenced some tunes. People soaked up the sun and good vibes, lounging in deck chairs and bean bags provided by our event partner Frank Wild.

Uncle Larry gave a heartfelt Acknowledgement of Country that connected to L2R's vital place in Footscray and the wider importance of arts and culture.

Our fierce and ever-so-funky children's crew Panda Squad opened the community dance showcase and were followed by Next Gen, KSTAR, YUS, Young Masters Busking Show, Girl Gang and House of Devine.

As the sun dipped down, we moved up the lawn for dance jams facilitated by Jam On Toast, which rolled into dance battles where an L2R participant invited an external dancer to battle with them. L2R's own Jeri and Alec took out the top battle prize as judged by Marnie, David & Dai. The day finished with music back on the main stage with performances from Billali, Urlik and POOKIE.

Big thank yous to:

Staff: Jenn Ma – Creative Producer, Caro Ooi – Events Assistant & Marketing &

Key external collaborators: Jam on Toast, KStar, Culture Queens/Jungle City, House of Devine, Bilali, Urlik & Pookie.

In-kind support: Footscray Community Arts provided free venue hire. Fancy Hanks BBQ donated all the food for the free BBQ and Frank Wild provided free consultation and event styling support to make the event look and feel great.

Funding partners: Australian Arts Council and Dyson Bequest.

Block Party reflects contemporary Australia, educating, developing and employing young people and artists from culturally and linguistically diverse backgrounds and celebrating their contribution to our cultural lives through hip hop/street dance.

"thank you @l2r_dance @footscrayarts for this beautiful gathering, grateful for this community and what's to come. Keep doing that thing you love" @magg_z

FRIDAY FEELS VOL. 14 – KATHY



What did you have for breakfast?
Scramble eggs on toast and milk

How would your friends describe you?
Lifelong, loving and selfless

What's the best piece of advice you've ever received?
Be kind and respect myself

Describe yourself in three words.
Hardworking, energetic and flexible

What's important to you... can you explain your values?
Being respectful and polite in the whole wide world

Tell us one thing that no one knows about you?
I do chores at home

What are your dreams and future goals?
Where do you see yourself in 10 years?
To continue to work very hard and of course some singing

Can you tell me how you first got into dancing?
I was first inspired by Michael Jackson's dance moves around 2010 or 2011

Can you explain to me how and where you practice dancing?
I practise and learn in my lounge room.

How does performing make you feel?
Performing makes me feel grateful and happy

Does your cultural background play a role in your dance practice?
I'm Vietnamese and have been surrounded with traditional folk music and dance.

Talk to me about hip hop.
What do you like about hip hop?
Hip hop is always remarkable and builds my self-esteem and self-respect

What role does L2R play in your life?
I meet new friends and we help each other out

What exciting projects do you have coming up?
L2R Annual Showcase and another performing gigs for next year in 2022

– Interview by Yolande Arinde



FRIENDS

In-kind Contributors and Supporters
 Cohealth Arts Gen
 Cyclone Creative
 Federal Member for Gellibrand, Mr Tim Watts MP
 Footscray Community Arts Centre
 Wala Connections
 Uncle Larry Walsh
 Break A Finger
 The Push
 HoMie
 Arts Centre Melbourne
 Melbourne Recital Centre
 Fancy Hanks
 Frank Wild
 Phoenix Youth Hub
 Zoë Miller

Delivery & Presentation Partners
 All the Queens Men
 AusDance Victoria
 Born in a Taxi
 Western English Language School
 The Venny
 Wyndham Youth Resource Centre
 Hobson’s Bay City Council
 Footscray High School
 Hester Hornbrook
 MiCare
 Banyule Community Health
 City of Melbourne
 VicHealth
 Rec West Braybrook
 Mushroom Group
 Mz Rizk
 City of Shepparton



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



FUNDING PARTNERS



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





L2RDANCE



L2R_DANCE



L2R_DANCE



L2R DANCE