

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 |
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| 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 |
| | | 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 |
| | | 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 |
| | | Expand SANZ Faculty and ensure the talents | Education/Directors coordinator/RMT | April 2025 | SANZ has a range of talented faculty who | Survey feedback |

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| | | of these talented people are utilised | | | are utilised by the region's choruses | |
| | | Take a proactive approach to building relationships with SAI community, particularly Australia Region 34 for synergies, shared educational opportunities networking | 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 |
| 2 | CONNECT Create a supportive and connected community that values and encourages engagement within and beyond our organization, strengthening awareness and ensuring long-term sustainability. | 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 | Social media statistics Chorus satisfaction surveys Annual RMT reports |
| | | 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 | Membership/retention increases (Membership statistics) |
| | | Continue to support and connect with YSIH/upper voices through relationship building, scholarships and education initiatives, presence at YSIH | RMT | 2025 ongoing | Young women singers apply for scholarships, attend educational opportunities | Numbers gathered and their levels of awareness of SANZ increases |

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| | | competition and SANZ competition and through communications (newsletters/social media) | | | | |
| | | 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 | More young singers are supported |
| | | 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 | Member satisfaction surveys are positive |
| | | 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 | Member satisfaction survey |
| | | 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 | Feedback from the SANZ community is positive |
| | | 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 | Membership coordinators increasingly access these resources Membership growth |

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| | | 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 | Chorus evaluation feedback |
| | | Design a fun annual competition between SANZ choruses (post-convention) designed to increase membership and brand awareness | RMT | June 2025 | Choruses are engaged and challenged in a fun regional activity | Chorus feedback |
| | | Further connect with stakeholders; Choral Federation/Music Teachers Association, other | TC/RMT | June 2025 on | Profile of SANZ choruses and region improves | Feedback |
| 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 |
| | | 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 |
| | | 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 |
| | | Showcase the unique beauty of barbershop harmony through engaging with a variety of directors to direct at workshops/mass songs | Directors Coordinator/Education/RMT | May 2025 on | Wider opportunities for directors and members | Member surveys |

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| | | and by promoting OOTM opportunities | | | | |
| 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 | Annual RMT report Convention survey feedback |
| | | Oversee and support the Convention Steering Committee to run a successful convention | Events/TC/Finance/Education | | | Convention delivered on budget |
| | | 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 | Quartet entry in 25 years and under category |
| | | Share our willingness to host offshore quartets at our convention/competition | RMT | 2025 | Off shore quartet entry | Entrants enjoyed the experience |
| | | Cyclical review of convention budgets and organisation to ensure sustainability for the region | Finance/RMT | annually | Conventions are financially viable and sustainable | Financial reporting indicates sustainability |
| | | 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 |

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