

STRATEGIC OVERVIEW

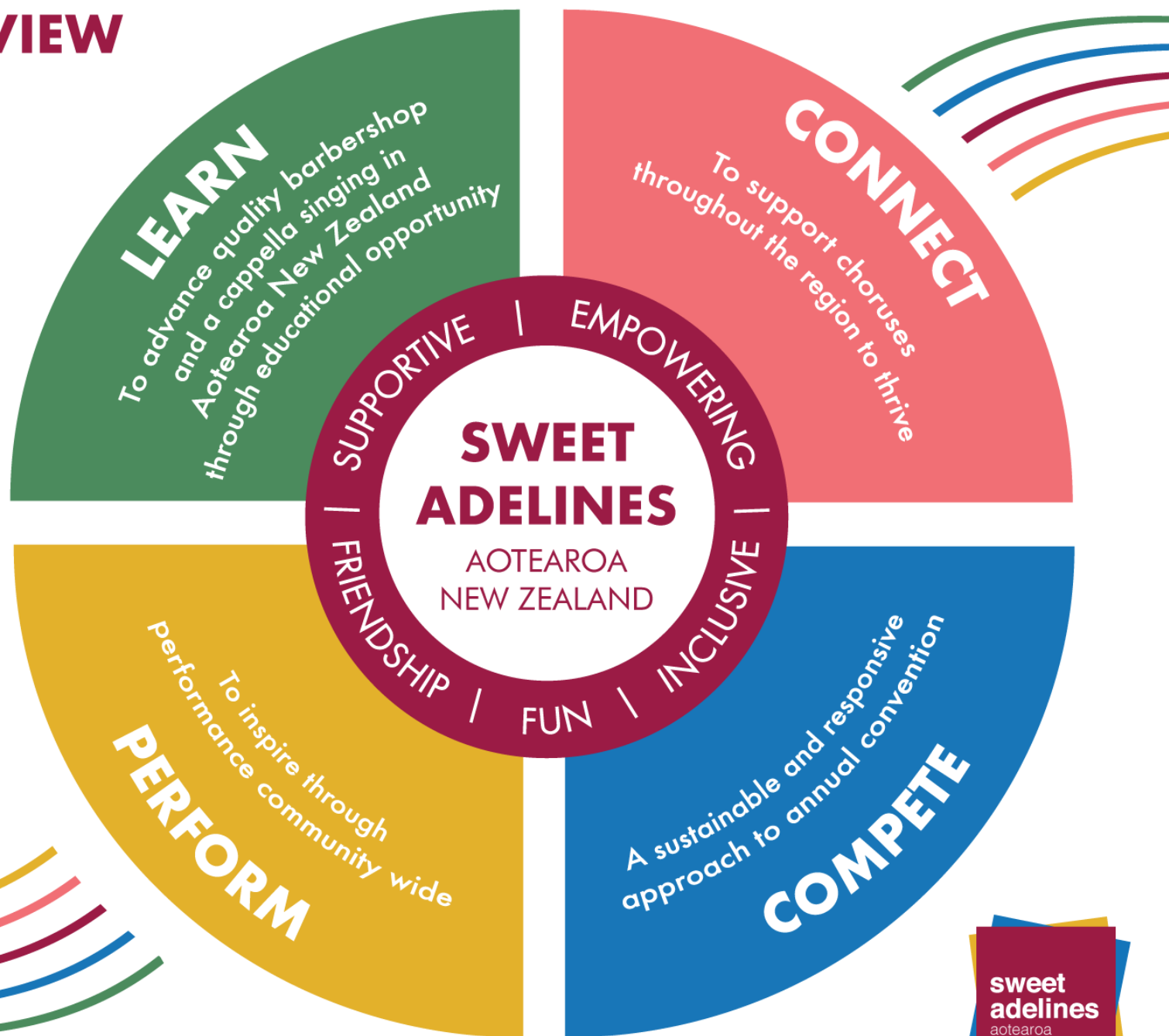
2025 - 2029

VISION

A thriving, leading, women's a cappella and barbershop singing organisation in Aotearoa New Zealand, inspiring and enriching lives through the power of song.

MISSION

To create an environment where musical education, performance and competition thrive in a welcoming and vibrant community.





STRATEGIC GOAL **LEARN**

Provide a variety of accessible education opportunities for our members to enhance knowledge of barbershop and a cappella musical and performance skills.

STRATEGIC GOAL **CONNECT**

Create a supported and connected community that values engagement within and beyond our organisation to build awareness and sustainability.

STRATEGIC GOAL **PERFORM**

Share and showcase a cappella and barbershop singing with audiences across Aotearoa.

STRATEGIC GOAL **COMPETE**

Ensure the sustainability of annual competition opportunities through capacity building and innovation.

