



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

**L2R.
ORG.
AU**

L2R
DANCE

2023-2024

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.

45 Moreland Street, Footscray, 3011 VIC

Primary Contact –

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Founder & CEO
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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

STAFF

Chief Executive Officer – Jacinda Richards

Executive Producer – Kerstin Paulsen

General Manager – Lucy Pitt

Youth Arts Coordinator – David Prakash

Community Engagement – Lowell Demetita

Artistic Associate – Hëna Memishi

Digital Coordinator – Alec Pernes

Marketing Manager – Jeevika Rajagopal



Relationships and Development Manager – Bec Reid

Financial Consultants & Bookkeepers – Tonic Partners

Professional Artists – Daisuke Benson, Lanie De Castro, Emily Zdravevski, Maya Hajizadeh, Alec Pernes, L'wel Gay 'Ligi' Moo, Tracey Trinh, Nolly Zaa Thang, Monique Nightingale, Gian de Filipe

Emerging Artists – Monday Kunoo, Nastaran 'Nasta' Ghalhghovand, Vanbiak Thang, Rito Huynh, Phil Pham, Yolande Arinda, Urlik Iradukunda, Stephanie Sorn Dixon, Abul Deng, Nicole Sanders, Valasia Makrynakis, Tyrone Palmer, Kihmo Quitentela, Amelia Vu

Igniting legends 2024 – Ian Fasil, Sannie Ek, Estee Ho, Simone Etheve

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.

COMMITMENT TO PRACTICE L2R honours the genesis of Street Dance culture and is committed to centring 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 in 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 a zero-tolerance for discriminatory practices toward any child or adult based on their gender, race, religious beliefs, age, disability, sexual orientation, or family or social background. Through this responsibility, we commit to seeking your views about your experience of L2R – ensuring you always feel safe and welcome in our community.

HUSTLE

We are L2R Dance, Australia's only youth street dance not-for-profit. 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.

Hip hop/street dance is what allows L2R redress power dynamics and dissolve barriers; and to generate a potent alchemy of great art and social capital. Our work reflects this, engaging directly with communities of young people who have historically and structurally been positioned at the margins of art-making in Australia.

Our professional dance works are bold and vibrant. Made by and for young people in Melbourne's West and reflecting emerging and dynamic street dance forms – we are at the forefront of creating dance works that are truly of the now because we are a youth arts organisation. Our artists and participants have their fingers on the pulse of global hip hop conversations, ideas, moves, trends and themes as they emerge in real-time and it is these same young people that lead, devise and make our work.

We are deeply embedded in Melbourne's West, where we work with local schools, arts organisations, local council, State and Federal Government, local community service providers and organisations; and community elders to deliver free dance programs, arts leadership opportunities, creative developments



and employment pathways for young people across Melbourne's West.

Street dance is a powerful tool for young people to reflect on, and critique social issues affecting them today. Participants and artists have described working with L2R as "inspiring", "a space open for anyone", and "like comfort food".

Our work has seen us perform as the first ever breakdance crew to present at NGV; run community jams outside Footscray Station; collaborate with high-profile brands including MECCA, Platypus Shoes, and present multi-disciplinary dance work "Insert Self", exploring identity and self expression at Chunky Move.

Our movement is the movement.



CEO REPORT

- Jacinda Richards



It's been another biggie and we are here for it!

Founding a charity and building a social enterprise has been no easy feat, it has taken a village and it's something that my 20-year-old self wouldn't have thought would be on my CV! But here I am in 2024, proudly reflecting on over a decade of L2R Dance – shut the front door!

For me, it's all about the people who have weaved in and out of this wild and joyous movement and entrepreneurial journey. There have been extremely challenging times where I found myself on the verge of giving up, but the extraordinary humans that I dance, co-pilot, laugh, cry, advocate and dream with (did I mention cry with?) always push me forward in this heart-led journey. Witnessing the deep and profound impact that L2R has now had on so many young people, their families, and their communities always chokes me up and I am eternally grateful to live a life full of purpose that continues to fill my cup.

Through another round of intensive workforce planning, we kicked some major KPI's which included the certification of the Gigs department to a Social Enterprise; launching a national campaign with Mecca; presenting our first full length work 'Insert Self'

with presentation partner Chunky Move; increasing program participation by 48%; securing federal investment, and an exciting new multi-year investment with the Brian M. Davis Foundation. All these incredible outputs demonstrate the power and passion of the incredible team that I have the joy of working alongside. This year, both Kerstin Paulsen (Executive Producer) and Alec Pernes (Digital Content Creator) moved on to new and exciting adventures, and we thank them for their contribution and commitment to L2R and the communities we serve!

