



STRATEGIC PLAN

2026 – 2030



2/105 Whitehall St,
Footscray VIC 3011
Naarm / Wurundjeri Country

+61 (0)417 101 514

**L2R.
ORG.
AU**

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 past, present and emerging and all First Nations people.

COMMITMENT TO PRACTICE

L2R honours the genesis of Street Dance culture and is committed to centering the voices of the Street Dance community and ensuring the authentic cultural protocols of Street Dance are upheld within our artistic practice, operational activities and across our broader community. For us, engaging in Street Dance is to engage with lineages that are grounded in histories of youth-led movements, community resistance and cultural subversion. L2R gives a shout out (pays respects) to the pioneers of street and social dance and their lived experiences informing us today as we gather, perform, connect and celebrate Street Dance in Melbourne's west.



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 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.



ABOUT US

We are L2R Dance, Australia's only youth street dance not-for-profit and social enterprise. We are led by the ambition of our young people and this shapes the moves we make on dance floors, in the community and across the arts sector in Australia.

Our work is grounded in the rich history and evolution of hip hop and street dance, fuelled by our young artists' 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 economic change across the region.



OUR VISION

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



OUR PURPOSE

To offer free dance classes, professional development and sustainable employment, creating a new generation of artists and leaders.

OUR VALUES

CONNECT – we connect to our bodies and each other

RESPECT – we respect ourselves and one another

CREATIVITY – we're creative

FUN – we have fun!

HOW WE GOT HERE

This strategy was borne out of our L2R community. We created it with 50+ young people aged 6 – 25 from L2R's free dance programs, 23 Professional and Emerging Artists, 6 staff members, 9 Board members and 2 external consultants. It was made using butchers paper, sticky notes, textas, dance moves, Chupa-Chups, surveys, coffee, whiteboards, generosity, curiosity and joy.

We are proud to have created a document that reflects the dreams, experiences and future visions of the communities we move with.



WHAT

WE

DO

We are a not-for-profit and social enterprise using dance as a powerful vehicle for social change, community belonging, physical and mental wellbeing and leadership development.

Proudly, 100% of our income is reinvested into creating free dance opportunities for children and young people across Melbourne's west, while also building employment pathways and professional development opportunities for the next generation of artists and cultural leaders.





HOW WE DO IT

Our work is grounded in the Street Dance ethos of “each one teach one”. We design our programs as a continuous cycle, ensuring everyone has a place and a pathway at L2R, honouring the emerging generation while respecting the elders and pioneers who paved the way.

We do this through:



ONE

FREE DANCE PROGRAMS

Our free weekly hip hop and street dance workshops that 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.

TWO

PROFESSIONAL DEVELOPMENT

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

THREE

COMMERCIAL ENGAGEMENTS

L2R’s self-generating income stream that strengthens our financial sustainability while creating meaningful employment for our 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.

FOUR

CREATIVE DEVELOPMENTS AND COMMUNITY EVENTS

L2R unites our extended community through community celebrations, creative partnerships, and public performances. These events showcase the talent of our artists and participants, foster connection and pride, and strengthen community ownership of the arts, turning creative expression into shared experiences that celebrate culture and belonging in Melbourne’s west.

WHY

WE DO

IT

- 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 average professional artist earnings”. (Creative Australia, 2021)
- Fewer than one in three Australians are meeting 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 PEOPLE

At the heart of L2R are our people, 6 dedicated part time staff and a crew of 25+ artists; and 9 committed Board of Directors who bring governance, strategic guidance, creativity, care, and cultural knowledge to everything we do. Guided by our “each one teach one” framework, our artists don’t just teach dance; they mentor, inspire, and empower our participants and the next generation of creative leaders.

L2R creates economic and social value by employing local artists and keeping creative talent, skills, and income in Melbourne’s west. Through paid professional development, mentoring, performance opportunities and strong partnerships, we provide clear pathways into the arts. Many young people progress from participants to interns, emerging leaders, and professional artists, building sustainable employment and contributing to a thriving local creative economy.

Our small but mighty team, alongside our artists, are the lifeblood of L2R. Together, they build creativity, culture, opportunity and a more inclusive arts landscape, proving that investing in people creates a ripple effect of impact far beyond the dance floor.



OUR IMPACT

A decade of dance from 2015 to 2025 in numbers:

- 24,400+** young people engaged in dance.
- 4,288** free dance workshops.
- 16,356** hours of paid employment.
- 3,864** hours of paid professional development and training.
- 2.5M** audience members reached through our performances.
- 376** partnerships with community groups, local councils and arts orgs with diverse stakeholders.

WHAT DOES SUCCESS LOOK LIKE?

Over the next five years, L2R's Strategic Plan will drive transformative outcomes for young people, artists, and communities in Melbourne's west. Through free, high-quality dance programs, we will remove barriers to arts participation and nurture confidence, creativity, and belonging. Local artists will access meaningful employment, professional development, and sustainable career pathways, strengthening the cultural and economic fabric of the region. Our community will thrive through vibrant events, creative collaborations, and the recognition of Street Dance as a powerful cultural force. Guided by strong governance, resilient operations, and inclusive values, L2R will create a lasting wave of opportunity, leadership, and impact.



ONE

CONFIDENT AND CONNECTED YOUNG PEOPLE:

Young people facing barriers actively participate in free, high-quality dance workshops that build confidence, wellbeing, creativity, and a strong sense of belonging.

TWO

ARTISTS IN MOTION:

Local artists access meaningful employment, paid professional development, and clear pathways to leadership and sustainable careers in the arts.

THREE

STREET DANCE:

Street dance is recognised and valued, locally and globally, through active advocacy, participation in international opportunities, and community celebrations.

FOUR

DIVERSITY, ACCESS, AND INCLUSION:

Diversity, access, and inclusion is embedded across L2R's artistic programming, governance, staffing and systems, reflecting the communities we serve.

FIVE

AMPLIFIED IMPACT:

Marketing and storytelling attract new audiences and showcase the achievements of our people and programs.

SIX

SUSTAINABLE AND RESILIENT:

A healthy team, diversified income, and strong operations support long-term impact and organisational growth.

STRATEGY ON A PAGE



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

VALUES: *Connect - Respect - Creativity - Fun*

PURPOSE: *To offer free dance classes, professional development and sustainable employment, creating a new generation of artists and leaders.*

OUR GOALS

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.


OUR ACTIONS FOR 2026 – 2030

- Deliver free dance workshops for children and young people experiencing barriers to access.
- Employ young artists from the local communities in which we work.
- Partner with arts organisations, local stakeholders and social enterprises.

- Support education and participation in local and global Street Dance opportunities.
- Provide opportunities for paid professional development across all levels of the organisation.

- Employ diverse artists through commercial engagements.
- Deliver annual community events and celebrations.
- Advocate for Street Dance.
- Embed diversity, access and inclusion across governance, staff, artists; and L2R's systems and processes.

- Strengthen operational capability.
- Cultivate healthy and collaborative teams.
- Diversify L2R's income sources.
- Develop L2R's marketing to reach new audiences and amplify impact.



“Working with Jacinda and her team was absolutely incredible – there is 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



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“Having to create regularly to teach makes me more creative generally and I put more effort into the things I’m creating. I feel great, it feeds into your mental health and wellbeing. It gives purpose to what you’re doing”

- Nolly Zaa Thang, L2R Professional Artist

“I really enjoy Next Gen because of the extensive dance knowledge I’ve accrued and the supportive and inclusive environment”

- Next Gen Participant