ANNUAL PLAN

	GOAL	ACTION	RESPONSIBILITY	TIMEFRAME	OUTCOME	EVALUATION - JUNE 2025
1	LEARN Offer a diverse range of valuable, accessible, and engaging educational opportunities that enrich members' barbershop knowledge, enhance musical and performance skills, and support chorus management and leadership development.	Prioritise educational opportunities that encourage participation and engagement from all choruses particularly small and mid-sized choruses	Education/RMT	2025-2026	High levels of engagement in educational events	Event satisfaction surveys Feedback from coaches and workshop facilitators Annual Regional Review (ARE) results are trending positively Annual RMT reports - refer to 2025 RAMM reports Music in the Morning education at Convention Judge led education at Convention Positive feedback received from members - formal via survey & anecdota Chorus visits x 4 - focus on coaching/management tools Comprehensive education programme in place for 2025 - positive registration numbers. Widely advertised in email, social media (increasing engagement) and other regional comms Notes from the Judging Panel offer insights for future education opportunities

		Publish the education plan calendar (18 months to 2 years in advance)	Events (in conjunction with education and marketing)/RMT	March 2025 -2026	Calendar is available so members can make plans	Survey timing and locations Education plans in place to February 2026
		Meet the needs of all members in at least one opportunity per year (general membership, directors, musical and visual leaders, chorus leadership development)	Events (in conjunction with education and marketing)/RMT	March 2025 -26	All members have the opportunity to attend at least one regional education event relevant to their needs annually	Satisfaction surveys
		Build membership capacity to organise annual convention	RMT/Steering committee	2025 ongoing	Members are willing to get involved in running convention and feel well-supported	Survey post -convention Inviting next CRC to attend current year planning meetings for learning opportunities Need to confirm 2027 & 2028 location (Hamilton & Sth Island) Exploring possible joint convention with Region 34 in Brisbane 2028
		Expand SANZ Faculty and ensure the talents of these talented people are utilised	Education/Directors coordinator/RMT	April 2025	SANZ has a range of talented faculty who are utilised by the region's choruses	Survey feedback Two applications for faculty to be reviewed (Shelley Bascand & Jo Maxwell)
		Take a proactive approach to building relationships with SAI community, particularly Australia Region 34 for synergies, shared	Team Coordinator/Education/RMT	2025 ongoing	SANZ has a strong and positive relationship with Region 34. Key connections are made and established	Collaborations/communications/SAI Zoom meetings attended TC collab - sharing experience, education Management 101 &

		educational opportunities networking				<p>Leadership Series, possible shared convention</p> <p>Marketing coordinator - Karen Phillips, meeting/networking, sharing experience,</p> <p>Education Coordinators - Becs Hewitt, in contact for ongoing sharing info</p> <p>Global chat groups on Facebook managed by Headquarters</p>
2	<p>CONNECT</p> <p>Create a supportive and connected community that values and encourages engagement within and beyond our organisation, strengthening awareness and ensuring long-term sustainability.</p>	Develop a quarterly social media marketing plan to celebrate and publicise key events relevant to SANZ choruses	Marketing Coordinator/RMT	2025 ongoing	There is an increasing level of awareness of Sweet Adelines. Membership is stable	<p>Social media statistics</p> <p>Chorus satisfaction surveys</p> <p>Annual RMT reports</p> <p>Social media plan in place and being actioned with positive/increasing engagement and responses</p> <p>One Resource role to confirm appointment</p> <p>Other to follow up</p>
		Investigate marketing and sponsorship opportunities to raise awareness of SANZ choruses beyond our current community e.g. Meet up, Go-Giggle, other?	Marketing, TC/RMT	June 2025	We have identified ways to reach potential members beyond our community	<p>Membership/retention increases (Membership statistics)</p> <p>Looking at other options - current suggestion Meet Up cost prohibitive</p> <p>Awaiting response from go-giggle</p>

						Vocal Zone committed for 2026
		Continue to support and connect with YSIH/upper voices through relationship building, scholarships and education initiatives, presence at YSIH competition and SANZ competition and through communications (newsletters/social media)	RMT	2025 ongoing	Young women singers apply for scholarships, attend educational opportunities	<p>Numbers gathered and their levels of awareness of SANZ increases</p> <p>Good comms between YSIH & SANZ</p> <p>Four scholarships awarded to under25 members for 25/26FY</p> <p>Julie Earl, Leanne Wheeler going to YSIH national competition in Wellington, Sept 2025</p>
		Utilise the Prue Blythe Memorial Trust to proactively seek financial support for young women/upper voice singers to build a stronger connection between YSIH (upper voices) and SANZ	RMT	March ongoing	Available funds increase	<p>More young singers are supported</p> <p>PBMT donations sought in registration form - positive response</p> <p>PBMT in Mega Bulletin</p> <p>PBMT page added to SANZ website</p> <p>Article in Addaline</p> <p>Trust has received residual funds from He Tangata</p>
		Share regional news updates through Tuned In the RMT newsletter to members to build community	Communications/RMT	3- 4 times/year as needed	Members are well-informed about what is happening in the region	<p>Member satisfaction surveys are positive</p> <p>Great feedback on 'Tuned In' content/style</p> <p>Next edition due end of June</p>