A huge thank you to L2R's Chair Harriet McCallum who always answers my phone calls and is ready to offer support, guidance and words of wisdom. I am one of the rare and lucky CEOs who love their Board. Their support, trust and expertise is crucial, enabling me to set direction, implement adaptive leadership and drive a positive, flexible and fun culture through the power of dance.

Lastly, thank you to our participants and their families and our extraordinary talented team of artists who inspire me each day through their creativity, dedication, and care to the L2R community and beyond!

– Jacinda Richards, CEO

CHAIR REPORT

- Harriet McCallum

There is never a dull moment with this tenacious, community building, fun loving, inclusive and unique organisation, which is in my honour to Chair. 2023-24 was yet another big year which saw L2R Dance continue to test possibilities and smash its goals.

Our 2023 Block Party was a big highlight for our community with more L2R participants showcasing their skills than ever before, along with being about welcoming in artists from our partner organisations. The Block Party reel gives you a great sense of how celebratory the day was.

In 2024, L2R's weekly dance classes filled up quicker than ever before, and in some cases needed to double. Once again we saw our young people progress into new programs taking their skills and strengths to new heights.

L2R Dance's social enterprise continued to grow strongly with L2R's artists bringing brands, festivals and events to life.

The original production of Insert Self knocked it out of the park and showed to the fortunate audiences what L2R's artists are capable of. Thank you to Chunky Move for their support presenting and choreographing this production.

None of these outcomes and the many many more included in this report could happen without the clever and committed L2R Dance staff team. To our formidable and tireless CEO Jacinda Richards, as well as Kerstin Paulsen, Bec Reid, Hëna Memishi, Lucy Pitt, David Prakash, Lowell Demetita, Jeevika Rajagopal, Alec Pernes, and all of our emerging artists, thank you for your incredible work throughout 2023-24. The high bar you continue to set and surpass for yourselves is inspiring.

We were thrilled to receive renewed support from existing funders as well as gain some additional, multi-year philanthropic backers. Thank you so very much to all of our wonderful funders. You not only provide the means for L2R to achieve its ambition, but you give us the confidence to keep this ambition growing. You are very much part of the L2R fam.

A huge thank you to my fellow L2R Board members Craig Rogers, Angela Ilton, Jackie Anders, Sarah Luttrell, Carol Ross, Christian Vasquez and Hannah Mahoney. Thank you for your years of commitment and belief in L2R - you're a wonderful crew to work with.

Last but absolutely not least I want to thank every participant of L2R programs, performances, gigs and original dance works over this last year. Thank you for your commitment to dance, to each other and to our community.

Please enjoy this annual report recapping another wonderful year of L2R Dance.

- Harriet McCallum, Chair



OUR COMMUNITY IMPACT

L2R continues to solidify its position as one of Australia's most dynamic youth arts organisations. Our foundations lie in the deep history and evolution of hip hop and street dance cultures, driven by the powerful voices and storytelling of our young artists, who capture the vibrant essence of Melbourne's West.

In 2023/24, we proudly employed over 25 young and emerging artists and offered 266 free dance classes throughout the West. At L2R, we champion dance as a means to foster healthier, more connected communities, generating significant social, community, and economic impacts across the region.

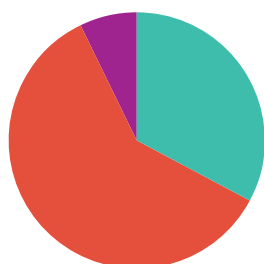
Participant Overview

- Panda Squad** – 48 participants
- Next Gen** – 31 participants
- Lil' Legends** – 25 participants
- The Venny** – 12 participants
- WELS** – 32 participants
- Breaking @ The Tin Shed** – 38 participants

