

MARKETING COORDINATOR ANNUAL REPORT 2022-23



Virtual Convention – Harmony Aotearoa The At Home Edition 2022

Harmony Aotearoa – The At Home Edition virtual convention event was held in late May 2022. We held a fun evening supporting our video competitors and celebrating our regional award winners and membership milestones. Choruses from around the country and some special guests recorded video shout outs. Thanks to our co-hosts **TeeJay Bannister** and **Leigh Whitelaw**, along with **Isabel Mackevics** our Auto-cue Engineer and convention committee members **Leigh Agnew**, **Kerry Stewart** and **Leigh Whitelaw**.

Event Marketing

Marketing material was prepared for our successful regional education workshops in the North and South Islands - '**Celebrate with Song**', and we shared the songs performed by the workshop choruses.

Publications

A big thank you to our talented **Addaline** design and editing team of **Brianna Perry** and **Sandy Gunn**. They produce our beautiful regional magazine, keeping us connected, informed and entertained through our shared stories and photos. This year they did a fantastic job with two editions in June and November 2022. The next edition will be coming out shortly after contest so they will love to receive your content!

Team Talk

We shared news and updates from the Regional Management Team through our **Team Talk newsletter** with editions in December 2022 and March 2023.

Marketing Grants

We have just launched an initiative to assist choruses in their marketing over the 2022-2023 year with a **\$500 Marketing Grant** available to all chartered SANZ choruses. The grant can be used towards marketing and advertising costs to help promote your chorus between now and 31 March 2024. Choruses can use the funds to support their marketing plan in various ways – for example, social media advertising, get posters or flyers printed, or creating a pull-up banner to use at promotional singouts. We hope this will give a boost to choruses working to grow their membership again after a difficult few years.

International Jumbotron

We proudly celebrated Greater Auckland Chorus represent New Zealand at the International Competition in Phoenix in September with a message of kiwi pride on the Jumbotron screen in the International Arena.

Membership Awards

We developed branding and material for two new membership Awards in conjunction with Miriam Spragg - Membership Coordinator. The Rock Star and Shooting Star awards to allow us to celebrate more of the awesome members who keep our choruses and organisation running behind the scenes.

Voices at Victory

Branding and convention material prepared for our **Voices at Victory Convention**.

Looking for the next Marketing Coordinator

It's been a fantastic experience to serve as SANZ Marketing Coordinator since 2017. As I have completed three consecutive terms it's officially time to step back from the team. So we are looking for the next team member who is passionate about SANZ and keen to help tell our stories, promote our events and be part of the team from around Aotearoa working for Sweet Adelines NZ members. This is a great role for anyone with passion, ideas and planning skills. Graphic design support is available if needed. If you are at all keen, please have a chat with me, or Leigh as TC and we can talk more about what's involved.

Jo Maxwell
Marketing Coordinator