

MARKETING COORDINATOR'S ANNUAL REPORT

DATE: 24/04/2026



This year was full on for marketing, with a strong focus on connection, visibility, and practical support for choruses. Much of the work directly supported SANZ's strategic goals around Connect and Perform, while also underpinning education and competition activity across the region.

Connecting our community

A key priority this year was helping members feel informed, supported, and part of a wider SANZ community.

- Chorus Open Month (February 2026) was a major focus, with a coordinated national campaign, shared templates, targeted social media advertising, and the launch of singwithus.co.nz. I worked closely with chorus marketing coordinators, provided guidance, and managed public enquiries coming in through the ads.
- The Marketing Grants programme ran another successful round, promoting local membership and visibility initiatives. Uptake was strong, with all choruses receiving the funding, and choruses provided thoughtful and positive feedback.
- Ongoing communications through Tuned In, The Addaline, and social media helped keep members up to date with regional activity while celebrating anniversaries, achievements, and milestones.

Hooked on Harmony – a standout highlight

Hooked on Harmony was one of the standout initiatives of the year and a real marketing success story.

- The campaign generated strong engagement nationally and internationally, drawing attention well beyond our usual SANZ audience.
- Chorus entries, hype reels, scheduled voting content, and winner announcements helped create momentum and excitement across social platforms.
- The initiative also encouraged arrangers within our choruses to have a go, providing a supportive, visible platform to share their work and build confidence in arranging within the SANZ community.
- As a result of the campaign's success, Julie and I were invited to present to a selection of other RMTs, sharing the concept, outcomes, and lessons learned. This positioned SANZ as a region doing innovative and effective marketing work within the wider Sweet Adelines community.

This initiative strongly supported the strategic goal of connecting beyond our organisation and raising awareness of Sweet Adelines.

Sharing our story

Storytelling and visibility were consistent strengths this year. There was continued growth and engagement across Facebook and Instagram, particularly through reels and video content. The Get to Know Your RMT reel series helped put faces to roles, supporting transparency and connection, while regular resharing of chorus content lifted local voices and showcased the diversity of our region. Together, this work helped strengthen brand recognition and supported the strategic aim of increasing awareness and engagement.

Supporting education, performance, and competition

Marketing played a strong supporting role across several other strategic areas:

- Education: Promoted a wide range of zoom sessions, workshops, and in-person events, including promotion, graphics, reminder posts, and follow-up content..
- Competition and convention/performance: Supported contest and convention promotion, competitor spotlight posts, alongside significant behind-the-scenes work such as branding, proofing, registrations, and volunteer visibility (including hi-vis vests).

Measuring impact

Across the year, SANZ social media channels showed steady follower growth and strong increases in reach and engagement—clear signs that our content is resonating and that social media continues to be a powerful tool for connection and awareness.

For those interested in the numbers:

- Facebook generated over 900,000 views, with more than 29,000 content interactions and profile visits (including likes, reactions, comments, shares, saves, replies, and ad engagement across posts, stories, and reels).
- Instagram continues to grow, achieving 38,000 views and 12,000 reach—an increase of 220% on the previous year—along with nearly 1,000 interactions.

Looking ahead

Key priorities moving forward include:

- Launching a SANZ Social Media Challenge for choruses post-convention, with prizes.
- Completing a regional marketing health check
- Continuing to build marketing capability at chorus level
- Expanding video storytelling and sharing more member voices

In summary

This year's marketing work was about helping choruses be seen, helping members stay connected, and helping more people — locally and globally — discover the joy of singing with Sweet Adelines NZ. It's been a busy, collaborative, and highly rewarding year, with several initiatives gaining attention well beyond our region.

I'd like to send a special shout-out to our Marketing Brand Designer, Jo Maxwell. Jo — I genuinely couldn't do this role without you. Thank you for your continued mahi. You are a huge part of this team, and your design work is a significant part of what our members and wider audiences see, and a key reason we've had such a successful year.

During the year, I also had the privilege of visiting two choruses — Taranaki Harmony and Faultline Chorus — and connecting with their management teams. It was invaluable to gain insight into how each chorus is travelling, hear directly about their experiences, and better understand how we can continue to support choruses more effectively in the future.

Looking ahead, it would be wonderful to fill the Marketing Social Media Team Member role, as advertised on our SANZ website. Having extra support in this space would allow me to continue building momentum, grow our reach, and share even more of the great work happening across our choruses. It's a really practical way for someone to contribute at a regional level and support ongoing growth. Please reach out to me if this interests you! My inbox is always open.

It has been a real privilege to continue to be part of this team and to work alongside such committed, generous, and creative people. I'm looking forward to the year ahead and am genuinely excited about what's to come!

Shelley Phillips
MARKETING COORDINATOR