Total – 186 participants
48% growth in participation since 2023

Community Impact

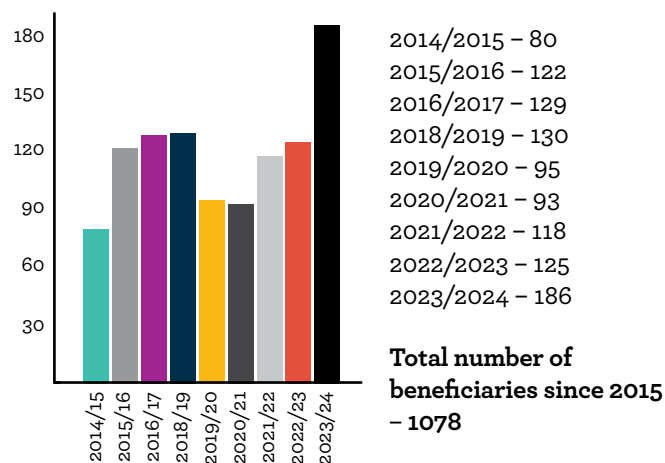
- 8 free weekly dance programs
- Delivered 266 dance classes
- 10 professional dance artists from culturally-diverse backgrounds
- 23 emerging artists employed on paid internships
- Participants from across Melbourne's West including, Maribyrnong, Brimbank, Melton, Moonee Valley, City of Melbourne and Wyndham local government areas
- 39 performances at community festivals, events and corporate engagements
- Partnered with over 30 local delivery partners and funders
- Delivered over 3,939 free dance classes since 2015



Gender

- Male – 33%
- Female – 60%
- Non-binary – 7%

Total Number of Beneficiaries 2015–2024



SNAPSHOT OF OUR COMMUNITY

L2R's community proudly reflects the broad diversity of Melbourne's West.

- 66% of participants speak a language other than English at home
- 40% of participants were born overseas
- 1% of participants identify as Aboriginal or Torres Strait Islander
- Over 20 different cultural groups are currently represented across L2R
- We have seen a 48.8% increase on participant numbers across annual programs (since 2022)
- 36.22% retention of program participants (from 2022)
- Two families have children graduating through L2R's workshop programs per annum
- Program participants have average engagement with L2R for 3 to 5+ years
- 15 of L2R's emerging artist alumni are employed across our workshop programs.



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

We have thoroughly enjoyed partnering with L2R this year to deliver The Smith Family's SmArts program. L2R delivers in a wonderfully engaging way, connecting with students to offer them an immersive creative arts experience where they develop and increase skills as well as hearing first-hand about career pathways in dance. Students are very excited to engage in the program and gain so much confidence as the program progresses. We receive great feedback from our teams who work with our partner schools about the positive effects that last beyond the program including school engagement and resilience. We are honoured to work with such a wonderful arts provider that brings a wealth of knowledge, experience and passion to the students and communities we work with in Victoria.

– SmArts Program, The Smiths Family

Empowering young women and girls is at the heart of what MECCA M-POWER does. This very much aligns with Jacinda's vision at L2R. 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. We are so proud of the M-POWER X MECCA MAX campaign we have created in collaboration with L2R – it's one of MECCA's most impactful and powerful campaigns to date.

– Michelle Noble, M-POWER manager

Being part of L2R has been an incredible journey. The supportive community and valuable skills I've gained have truly empowered me to make a positive impact. I'm grateful for the experience!

– Hadiya, L2R Next Gen participant

PROGRAM IMPACTS & THEORY OF CHANGE

This was the fourth year of our five-year strategic plan. We continued to work with Culture Counts to undertake in-depth evaluations of L2R programs through both quantitative and qualitative data collection.

L2R has three strategic goals that guide our work, program design, artistic content and recruitment; and our evaluations have been designed to measure these goals. For each goal we have articulated key objectives that we evaluate our programs against.

1. Community empowered and enriched through dance

- **Participants feel empowered and demonstrate confidence in themselves and their culture**

Contributing activities: Panda Squad, Lil' Legends, Next Gen, Breaking, The Venn, Igniting Legends, Block Party, Teaching artists

When asked to rate measures that indicated empowerment and confidence after participating in an L2R program, participants, artists, audiences and staff reported an 8.8 out of 10.

- **Participants feel connected to community and demonstrate L2R values**

Contributing activities: The Venny, Igniting Legends, Block Party, Next Gen, Breaking, Teaching artists, Staff

When asked to rate measures that indicated increased community connection and L2R's values after participating in an L2R program, participants, artists, audiences and staff reported an 8.8 out of 10.

2. Leadership strengthened and pathways into the arts cultivated

- **Participants demonstrate improved leadership skills**

Contributing activities: The Venny, Igniting Legends, Next Gen, Breaking, Staff, Teaching artists

When asked to rate measures that indicated improved leadership skills after participating in an L2R program, participants, artists, audiences and staff reported an 8.8 out of 10.

- **Participants access education & employment opportunities in the arts**

Contributing activities: The Venny, Igniting Legends, Next Gen, Breaking, Teaching artists, Staff

When asked to rate measures that indicated greater access to education and employment outcomes after participating in an L2R program, participants, artists, audiences and staff reported an 8.7 out of 10.

