

SWEET ADELINES NEW ZEALAND – REPORT FOR REGIONAL ANNUAL MEMBERS’ MEETING – MAY 2018

Administration Director’s report to Regional Annual Members’ Meeting – May 2018

This has been an interesting year. For the first time, in 2017 our Regional Convention was held in Dunedin at the beautiful, historic town hall. Our members basked in the warm southern hospitality, and feedback about the venue and everything associated with convention was very positive indeed. We thank Dunedin Harmony and all the other people (members and non-members) who assisted to make that Convention such a success. We look forward to Dunedin’s hospitality again for 2019 convention.

Waikato Rivertones and L’Attitude represented NZ at international convention and did us proud. Congratulations to both groups on your achievements.

As you all know, significant earthquakes in NZ have resulted in the destruction or disablement of many buildings; this continues to present difficulties in finding suitable convention venues. Convention venues are not the only buildings affected, many hotels and workplaces have also been closed, which means infrastructure such as accommodation and transport become contributing factors to venue sourcing. We aim to think outside the square to meet all the needs.

In the last quarter of 2017, the Regional Management Team made the decision for Region 35 to join the pilot for the proposed new regional governance model. We were the first region outside of the US to do so, and Region 34 followed suit shortly afterwards. This has resulted in the creation of a team of three Regional Executive Directors (REDs), who in turn have formed teams related to their particular roles (Education, Membership, Administration) – we are referred to as the Regional Executive Committee. We are now in a kind of hybrid situation where we are participating in a pilot, without really knowing whether the pilot will go ahead permanently, or whether we will be reverting to a Regional Management Team (RMT) model. The decision about that is likely to be made by Sweet Adelines International late this year, and we will work with whatever model is chosen.

Luckily, some of our previous RMT members have continued in the roles they were doing prior to the pilot, and the REDs would especially like to thank Katrina Te Punga, Stella Nicholson, Cindia Chiu and Jo Maxwell for their willingness to continue in their roles – this has very much assisted a smooth transition. Our thanks also go to RMT members who were serving on the RMT prior to entering the pilot scheme (Jocosa Bruce, Julie Scoggins and Hilary Clifton).

We continue to seek team members to fill the vacant roles, and while we don’t have a full team complement, there are likely to be some gaps in what can be delivered to the members. A list of vacancies appears at the end of this report – please contact sweetadsnz@gmail.com for further information.

In accordance with the pilot recommendation, the Regional Executive Committee has welcomed several members who are new to being on a regional team, and we look forward to our first full team meeting in July. These people have come on board, stepped up to volunteer for jobs that are new to many of them, and enthusiastically contributed their skills and time.

We would like to thank the 2018 Convention Team in anticipation, your dedication and knowledge is amazing, and each year you manage to find new ways to streamline things.

Patricia Veen – Regional Executive Director (Administration)

Education Director's report to Regional Annual Members' Meeting - May 2018

The region continues to offer a mix of education classes at annual convention and to engage international faculty to travel and coach choruses. The judges' feedback from Convention each year provides a good focus for determining the general education needs of the region.

Darlene Rogers travelled throughout the country in late 2017 as our coach-in-residence. Darlene is a highly sought-after vocal coach who has helped many Sweet Adelines develop their vocal skills, to sing with confidence and to demonstrate to choruses that every voice counts.

The region has highly-skilled and respected faculty who offer a wide range of educational/coaching opportunities for choruses, quartets, small groups, directors and music teams.

It was disappointing that the Frenzy workshop planned for June this year did not go ahead as the quartet members are not only excellent performers, but are also experienced educators and music leaders. The programme offered a wide variety of classes of interest to all members - from those in their early years of Sweet Adelines through to our 30-year members. We do need to discuss the future of such events with members to avoid last-minute changes to plans.

The Directors' Certification Programme continues to attract many candidates and is ably administered by Angela Blank. It is very encouraging to have five directors receive their Director's pin at convention 2018. Our thanks go to the directors, coaches and music leaders who have supported the candidates through this programme.

The region acknowledges the superb work done in the education area by Jocosa Bruce during her time as Education Coordinator. The innovative leadership workshop held in February 2017, led by Sandy Marron and Jan Carley was an educational highlight.

