

MARKETING COORDINATOR ANNUAL REPORT 2020-21



Regional Brand

Work on the roll-out of our new regional branding has continued. Our flexible brand elements incorporate the Sweet Adelines International 'Life on a High Note' colour palette with our Sweet Adelines New Zealand (SANZ) burgundy and our own regional flair.

Event Marketing

Marketing material was prepared for our regional education events including the Make it Happen, Make it Matter Leadership Series, One-Day Workshop Series, Zoom series - Hello Visual Communication and Smart Arranging, and Roxy 1:1 Quartet Coaching.

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 some very special editions keeping us connected through the challenging past year.

FIESTAcappella

Marketing plans for our **FIESTAcappella** convention were underway, but with the cancellation of the convention due to COVID-19, we celebrated unconventionally on social media. Throughout the weekend we recognised service and contribution to our organisation with virtual award presentations for our Merit Awards, Spirit Award, Education Scholarship and 25, 30 and 35 year membership milestones, along with other memories.

Celebrating 35 Years

We celebrated the official **35th Anniversary** of Sweet Adelines New Zealand. A special edition of The Addaline was created with a retrospective bringing together imagery, written content and other archive material and memories. Members from around the region were invited to share their memories and stories from the past 35 years, and as part of our At Home section capture the ways we kept connected while we had to be distanced for a time.

Harmony Aotearoa

We're celebrating that we are lucky to be able to gather and sing together again in person, when most of our barbershop family around the world has been unable to. Our New Zealand convention event **Harmony Aotearoa** has a uniquely New Zealand and SANZ flavour incorporated into our logo development and marketing collateral for ticketing and event promotion. We are utilising the Ticketek and Isaac Royal Venue marketing opportunities along with our own social media channels.

National Promotion 2021

A plan is being worked on for a national promotional umbrella event to bring together community performances, open nights or membership recruitment events around the country. Tentative timing is to bookend "**Barbershop Appreciation Day**" which falls on 13 July with a 10 day window of events. Barbershop Music Appreciation Day was established on July 13, 2005 to honour the 60th anniversary of the day that Edna Mae Anderson founded Sweet Adelines in 1945 in Tulsa, OK, U.S.A. More information will be available soon.

Join the Team

We are looking for members who are passionate about Sweet Adelines and want to help tell our stories and inspire new members, to join our marketing resource team. In particular in the areas of Social Media and Media, but other role suggestions are welcome. Please get in touch if you are interested in these areas or contributing other skills to our Marketing Team. marketing@sweetadelines.co.nz.

Jo Maxwell
Marketing Coordinator