3. Authentic diverse expressions of art showcased and promoted

- **Increased visibility of L2R in the arts sector within and beyond Melbourne's West**

Contributing activities: Igniting Legends 10, Block Party 9.2, Teaching artists 9.4

When asked to rate measures that indicated greater of L2R in the arts sector after participating in an L2R program, participants, artists, audiences and staff reported an 9.3 out of 10.

- **Increased advocacy for diversity in the arts**

Contributing activities: Igniting Legends

When asked to rate measures that indicated greater advocacy for diversity in the arts after participating in an L2R program, participants, artists, audiences and staff reported 9.3 out of 10.



TREASURER'S REPORT

- Angela Pisa Ilton

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 2023 to 30 June 2024, as audited by Collins & Co. Please refer to statements enclosed (or request a copy of the Special Purpose Financial Report).

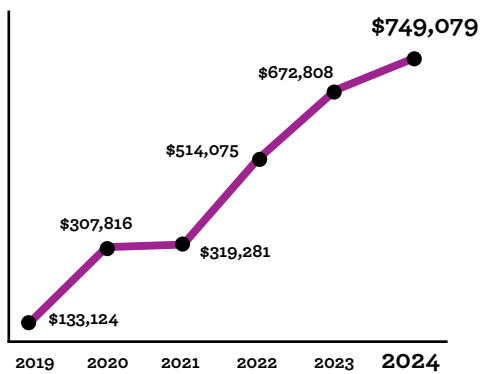
The 2024 financial year was a year of consolidation and refinement. Having started the year with a conservative budget, I am pleased to say that within six months of careful planning and seizing opportunities around fee for service and targeted grants, L2R secured an injection of revenue which effectively meant the strategy was back on track and all projects were green lighted to continue! As the Treasurer, and on behalf of the Finance Committee, I could not be prouder. The flurry of energy and focus is brilliant from all committed to making L2R Dance a meaningful and much needed service. Please find the financial story for 2024 on the next page.



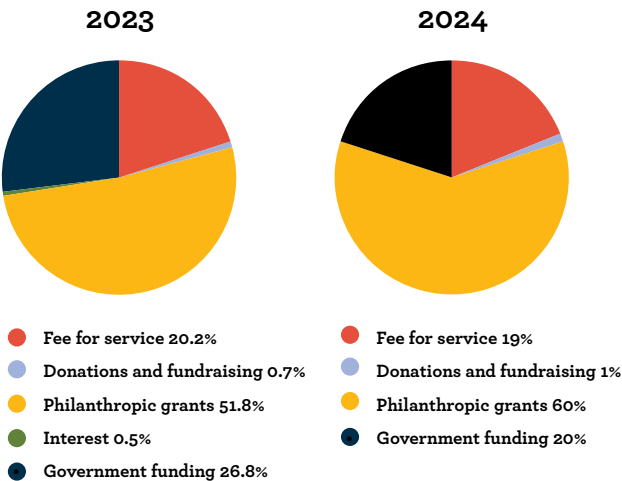


L2R GROWTH STORY

Total Income

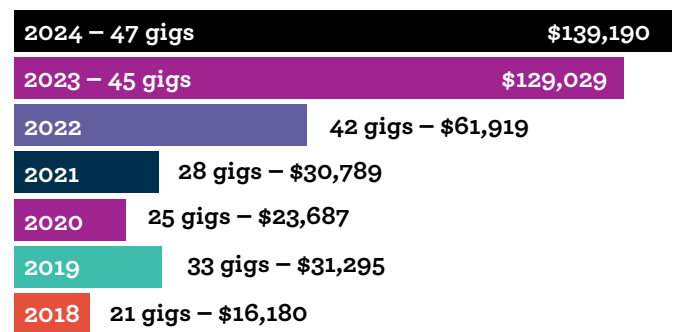


Income Sources

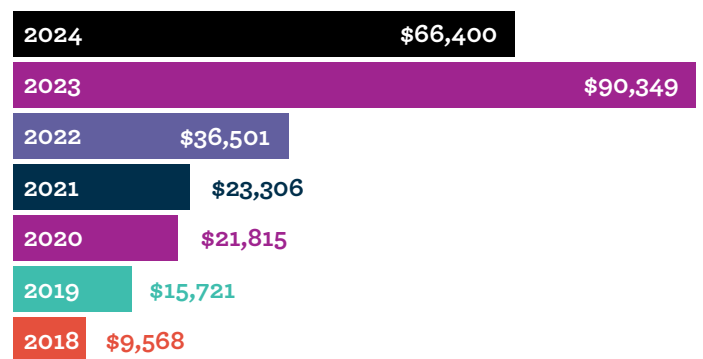


L2R PERFORMANCE REVENUE IMPACT

Fee for Service



Total Artist Earnings



FINANCIALS

L2R Next Gen Inc.
Registration number: A0060710N

INCOME & EXPENDITURE STATEMENT

INCOME

Fee for Service Income	139,190
Donations & Fundraising	7,270
Philanthropic Grants	451,697
Government Funding	149,900
Interest Income	612
Misc. Income	484
TOTAL INCOME	749,153