		The Addeline supports the regional strategic goals and direction	RMT	Biannual	Members feel they belong to a community and have the opportunity to celebrate through the Addaline publication	<p>Member satisfaction survey</p> <p>Bumper edition for June 2025 - 40 pages for 40 years. Great celebration of our region.</p> <p>Want to ensure all choruses are included.</p>
		Seek voice from those with particular interest in diversity and inclusion and consider how we can improve the experience for members	TC/RMT	June 2025	Members feel heard and potential initiatives are considered	<p>Feedback from the SANZ community is positive</p> <p>Discovery Zoom for members interested in discussing this area & ideas for Region 35</p>
		Increase the accessibility of membership growth and retention tools and share tips/tools in Tuned In and Addeline	Membership/RMT	2025 ongoing	Suitable resources are sourced from SAI and made available on our website in an accessible place	<p>Membership coordinators increasingly access these resources</p> <p>Membership growth</p> <p>In progress - SAI content/resources available for us to review and share to our members</p>
		Make available a marketing grant on an annual basis to support choruses (financial viability TBC annually by RMT)	Finance/RMT	June 2025	Choruses utilise the grant to raise awareness of their chorus activities to grow membership	<p>Chorus evaluation feedback</p> <p>Grants of up to \$500 available to choruses for 25/26FY - guidance needed to support how this is utilised (Thrive \$\$)</p>
		Design a fun annual competition between SANZ choruses (post-convention) designed to	RMT	June 2025	Choruses are engaged and challenged in a fun regional activity	<p>Chorus feedback</p> <p>In progress</p>

		increase membership and brand awareness				
		Further connect with stakeholders; Choral Federation/Music Teachers Association, other	TC/RMT	June 2025 on	Profile of SANZ choruses and region improves	Feedback Affiliate member of Choral Fed, blurb on their website to share who we are. Explore opportunities to advertise.
3	PERFORM Share and showcase a cappella and barbershop singing with audiences across Aotearoa New Zealand and beyond	Actively share the wide range of performance types (choruses, quartets, small groups) through social media channels and external audiences	Marketing /RMT	2025 on	Profile of barbershop and a cappella singing is raised	Annual RMT report Social media statistics - showing improvement/growth Consistent sharing of chorus content from performances, to celebrations and competition updates (choruses & quartets)
		Share performances and performance experiences through the Addaline and share this with Region 34 and internationally	Communications/RMT	2025 ongoing	Profile is raised and relationships grow stronger between SANZ and SAI	Regional feedback Lots of content for current edition
		Encourage general public to attend convention by making prices more accessible	RMT/Steering Committee	May 2025	General public experience our genre	Increase in numbers of public attending convention Social media metrics Exceeded expectations in public ticket sales for 2025 convention - positive response to reduced ticket price for public
		Showcase the unique beauty of barbershop harmony through engaging with a variety of	Directors Coordinator/Education/RMT	May 2025 on	Wider opportunities for directors and members	Member surveys Directors given opportunities to participate

		directors to direct at workshops/mass songs and by promoting OOTM opportunities				<p>Possible regional education on OOTM via Addaline</p> <p>Sound check chorus Director - look at other opportunities for who this is</p>
4	COMPETE Ensure the sustainability of the annual competition through capacity building and innovation	Develop opportunities for education about convention operations	RMT/Steering Committee	2025 on	Convention leadership feel well-supported each year More volunteer to help out	<p>Annual RMT report Convention survey feedback</p> <p>Be responsive to the team/location to shadow current planning, step in when needed to support etc</p>
		Oversee and support the Convention Steering Committee to run a successful convention	Events/TC/Finance/Education			<p>Convention delivered on budget</p> <p>RMT oversight for support</p> <p>2025 Convention delivered profit</p>
		Encourage members to strive for excellence and recognise this through targeted awards e.g. Youth Quartet Award (25 years and younger)	RMT	2025-2026	Under 25 quartets showcase their talent	<p>Quartet entry in 25 years and under category</p> <p>In progress</p>
		Share our willingness to host offshore quartets at our convention/competition	RMT	2025	Off shore quartet entry	<p>Entrants enjoyed the experience</p> <p>UltraL had a successful experience at 2025 convention</p> <p>Members enjoyed having them</p>
		Cyclical review of convention budgets and organisation to ensure	Finance/RMT	annually	Conventions are financially viable and sustainable	<p>Financial reporting indicates sustainability</p> <p>BAU</p>

		sustainability for the region				
		Secure education opportunities to be facilitated by international judges (Sunday education)	Education/Events	annually	Judges are positive about staying on to provide coaching for members	Member and judge feedback Positive feedback

Note: The strategic and annual plan are iterative documents and may be updated to respond to the needs of our community.