Coming up in August is a YWIH (Young Women in Harmony) judging workshop led by Henrietta Hunkin-Tagaloo. The workshop is aimed at members who would like to judge at YWIH contests and for any music team or chorus members who would like to develop their listening skills to support PVIs or giving feedback to members.

The choruses within the region continue to support the YWIH programme through donations to the Prue Blythe Memorial Trust and the raffles at convention.

The region's move into the governance pilot brought with it a change in the region's educational leadership. Jocosa Bruce stepped down from the RMT Education Coordinator role and Kerry Stewart was appointed as the Regional Education Director. Within the Education portfolio are education specialists supporting a number of areas including Cindia Chiu, Henrietta Hunkin-Tagaloo, Jenni Masters, Manjula Shivanandan and Jessie Leov. The team met earlier in the year to draft a 5-year educational plan: activities under consideration include regional quartet workshops, director workshop, arrangers' contest, regional faculty development and a major a cappella event in 2020.

Kerry Stewart – Regional Executive Director (Education)

Membership Director report to Regional Annual Members' Meeting May 2018

On taking this directorship as part of the International Board's pilot programme for regional governance, my first steps were to put in place people to take on the link of communication between chapter leaders and the chapter membership leaders and the new Regional Executive Committee. Judy Tulloch, a 5-year member of Taranaki Harmony Chorus is the link with chapter leaders and Lesley Standing, a 28-year member of Region 35 who sings with Sounds of Hawkes Bay, is the link with membership leaders.

Communication is the name of the game – if we want to retain and grow membership we need to share experiences, the successful open night formula, the introduction to a cappella course that entices new members, music that resonates with a new generation, administrative systems to support the musical goals, and so much more. If we stand alone in our geographic locations we will stagnate and members need to be enthused and encouraged to grow in all areas of this organisation. We also need to ensure members are receiving information directly from International and from the Region into the email inboxes.

To confirm communication channels, we have been working on updating each individual member's email details on our Regional database. It is imperative that members learn how to go onto both the International and Region websites to alter any contact information as required.

Once we have the database updated I will feel secure that when we send out information it is reaching everyone. This is your Region, and sharing is a two-way thing, we are here to answer your questions or to provide information so please contact me membership@sweetadelines.co.nz if you feel we can help.

Convention 2018 has been another focus of mine this year and we are looking forward to another wonderful convention in Wellington from 3-5 May. When the wash-up of post-convention reports and meetings is done I will have time to get in touch directly with choruses and to visit and learn more about individual chorus identities.

To serve the membership I need to know the membership – for example, what holds them in their chorus, what drives their Director/s, is there assistance that we can offer for management teams or music teams? The goal is to know the heart of Region 35 so that planning for the future is aimed at the right areas both in subject and location.

Region 35s current membership stands at 657 including our Chapter at Large members; this indicates our membership numbers are steady.

I look forward to the next 8 months as we navigate our way under this programme of governance and I get the opportunity to meet more like-minded people!

Leigh Whitelaw – Regional Executive Director (Membership)

Finance Coordinator - Annual Report 2017-2018

I am pleased to present the annual accounts for the 2017 January to December financial year. Target Accounting has reviewed the 2017 annual accounts and a certificate of their review is included with the Annual Report.

Our accountant has made some minor changes to the way in which some activities are reported in the Balance Sheet. The major one being a tidy up of Reserves, the majority of which served no useful purpose. The Tangata chorus continues to be reported in the main annual accounts because it relates to Sweet Adelines International members but as The Prue Blythe Memorial Trust is a separate entity to Sweet Adelines International, advice was that this account continue to be treated as a reserve. Attached separately is a financial statement for the Prue Blythe Memorial Trust of which the finance coordinator is trustee and administrator. Funds are very low and I therefore encourage everyone to support the annual collection and other fundraising at this Convention. The future of young singers depends upon it.

Our last Convention in Dunedin resulted in a profit of \$17,121.76 mainly from an increase in convention registrations and achieving \$13,000 less in expenses compared with the previous convention. Well done to everyone involved and especially the Dunedin Convention Steering committee.