EXPENDITURE

Management Wages, Fees & Oncosts	349,497
Artist Wages, Fees & Oncosts	215,771
Program & Production Costs	53,218
Depreciation	4,548
Marketing & Promotion	15,391
Administration & Operating Expenses	108,011
TOTAL EXPENDITURE	746,436
NET SURPLUS/(DEFICIT) FOR THE YEAR	2,717

STATEMENT OF FINANCIAL POSITION (as at 30 June 2024)

Current Assets:

Cash at Bank	554,949
Accounts Receivable	1,208
Provision for Doubtful Debts	-
Other Receivables	612
Pre-payments	2,993
Total Current Assets	559,762

Non-Current Assets:

Office Equipment & Computers	7,484
Accumulated Depreciation	(6,142)
TOTAL	1,342
Furniture & Fittings	1,107
Accumulated Depreciation	(285)
TOTAL	822
Leasehold Improvements	12,313
Accumulated Depreciation	(3,273)
TOTAL	9,040
Total Non-Current Assets	11,204

TOTAL ASSETS **570,966**

Current Liabilities:

Accounts Payable	8,736
Other Payables	11,308
Grants Received in Advance	439,384
Fees for Services Received in Advance	372
GST & PAYGW Payable	16,345
Superannuation Payable	8,593
Provision for Annual Leave	15,003
Provision for Long Service Leave	14,314

Total Current Liabilities **514,055**

Non-Current Liabilities **3,607**

TOTAL LIABILITIES **517,662**

NET ASSETS **53,304**

EQUITY (Accumulated Funds) **53,304**



MARKETING & ENGAGEMENT

- Jeevi Rajagopal

This past year we showed a strong online presence and overall steady growth on all social media platforms. Our Instagram audience had the most marked increase, with 10% more followers than the previous year.

The numbers of subscribers to our EDM (Electronic Direct Mail) channel also increased over the year. Website traffic saw the highest increase in engagement, with 4,519 unique visits increasing 31% compared to last year.



850

Community mail subscribers
(up from 835 in 2023)



3,179

Instagram followers
(up from 2891 in 2023)



1,372

Facebook followers
(up from 1353 in 2023)



295

TikTok followers
(up from 261 in 2023)



4,519

Unique website visitors from
July 1 2023 to 30 June 2024

GETTING JIGGY: Let's Dance

- Programs Manager, Lowell Demetita

This is my first time contributing to the annual report. I joined L2R at the end of 2022 as the Community Engagement Coordinator, with the goal of increasing participation after the impact of Covid-19.

A bit about me: I was born in Melbourne, raised within Filipino culture, and grew up surrounded by the hip hop culture of the 90s and 2000s in the western suburbs. I have been dancing for over 20 years as a street dancer and choreographer. My practice has evolved, and my passion now focuses on education, community development, and cultural studies. This is what makes me feel aligned with my work at L2R.

Since the last annual report, the team and I have successfully increased participation by 48.8%, rising from 125 participants to 186! We are truly pleased with this outcome, though it was not easy.

Initially, our strategy was to build relationships with external organisations and establish referral systems. However, these organisations were navigating a post Covid-19 world and struggling with participation as well. This resulted in only a 5.93% growth in participation for 2022-2023.

During this period, our teaching artists felt neglected and disconnected from the organisation. Drawing on my experience in street dance education, I was assigned to support our teaching artists and soon identified gaps in training and procedures that could enhance our program delivery.



By focusing on ensuring that our programs were well-supported and running smoothly over the past year, we have improved teacher satisfaction and the overall culture of our programs. I believe this has contributed to better retention, visibility, and word-of-mouth promotion, leading to our increased participation.

Now, as the newly appointed Programs Manager, I have set two goals for the upcoming year:

- Professional and personal development for our teachers
- Clear and attainable pipelines for participants to achieve life-long experiences

I aim to ensure that L2R's teaching faculty are well-equipped and supported to guide our participants through a pipeline that offers community, career opportunities, and personal fulfillment. I also strive to help them discover their own potential and develop skills that will elevate their practice and careers.



