



CAPABILITY STATEMENT



L2R Dance is a not-for-profit and social enterprise using Street Dance as a powerful vehicle for social change, community belonging, physical and mental wellbeing and leadership development.

Proudly, 100% of our income goes directly to ensuring all young people can access free dance opportunities across Melbourne's West; as well as providing employment pathways and professional development for emerging artists.

Our work is founded in the rich history and evolution of hip hop and street dance, fuelled by our young artist's voices and story-telling reflecting the vibrant culture of Melbourne's West.

Since 2009 we have worked with over 24,400 young people aged between 6 – 25 and delivered 4,288 free dance classes across the West.

L2R proudly champions dance to create healthier and more connected communities generating meaningful social, community and financial change across the region.

WHY WE'RE HERE

WE ARE HERE TO OFFER FREE DANCE CLASSES, PROFESSIONAL DEVELOPMENT AND SUSTAINABLE EMPLOYMENT, CREATING A NEW GENERATION OF ARTISTS AND LEADERS.

Street Dance is a powerful tool for young people to reflect on and critique social issues affecting them today. We are led by the ambition of our young people, and this underpins the moves we make on dance floors, in community and across the arts sector in Australia.

Our work nurtures mental wellbeing and physical health and confidence, supporting young people to explore the world and themselves through dance.

By focusing on hip-hop and street dance, we provide a platform for young people who do not see themselves reflected in mainstream culture to explore creativity while also addressing social and cultural issues.



WHO WE ARE

A MORE INCLUSIVE WORLD WHERE PEOPLES LIVES ARE ENRICHED THROUGH ACCESS TO THE ARTS.

We are Australia's only youth street dance not-for-profit and social enterprise. We proudly champion dance to create healthier and more connected communities generating meaningful social, community and financial change across Melbourne's Western suburbs.



OUR FOUNDING STORY

L2R was born out of a community need, recognised by CEO and founder Jacinda Richards, while she was working as an educator at the Western English Language School (WELS) in Braybrook in Melbourne's Western suburbs. WELS is a main entry point for recent migrants and refugee youth to Australia, and touch-point into aspects of Australian culture.

Existing arts opportunities were predominantly euro-centric, geographically inaccessible and not accessible to young people from culturally and linguistically diverse (CALD) backgrounds. Jacinda began running free hip hop workshops, drawing from her personal dance background. These workshops offered fun and social aspects to learning, and opportunities to make friends.

IN 2009, L2R DANCE WAS ESTABLISHED AS A COMMUNITY NOT FOR PROFIT, REMAINING GROUNDED IN COMMUNITY - EMPLOYING ARTISTS WHO WERE THEMSELVES CULTURALLY DIVERSE YOUNG PEOPLE AND EMERGING LEADERS WITHIN THEIR COMMUNITIES.

This model ensured financial stability through ongoing employment; professional development; and connection to community and is central to the organisation's practices today.

GOALS

These goals guide everything we deliver across our programs and partnerships.

COMMUNITY ENRICHMENT

Community connected and enriched through dance.

PATHWAYS STRENGTHENED

Pathways within and beyond L2R cultivated.

DIVERSITY AND REPRESENTATION

Diverse voices and art forms celebrated and amplified.

BUSINESS SUSTAINABILITY

L2R is an agile, robust and sustainable organisation.



WHAT WE DO

1. FREE DANCE PROGRAMS

Our free weekly hip hop and street dance workshops break financial, cultural, and geographic barriers. Young people across Melbourne's west explore self-expression, build skills, and form friendships in a supportive, peer-to-peer learning environment.

2. PROFESSIONAL DEVELOPMENT

Young artists are invited to elevate their practice through paid professional development opportunities delivered by L2R, including Igniting Legends internships, Dance Camp, commercial engagements and secondments with partner organisations.

3. COMMERCIAL ENGAGEMENTS

L2R's self-generating income stream that strengthens financial sustainability while creating meaningful employment for artists. These opportunities allow emerging and professional talent with hands-on experience in both commercial and community dance sectors, building professional skills, networks and confidence.

