

STRATEGIC PLAN – REGION 35 – JANUARY 2020 TO DECEMBER 2024

MISSION STATEMENT

Elevating women singers in New Zealand through education, performance and competition in barbershop harmony and a cappella music.

Vision Statement

A diverse community of women enriching lives through song.

Guiding Principles

Musical Excellence: We support choruses and singers to achieve success with their individual goals.

Community: We foster a culture that provides a joyful place to share our uniqueness within a diverse and inclusive community united in song.

Personal Empowerment and Leadership: We encourage and empower everyone to lead from where they stand.

Wellbeing and resilience: We nurture our community enabling the region to thrive.

OVERALL TEAM VISION: INSPIRE PERFORM GROW COLLABORATE COMPETE CONNECT

ADMINISTRATION

GOAL 1: Raise profile of Sweet Adelines New Zealand both nationally and internationally				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
To develop a meaningful national brand for Sweet Adelines New Zealand with a defined Kiwi flavour	<ul style="list-style-type: none"> Develop national brand guidelines to assist choruses to use SANZ branding elements in conjunction with their own marketing materials. 	RMT Marketing	May 2022	On going
	<ul style="list-style-type: none"> Assist all existing members to become ambassadors for Sweet Adelines New Zealand (SANZ) by providing them with a toolkit of accessories (eg an 'elevator pitch'). <ul style="list-style-type: none"> Create initial resources and communicate to members Upload resources to the Member Marketing Toolkit on SANZ website as they are created 	RMT Marketing	May 2022	On going
To develop inclusivity, diversity and cultural awareness in Sweet Adelines New Zealand	<ul style="list-style-type: none"> Develop a resource around engagement with wider music communities. Survey choruses/quartets for input. 	RMT Marketing		On going
	<ul style="list-style-type: none"> Assist choruses with tools, resources and education for effective marketing. 	RMT Marketing	May 2022	In progress
	<ul style="list-style-type: none"> Create an advisor on diversity and equity 	RMT TC		
GOAL 2: Develop and adhere to robust and efficient administrative practices				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS

Give members confidence in the effective running of Region 35 so they can concentrate on the joy of singing	<ul style="list-style-type: none"> • Provide ongoing transparent, clear information to members about regional matters, including fiscal responsibility and regional communications 	RMT	n/a	On going
Increase the visibility of the RMT and resource teams	<ul style="list-style-type: none"> • Develop a protocol for the investment of regional funds 	RMT Finance		In progress
	<ul style="list-style-type: none"> • Create a fundraising role on the resource team to assist in acquiring external fundraising sources 	RMT Finance		In progress
	<ul style="list-style-type: none"> • Create various initiatives to promote all team members 	RMT Marketing		In progress

GOAL 3: Assist choruses to thrive administratively

OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
Empower choruses and individual members to understand the bigger picture and plan for their long-term goals more effectively	<ul style="list-style-type: none"> • Create a profile of a functioning, efficient management team that can be used to facilitate discussion 	RMT TC	May 2022	On going
Enhance chorus leadership's ability to manage membership topics through networking ideas and concepts	<ul style="list-style-type: none"> • Add resources to the SANZ website "Chorus Management Resources" tool kit for chorus management teams. Including 'a year in the life', task lists for chorus management teams for recurring daily/weekly/monthly tasks and provide information on how the RMT can assist. • Help choruses to identify their longer-term visions and recognise the need for longer-term planning 	RMT TC	May 2022	On going
		RMT TC	Review regularly	

	Identifying which choruses have a strategic plan.			
GOAL 4: Establish an online storage platform for choruses and Regional Management Team to archive their member celebrations and organisational records				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<p>Develop online process; open to general membership viewing but RMT governed for upload access</p> <p>Assist choruses to determine their archive's local/ Regional (National) /international worth</p> <p>Support SANZ Regional archive processes to facilitate future sharing of collective member interests</p>	<ul style="list-style-type: none"> • Research the best option for choruses to archive their records autonomously • Educate members about process and give examples of work • Determine archives of collective interest to members and follow through to archiving and promote to membership • Liaise with Turnbull library re appropriate storage for items of National significance and follow on from Dina Wickers work 	<p>Archivist</p> <p>RMT/Archivist</p> <p>Archivist/RMT</p> <p>Archivist</p>		<p>Draft completed 2019</p> <p>Ongoing</p>

MEMBERSHIP

GOAL 5: Grow membership nationwide				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS

<p>Strengthen chorus ability to maintain and/or grow membership</p> <p>Provide a cache of resources for chorus administrators on methods to grow membership</p>	<ul style="list-style-type: none"> Appoint a taskforce to build on SAI materials and develop a region 35 membership toolkit of resources including: <ul style="list-style-type: none"> social activities to enhance chorus culture membership drives chorus buddy system keep the music current to attract new generation ways to encourage youth membership links to international document 	<p>RMT MC</p> <p>RMT MC Member Liaison Member Liaison RMT MC/DC RMT MC/DC RMT MC</p>	<p>May 2022 May 2022 On going On going May 2022</p>	
	<ul style="list-style-type: none"> Create a Chapter at Large survey 	<p>Cal Coordinator</p>	<p>May 2022</p>	