CORE DANCE PROGRAM OVERVIEW

The When & Where's

Panda Squad

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

Next Gen 3019

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

Lil' Legends

Wednesdays 4-5pm, St Albans Community Centre.
For young people aged 9-12

The Venny

Wednesdays 5.30-6.30pm, 85 Kensington Road,
Kensington. For young people aged 6-18

Breaking @ The Tin Shed

Wednesdays 3.30-5.30pm, The Tin Shed, St Albans.
For young people aged 12-25

WELS

Mondays lunchtime, WELS, Braybrook.
For young people aged 6-18





Curtis and Goldie Case Study – Panda Squad Program Participants

How long have you been dancing at L2R?

Goldie: I've been coming to these classes for one and a half years.

Curtis: And I have been here for one year and three quarter years.

Why do you like hip hop?

Goldie: I like hip hop because it's a really fun thing and it's somewhere that makes me belong.

Curtis: Ohh why I like hip hop – sometimes you feel like you're in control and you can make up whatever you want like you can make up your own moves; you can borrow some from people; and it's very handy if you wanna make hip hop songs.

How does dancing make you feel or inspire you?

Goldie: Dancing makes me feel somewhere that I belong because dancing is something that I feel like all the time. When I'm like frustrated or angry or upset I just do some dancing to make me feel better.

Curtis: Sometimes some people hide their dancing and I don't think they should. Sometimes I've felt scared and sometimes I feel happy but I like making up different moves. I definitely use Maya's moves, she's a good teacher and also Emily helped me remember Six Step and that helped me. All of the teachers have helped me and dancing really helped me in my journey of life.

What's your favourite thing about Panda Squad?

Goldie: Ohh I like Panda Squad because there are teachers that make me feel comfortable and that make me feel safe. I like it because it makes me feel proud of myself and the other students who come to Panda Squad – that's why I love it.

Curtis: OK the teachers are really nice to me and they're really welcoming and I like the dance moves. It's pretty fun to watch and it's pretty fun to join in.



LEADERS & LEGENDS

The Igniting Legends Program, established in 2018, was developed to nurture emerging talents in the creative arts. L2R's Youth Arts Coordinator, David Prakash, spearheads the initiative, offering paid internships to four young creatives. The program aims to create employment pathways, develop artistic skills, and kindle career aspirations for up-and-coming street dancers within the creative arts industries.

With investment from Creative Australia and the Bank of Melbourne, L2R was excited to offer placements to Estee Ho, Ian Fasil, Sannie Ek and Simone Etheve with practices that are rooted in street dance genres such as hip hop, house, Litefeet afro dance and Jamaican dancehall.

Igniting Legends is designed not only to support these young participants in taking on leadership roles within L2R but also to empower them to contribute to the broader street dance community and beyond. With a focus on ensuring diversity and representation, the program has become an integral part of the organisation, shaping future leaders to be reflective of the communities they engage with. Since its inception, 23 vibrant individuals, representing several different cultural and language groups, have been mentored through the Igniting Legends Program.

" I'm from a small town that has a handful of dancers. A small community, but passionate, and I've been lucky enough to be able to learn from and grow alongside them. Although I'm far away, a part of me will always be with them. I'm excited about the worlds and opportunities that the Igniting Legends program can open up. Being able to connect with different creative communities has been something I've been aiming for, but a task that has been put aside.

I hope to step out of my comfort zone and experiment with new things during this process and eager to see what comes out of it. **"**

Estee Ho

" With the Igniting Legends program, I hope to be able to establish connections with the people in the dance scene. Additionally, the opportunities that the program has given me so far has positively pushed me to grow and become a better dancer. I can safely say that this program has allowed me to be more confident in my craft and significantly boosted my self-confidence with regards to freestyling. That is a great plus that I would not have attained had I not gone through this program! **"**

Ian Fasil

Central to its success is the organisation's flexibility and responsiveness to the ideas, needs, and concerns of the young participants.

David Prakash's extensive history within street dance practice paired with his background in youth work and his skills in deep listening and adaptive leadership play a pivotal role in cultivating tailored, creative safe spaces that foster inclusive positive learning experiences for these dynamic young artists.

Each year witnesses a new cohort of inspiring young artists, contributing to the ongoing evolution of the program. The iterative nature of the Igniting Legends Program allows the organisers to fine-tune and tailor it further, ensuring it continues to empower, develop, and foster creative talent. L2R considers itself fortunate to play a role in shaping the early stages of these young leaders' creative journeys.



