

# STRATEGIC OVERVIEW

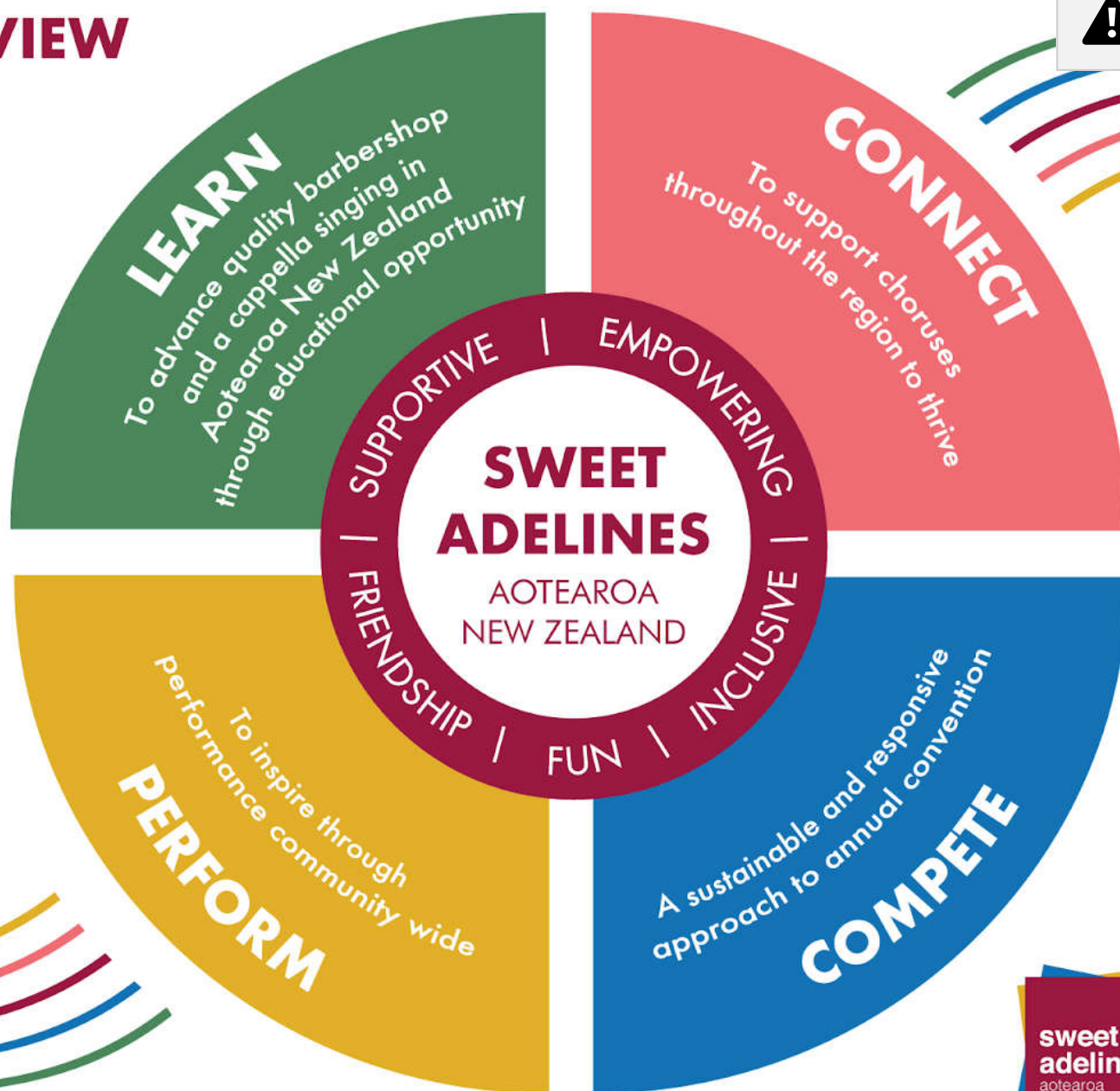
## 2025 - 2029

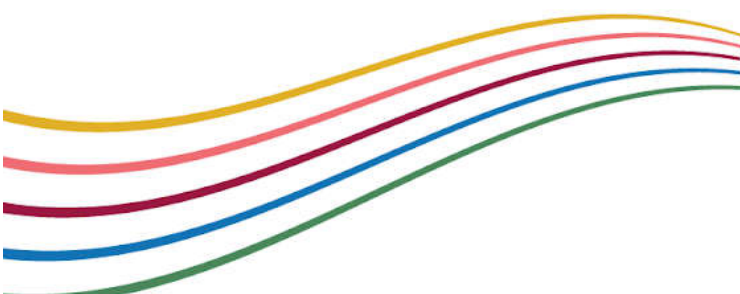
### VISION

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
1	<b>LEARN</b> 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 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



		Take a proactive approach to building relationships with SAI community, particularly Australia Region 35 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	<b>CONNECT</b>  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 competition and SANZ competition and through communications	RMT	2025 ongoing	Young women singers apply for scholarships, attend educational opportunities	Numbers gathered and their levels of awareness of SANZ increases



		(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 <b>Tuned In</b> 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
		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	<b>PERFORM</b> 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 and by promoting OOTM opportunities	Directors Coordinator/Education/RMT	May 2025 on	Wider opportunities for directors and members	Member surveys
4	<b>COMPETE</b> Ensure the sustainability of the annual competition through capacity	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





	building and innovation					
		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.