GOAL 6: Retain members

OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<p>Value the experience and knowledge of existing members</p> <p>Use existing members' knowledge and skills on retaining members to share with the region</p> <p>Continue promotion of RMT and the Resource teams</p> <p>Using the appropriate resource team personnel ensure that regular contact is maintained with choruses and management teams and chorus visits are undertaken</p>	<ul style="list-style-type: none"> Acknowledge milestones (attendance, anniversary, musical achievement etc) Promote regular education opportunities for chorus administrators on membership topics Create an online skills and interests survey for members to complete with a view to filling resource team and task force roles Provide Resource team with relevant and timely information to disseminate to their teams. Ensure regular 3-way verbal contact on a regular basis. 	<p>RMT MC</p> <p>RMT MC/TC</p> <p>RMT MC</p>	<p>Quarterly commencing March 2020</p>	<p>Ongoin</p> <p>In progress</p>

<ul style="list-style-type: none"> ▪ “A little less conversation, a little more action please” – give members opportunities to perform 	<ul style="list-style-type: none"> ▪ Build performance opportunities into coaching/workshop programmes ▪ Evaluate feasibility of double quartet and mixed quartet sessions at workshops or conventions ▪ Plan, support and promote tag singing at all events ▪ Promote involvement in He Tangata and STAR choruses 	<p>Ed Coordinator</p> <p>Ed Coordinator</p> <p>Ed Coordinator & faculty</p>		Ongoing
GOAL 9: Grow – support and grow the skills of our regional music faculty, directors, administrative leaders, regional leaders and arrangers				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<ul style="list-style-type: none"> ▪ Develop and promote a strong and effective regional music faculty ▪ Develop a formal framework for development and mentoring opportunities for directors ▪ Continue to promote and support the Director Certification Programme ▪ Provide education opportunities to strengthen and support chorus and regional administrative activities ▪ Strengthen and promote the 	<ul style="list-style-type: none"> ▪ Develop a director growth and mentoring framework and budget to guide director education for a 5-year period ▪ Actively engage with current DCP candidates to encourage completion and to identify any barriers/issues ▪ Set up a programme to train and certify in-house coaches who are then available to choruses (essentially training and certifying our members to join our education faculty) 	<p>Angela Blank</p> <p>Directors Coord</p>	<p>Sept 2022</p> <p>On going</p> <p>Sept 2022</p>	<p>On going</p>

arrangers' programme		Nicola K		
GOAL 10: Collaborate – share education and performance opportunities within the region, with other music/performance groups and with other regions				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<ul style="list-style-type: none"> ▪ Raise the profile of Sweet Adelines within the music community by collaborating with other music/performance groups ▪ Continue to support and grow the YWIH programme ▪ Partner with other groups to provide members with a wider range of education/performance opportunities ▪ Provide more cost-effective education through sharing of coaches and facilities 	<ul style="list-style-type: none"> ▪ Connect with region 34 and BHS NZ and discuss opportunities for shared education and performance. ▪ Liaise with region 34 with respect to a joint regional convention ▪ Participate in and contribute to international webinar on education planning 	<p>Ed Coordinator</p> <p>Kerry</p> <p>Ed Coordinator</p>		In progress
GOAL 11: Connect – use technology to make education affordable and accessible				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<ul style="list-style-type: none"> ▪ Make education available 'any time/any place' ▪ Upskill members on learning tools and technology 	<ul style="list-style-type: none"> ▪ Record coaching and workshop sessions and upload for the wider membership where affordable and possible ▪ Provide advice on online learning tools 			

<ul style="list-style-type: none"> ▪ Provide cost-effective delivery of some educational programmes ▪ Provide education from coaches/educators based outside New Zealand 	<p>through the Addaline and other regional communication channels</p> <ul style="list-style-type: none"> ▪ Monitor technology trends for applicability for online education ▪ Promote the regional and international website content 			
--	--	--	--	--

LEADERSHIP

GOAL 12: Develop our future leaders				
OBJECTIVES	ACTIONS	WHO	TIMING	STATUS
<ul style="list-style-type: none"> ▪ Develop a profile of core leadership capabilities for regional and chorus leaders ▪ Identify relevant leadership development opportunities for regional and chorus leaders ▪ Encourage and support choruses to undertake succession planning. 	<ul style="list-style-type: none"> ▪ Work with a task force to identify core competencies for leadership roles; link in with the work being undertaken in this area by the SAI task force ▪ Identify leadership training requirements and source development opportunities both internally (current members) and with external training providers ▪ Create a matrix of roles in a chorus that suit a year 1, year 2 etc member to help develop leadership within the chorus 	<p>Trish</p> <p>Trish</p> <p>Trish</p>	<p>??</p>	