“ I am excited for the IL24 program as it presents me an invaluable opportunity to immerse myself in the vibrant world of street dance alongside like-minded individuals. Through this program, I look forward to expanding my knowledge and skills in multiple facets of dance. It has been an exciting journey of discovery so far, and I'm excited for the rest of the journey with L2R! ”

Sannie Ek

“ I am excited to take my dance journey to another level and focus on acquiring knowledge, as I truly believe we never stop learning, both as dancers and as people. I've always loved what L2R does, pushing for dance as a universal language, and fostering a community for all. I hope to gain more confidence in my abilities as a dancer and to take my learnings in dance to reach new heights, meet new people and teach and share around the world. ”

Simone Etheve



AMELIA CASE STUDY

Igniting Legends Alumni & Emerging Artist

- 1. You've been part of the L2R fam since 2023, tell me about the importance of the L2R in your life?**
L2R has enabled me to step my foot into the arts industry with support that I never thought I could find. They have given me opportunities that have empowered me in my journey as an emerging artist, more specifically in my street dance practice.
- 2. How has dance helped you navigate any challenges you've faced in your life?**
Dance has always been a form of expression and communication, as well as a great opportunity to connect and build meaningful friendships within a community of like-minded creatives. Through the dance community itself, it has given me friendships that have been my support system through the challenges in my life. Additionally, it has helped me build great and healthy mindsets that I can also apply to in the daily challenges that I face in life.
- 3. How does dancing make you feel and or inspire you?**
Creatively challenged, mentally challenged, physically challenged.
- 4. Why street dance/hip hop? What does this particular dance form mean to you and why do you choose it over other styles?**
It's so groovy and cool! It gives me flexibility to dance to any kind of music I hear and want to boogie to!
- 5. You've recently started as a teaching/emerging artist with us – why/what do you enjoy about it and what have you learned from this experience?**
It gives me great joy to be able to share my love for dance with students that have never experienced it before. Especially teaching at WELS – I love that we can have fun with the students without having to speak a word.

ARTIST CAMP

In February 2024, we held our second artist camp, bringing together 24 professional and emerging artists with a purpose of creating our new 10-minute hip hop and street dance floor show.

Spread across 2 days, our camp emphasised a collaborative approach, with five of our crew members creating pieces that explored various forms of hip hop and street dance. One of my key goals was to elevate the show, with an emphasis on storytelling, supporting L2R to reach new audiences and create more performance opportunities for our crew.

In addition to the creative work, we welcomed back board members Angela Ilton and Sarah Luttrell, who hosted a valuable session on Finance for Artists. Their insights provided support and guidance, helping artists navigate financial aspects of their careers. Overall, the camp successfully fostered artistic growth, teamwork and strengthened our show's foundation, setting the stage for future performances and opportunities.



GIGS & GROWTH

Artistic Associate
– Hëna Memishi



Business for good



L2R's Social Enterprise is dedicated to maximising employment for young and emerging, culturally diverse performing Artists. Employment through our Social Enterprise offers young, emerging artists a combination of on-the-job experience; artist /sole-trader specific business management skills development; rigorous dance training; and material assets to enter the industry form part of a cohesive structure that has and continues to support young people into successful and thriving careers in the arts industry.

Income from our Social Enterprise is paid directly to our artists, ensuring they are securing increased employment from the arts and cultural sectors whilst realising their ambitions as full time Professional Artists.

Our Social Enterprise earns income through the delivery of dance and arts services to commercial and community clients for the purposes of commercial advertising campaigns and community events and celebrations. L2R's commercial packages are scalable to the needs of the client, offering any combination of:

- Talent, in the form of L2R's professional and emerging artists;
- Concept and design;
- Choreography;
- Costume design and procurement.

We reached an audience of over 500,000 in 2023–24, supported by our work with Platypus Shoes, Mecca and Highpoint!





HIGHPOINT – Make it your way

L2R was thrilled at the opportunity to collaborate with Cyclone Media and Majella Otherworldly Productions on this epic campaign that featured throughout Highpoint.

It's always so inspiring watching our artists step up and bring their A game and shine bright on set! From front flips in extremely tight neon-lit spaces to Karaoke, it was a great day working with an incredible creative team. A big thank you to our pals at Cyclone Creative for the collaborative opportunity!

– Hēna Memishi, L2R's Artistic Associate



MECCA + M-POWER

L2R collaborated with MECCA MAX and M-Power for International Day of the Girl 2023 with an all-female cast & crew! The 'Find your Power' Mini Mix Eyeshadow palette is a pretty palette with a BIG mission!

