

# MARKETING COORDINATOR'S ANNUAL REPORT

DATE: 12/04/2025



## Overview

It has been my pleasure to serve the region on this very hardworking team since after the Dunedin convention in May 2024. I wish to acknowledge the tremendous contributions of Jo Maxwell, who has played a vital role in SANZ's brand and digital marketing efforts. Thanks also to Elesha Newton, who guided me with the social media space and our Strategic Marketing plan. I couldn't do this without you!

## Event Promotion and Coordination (Connect | Compete | Perform)

A significant portion of marketing activity this year was dedicated to the successful promotion and support of major events. Facebook events and posts were created and managed for the Anne Downton Education Weekend, two regional quartet weekends, the upcoming Christchurch contest, Coach in Residence: Ryan Heller, and our education plan for the next year, to name a few. There was a particular focus on the Kansas City International Contest, where comprehensive coverage was provided across social media platforms. This ensured high engagement and visibility for all New Zealand competitors participating on the international stage.

## Content Creation and Design (Learn | Connect)

In collaboration with Jo Maxwell, the team introduced refreshed content that supports learning and connection. Highlights included launching the digital mini newsletter, "*Tuned In*"; producing video reels celebrating the Anne Downton weekend, festive season highlights, and the Kansas City contest; and supporting the ongoing promotion of both *Tuned In* and *Addaline* publications. A huge thank you to Brianna Perry and Sandy Gunn for their incredible work on the *Addaline*—you consistently produce such a vibrant and professional magazine.

## Social Media Engagement (Connect | Learn)

Social media has been a vital tool in maintaining connection and visibility within the SANZ community. Between October 2024 and April 2025, the SANZ Facebook followers increased from 2,980 to 3,052. Instagram followers grew from 984 to 1,021. These metrics reflect consistent, targeted engagement, and content creation efforts aimed at expanding our reach and deepening engagement across platforms.

## Strategic Planning and Ongoing Projects (Perform | Compete | Connect | Learn)

Development of a revised marketing plan was created in partnership with Elesha Newton, and is now in motion. This plan will extend beyond the traditional three-month horizon and focuses on activities leading up to and including the contest season, reflecting the increased demands during this period.

In addition, I recently established dedicated "job-alike" Facebook groups for key chorus roles, including Directors, Team Coordinators, Events, and Marketing Coordinators. These groups are designed to foster peer support, direct information sharing, and stronger connections across the

region. As your RMT, we look forward to using these groups to provide timely, relevant updates and resources tailored to your needs.

**Conclusion - our team needs you!**

As we look ahead, the strategic marketing plan will guide our efforts through a critical period of performance, visibility, and opportunity.

Currently, three positions remain open within the extended marketing team: Brand Designer, Social Media Specialist, and Social Media Team Member.

If you are interested in contributing or would like a copy of the role descriptions, please reach out to [marketing@sweetadelines.co.nz](mailto:marketing@sweetadelines.co.nz)

**Shelley Phillips**

**MARKETING COORDINATOR**