Regional Assistance was provided to Waikato Rivertones Chorus and L'Attitude Quartet to represent our region at International. This used to be recorded under Reserves but is now currently recorded under the Membership category. As per existing policy, the regional directors will consider and decide on the level of assistance able to be provided to our current representatives at their first meeting following convention.

I am giving notice that this is my last year as Finance Coordinator. I will cease as at 31 December 2018 but am happy to assist the incoming office holder for as long as needed. Everything is set up through cloud computing software Xero which should make it as easy as possible. If you would like to step up and have access through the remainder of the year with a view to learning and taking over, please let me or any of the directors know. Otherwise, prepare to be shoulder tapped.

Thank you to the amazing RMT/RED teams I have worked with over the past year as well as the hard-working dedicated chorus treasurers/finance coordinators. Your communication and attention to detail makes this job so much easier.

Stella Nicholson - Finance Coordinator - 29 March 2018

Communications Coordinator - Annual Report 2017-2018

The Communications area has settled into a reasonably reliable area using the technology around us more and more and it's great to see many more people using the National website and using Facebook.

We now have a reliable way to communicate directly with our members using Choir Genius and we try to ensure communications are timely and relevant so as to not abuse your personal email inbox by sending unwarranted communications.

It is imperative that you keep your email address up to date on the National website as well as the International site as they are very different sites. (www.sweetadelines.co.nz and www.sweetadelines.com) Without your correct email address you will not receive email from Sweet Adelines New Zealand and you will not be updated on when Convention information is available for example.

I have just completed a big cleanup of who is on the national website compared to chorus membership lists with the help of the membership team, so thank you to everyone who was involved in that. Now we just need to keep it current to ensure that when someone new joins your chorus or someone leaves, that membership@sweetadelines.co.nz is informed.

The Choir Genius platform has been more robust and reliable the past year and we continue to build on the information that we have available for our members on the website.

Sharon Connor continues in her role as website admin and I thank her for her assistance and the many hours she puts in behind the scenes.

Thank you to Sandy Gunn and Brianna Perry who continue to be our Editors of the Addaline. They do a great job and we all look forward to the next colourful edition when it hits our inbox.

It has been a busy year using Facebook as a tool for increasing awareness of our art form and disseminating information to members. Jo Maxwell, the Marketing Coordinator, does a great job using both Facebook and Instagram to increase our presence.

I look forward to continuing to work with the Regional Executive Directors and their respective teams for 2018.

Katrina Te Punga – Communications Coordinator – 12 April 2018

Marketing Coordinator - Annual Report 2017-2018

- Convention 2018 marketing activity
- Darlene Rogers visit marketing materials
- Frenzy visit marketing materials
- Marketing activity for Jan Carley webinars and LoveNotes/Westminster tour
- Assisting Regional Executive Directors with updating branded material for new governance system
- Attending Marketing and Membership classes and networking sessions at IES2017
- Work on increasing our social media presence is continuing. Encourage your chorus members to keep connected via:
 - Facebook www.facebook.com/SweetAdelinesNZ @Sweet Adelines International New Zealand
 - Twitter <https://twitter.com/sweetadsnz> @sweetadsnz
 - Instagram www.instagram.com/sweetadsnz @sweetadsnz
- Work has commenced on planning Sweet Adelines rebranding exploration. This project will kick off at a combined regional executive team meeting in June.

Regional Support Team – Vacancies (as at May 2018)

| Role | Reports to |
|-------------------------------------------|----------------------------------|
| Events Coordinator (NZ only) | Regional Administration Director |
| Events Coordinator (Convention only) | Regional Education Director |
| Leadership Development Specialist | Regional Administration Director |
| Finance Coordinator (from Jan 2019) | Regional Administration Director |
| Membership Records Maintenance (new role) | Regional Membership Director |
| Membership Anniversary Records (new role) | Regional Membership Director |
| Faculty Education Specialist | Regional Education Director |

Some of these roles may not have formal position descriptions quite yet. For more information and to discuss whether this role is right for you please check the following:

Visit this website: www.sweetadelines.co.nz/vacancies *or*

Email: rec@sweetadelines.co.nz