Mecca designed 6 shades, each named after character traits M-POWER wants to inspire in girls – alongside 'Joy', there's 'Confidence', 'Courage', 'Passion', 'Strength' and 'Pride' – and 100% of the proceeds from the palette go towards MECCA M-POWER, our social change initiative which supports over 20 organisations working to champion gender equity.



INSERT SELF

Insert Self, a dance work from L2R Dance exploring cultural heritage, collective experiences, and street dance forms through a contemporary lens, presented at Chunky Move in December 2023.

This creative work has been in the making for many years, and we are so extremely proud of the artistic team and this incredible milestone for the organisation.

Our dear friend Bec summed it up brilliantly – "The love and power and joy and care and trust and freedom in the air was a thing of great beauty." – **Bec Reid**

CREATIVE CREDITS

CHOREOGRAPHERS:

David Prakash and Jayden Wall @jaydenlewiswall

L2R DANCERS: Nastaran 'Nasta' Ghalhghovan, Maya Hajizadeh, Stephanie Dixon, Nolly Zaa Thang, L'wel Gay 'Ligi' Moo, Phil Pham, Kihmo Quintela

MUSIC: ML Hall

LIGHTING: Sidney Younger

VIDEO: Brandon



BLOCK PARTY

WHAT A DAY... the 2023 edition was memorable in so many ways, but one thing is for certain, we couldn't have pulled it off without the energy and support of our incredible community.

Over 100 performers gave it their all on stage and nearly 500 people from all over Melbourne came to witness the talent, passion and joy they brought.

The 2V2 Battle was straight FIRE. The winners, Nicole and Troi, were amazing, both individually and as a duo, and absolutely elevated the game. Congratulations!

L2R was proud to bring together old and new generations of dancers and will continue to build these strong bridges with the broader dance community. It's important to us that we are always fostering the next gen of dynamic cultural creatives.

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 all First Nations people.

L2R Dance is grateful for the generous funding support from: Victorian State Government's Multicultural Festival & Events Program, Maribyrnong City Council, Department of Education's Children's Week and West Gate Tunnel Project's West Gate Neighborhood Fund.

EVENT SPONSORS

Mecca + M-Power , Crumpler & frankwild



THE L2R STORY - 10 Year Anniversary

On July 31, 2024, over 150 of L2R Dance's closest community – including staff, board members, dancers, students, family and friends came together at the Bowery Theatre in St Albans Community Centre to celebrate a major milestone in our journey – THE BIG 1-OH!

L2R rewound the dial and took community on a journey spanning the last 10 years with a documentary that showcased L2R's shifts, changes and growth over the last decade – from founder, Jacinda, running a grassroots community group out of Western English Language School, right through to where the organisation is today – a thriving community of young people and artists celebrating street dance across Melbourne's West.

The evening was a commemoration of the founding of L2R with a special screening of 'The L2R Story' – a showcase of the change, growth and development we have experienced over the past decade.

The film, shot and edited by Kimberly Summer, spotlights some of our earliest program participants and their pathway from attending free classes in the West, to joining the Igniting Legends mentorship program and now, working as professional dancers in our artistic team.

It was also a night of reflection and reconnection, with a panel discussion following the film screening. We heard from L2R veterans Nolly, Urlik and Yolande alongside Panda Squad participants Keiko and Rena on some their favourite dance moves and their most cherished L2R memories. Facilitated by our Programs Manager, Lowell, the chat elicited many laughs and even a few tears as we reminisced on the early days of L2R and our humble beginnings.

This night was just as much about L2R as it was about our community. L2R couldn't have done the last 10 years without the amazing people that make up the many parts of the L2R community.



THANK YOU'S

Board, Staff, Tonic Partners, CRM consultant Josh Kane, all our epic talented artists, photographers Sam Wong, Nam Chops & Rachel Maine, videographer Kimberly Summer, graphic designer Deloy, and Culture Counts.

FUNDING PARTNERS



Equity Trustees



Matana Foundation



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!

DELIVERY & PRESENTATION PARTNERS

All the Queens Men, Born in a Taxi, SMARTS, Arts Centre Melbourne, Footscray High School, Maribyrnong College, Western English Language School, The Venny, Wyndham Youth Resource Centre, St Albans Community Centre, The Tin Shed, Rec West Braybrook, City of Melbourne, City of Maribyrnong, Chunky Move, Phoenix Youth Centre, Arts Centre Melbourne



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