4. CREATIVE DEVELOPMENTS AND COMMUNITY EVENTS

L2R brings communities together through celebrations, creative partnerships and public performances. These events showcase artistic talent, foster pride and connection, and strengthen community ownership of the arts across Melbourne's west.

WHY IT MATTERS

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- **1 in 7 children** and adolescents aged 4–17 years experienced a mental illness in the past 12 months. (Australian Institute of Health and Welfare, 2025)
 - **38.8%** of people aged 16–24 years self-report poor mental health and wellbeing (ABS 2022)
 - The professional artist population is **50% less diverse** than the wider workforce, and POC artists earn significantly less than the average. (Creative Australia, 2021)
 - **Fewer than one in three** Australians meet the recommended physical activity levels contributing to an estimated \$13.8 billion in annual costs to the economy - (VicHealth 2024)
 - **Lack of culturally relevant dance opportunities** - One in three CALD participants in dance report that “cultural and creative experiences are not really for people like me” (Creative Australia, 2023)

OUR 2024 SOCIAL IMPACT

Our purpose is to offer free dance classes, professional development and sustainable employment, creating a new generation of artists and leaders

16,356

hours of paid employment

3,864

hours of paid professional development

500K+

people reached through live performances, events and community activations in 2024

24K+

young people engaged in dance

48

local artists employed through L2R's programs and commercial engagements

100%

of income reinvested into free programs, artist development, & community impact initiatives

2.5M

audience members reached through performances

ALIGNMENT WITH UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)

SDG 8: Decent Work and Economic Growth

SDG 10: Reduced Inequalities

SDG 4: Quality Education

SDG 12: Responsible Consumption and Production

SDG 17: Partnerships for the Goals

“At L2R, leadership means listening, creating space, and moving together. We’re led by the ambition of our young people — their stories, energy and vision shape every step we take.”

— Jacinda Richards, CEO & Founder, L2R Dance

OUR LEADERSHIP TEAM

Jacinda Richards, CEO & Founder
Lucy Pitt, General Manager
Hëna Memishi, Creative Producer

Daphrosa Tuyisabe, Programs Manager
Jeevika Rajagopal, Marketing Manager
Gian De Felipe, Youth Arts Coordinator

BOARD OF DIRECTORS

Harriet McCallum – Chair
Craig Rogers – Deputy Chair
Jackie Anders – Secretary
Angela Ilton – Treasurer
Christian Vasquez – Board Member
Carol Ross – Board Member
Sarah Luttrell – Board Member
Hannah Mahoney – Board Member

WANT TO PARTNER WITH US?

We believe lasting change happens when communities move together. Partnering with L2R means joining a collective that uses dance to build confidence, connection, and opportunity for young people across Melbourne's west.

OUR VALUED PARTNERSHIPS

We proudly partner with a diverse range of community, arts and education organisations across Melbourne's west, including Maribyrnong City Council, Brimbank City Council, Department of Education, Creative Victoria, M-POWER, and VicHealth.

“Working with Jacinda and her team was absolutely incredible – there's so much passion and dedication that goes into everything they do at L2R. You can see how dance has changed the lives of the young people they work with – it's truly transformative.”

— Michelle Noble, M-POWER Manager

CONTACT US

Location: 2/105 Whitehall Street, Footscray VIC 3011

Open: Monday – Friday, 9:00am – 5:00pm

Website: www.l2r.org.au

Email: info@l2r.org.au

Phone: +61 (0)417 101 514

COMPLIANCE & GOVERNANCE

L2R Dance is a registered not-for-profit and social enterprise governed by a volunteer Board of Directors who bring governance, strategic guidance, creativity and cultural knowledge to everything we do. Together, they ensure our purpose, using dance to create connection, confidence and opportunity, is sustained for generations to come.

ABN: 83 172 570 747



facebook.com/L2RDance



[@l2rdance](https://instagram.com/@l2rdance)



[L2R Dance](https://linkedin.com/company/L2R-Dance)

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.