



**BARBERSHOP
HARMONY
AUSTRALIA**

Strategic Plan 2018-2021

Our history

Barbershop Harmony Australia (BHA) is a friendly community of singers from all over Australia who gather together to sing close, exciting four-part harmonies.

The Association was started in 1985 in Perth, WA, and was originally known as the Australian Association of Men Barbershop Singers (AAMBS). The change of identity to Barbershop Harmony Australia was made in 2012 to reflect a more contemporary environment and intent.

BHA hosts annual national conventions and contests in a different city each year, where the very best quartets and choruses gather to share our love of a capella music, to enjoy the camaraderie and friendship that comes with singing together, and to build an awareness of the joy of barbershop in our communities.

What are we doing now?

We are now taking some time to focus on building the Association to reflect the views and goals of our contemporary membership.

We understand that our members come from all backgrounds, all age groups, all skill levels, and have differing needs and requirements.

We want to support our members by providing a framework for us as an association, for the people in our many clubs and groups that make up our membership base, and for our leaders, to guide our members on the way forward.

So, we have clarified our Association's Vision.

A new Vision

Many of the things that we do right now work well, and we don't want to create a change to the original intent of the Association.

As such, we wanted to build a Vision that would continue to recognise and celebrate the work done by our founding members and by our leaders throughout the years.

We also wanted to continue to cherish the primary reason that the Association exists - because we all love to sing together in harmony.

We all recognize the many health, educational and social benefits of what we do, and wanted to describe a Vision that could enable us to become leaders in our community.

Our Vision

Barbershop Harmony Australia's Vision is:

Enriching Australia Through Harmony.

We want our members to view their singing as more than just a hobby, but as an opportunity for positive change - both in themselves, and in their communities.

We have a unique opportunity to lead, to inspire, to create, and to influence.

Our Vision reflects our desire to make our world a better place - for ourselves, our families, and our community - through the joy of singing barbershop music.

Objectives

Our Vision is designed to give us a firm purpose, a strong foundation upon which to build the way that we want to operate in the future.

We have designed some key strategic objectives which are aligned with our Vision. We want to paint as clear a picture as possible to show how our Vision can support the Association, and how our members can get behind our Vision.

We believe our Association exists to meet three Objectives:

To Educate

To Engage

To Enjoy

Objective 1: Educate

Our focus is to educate people in high quality vocal production and contemporary Barbershop Harmony, through the following activities:

Harmony Academy

We offer high quality education experiences for singers, educators, directors & leaders.

Education Faculty

We provide tailored education and music support for every club.

Coaching Tours

We support high-level coaching tours from national and international experts

Scholarships

We support scholarships and discounts to targeted groups, including young singers, music educators, chorus directors & club leaders to participate in our education experiences.

Youth participation

We promote youth awareness and participation through reduced fees, special programs and events and targeted recruitment activities.

Music Educators

We build alliances to promote vocal music education in Australia, forming strong partnerships with choral groups, music educators, and their organisations.

Objective 2: Engage

Our focus is to engage with the community and our members in promoting contemporary Barbershop Harmony, through the following activities:

Membership Consultation

We consult with members, club leaders and key demographics in guiding our decision-making, strategy setting and future directions.

Brand

We build our presence to enhance wider understanding of contemporary Barbershop and the benefits for the community and individuals.

Research

We conduct detailed research and analysis and deliver inclusive programs and products specifically designed to support our strategic intent.

Presence

We engage with our members and the community through a range of mediums, providing relevant and engaging information and resources to encourage participation and involvement.

Community

We reach out to the community with a message of community benefit, encouragement and welcome for all.

Partnerships

We forge strategic partnerships with other singing organisations, reinforcing our place as a unique a cappella musical organisation in Australia that recognises the foundations of our heritage.

Objective 3: Enjoy

Our primary focus is to share our enjoyment of contemporary Barbershop harmony and demonstrate our love of singing:

Showcase

We deliver regional events and national conventions that showcase the joy and benefits of contemporary Barbershop Harmony

Music

We assist access to music resources that encourages members and communities to embrace and perform a cappella music, within contemporary Barbershop Harmony.

Club resources

We provide clubs with strategic resources to build sustainability and enable them to enrich and energise each member through fellowship, fun, and the joy of singing.

Recognition

We celebrate the people who do the most for our members, for our clubs and for the greater good of our organisation.

Inclusion

We creatively pursue a wide range of opportunities and offerings to encourage and include others in sharing our joy of Barbershop.

Merchandise

We provide branded materials to promote our organisation and the benefits of involvement in contemporary Barbershop Harmony

What happens next?

This Vision is just the first step of BHA's Strategic Planning process.

For now, nothing changes in how we make music together today; rather, the Vision provides new clarity on where we want to go in the future.

Your BHA leadership team will continue to develop Operational Plans for bringing these strategies to life over the next 2-3 years. We will continue to evaluate and refine those ideas to enable the activities listed in each Objective.

But first, and most importantly, **we need to hear from you.**

How can you help?

Your ideas and feedback are key to creating, implementing and participating in those activities.

We want to hear from you, as we strive to create an environment that helps all of us enjoy our singing more, and your voice is important to us.

Let us know what you think by sending an email to:

president@barbershop.org.au

The Future

Through linking everything that we do to our three Objectives, we will strive to build a culture of excellence, of sharing, of leadership, of participation, and of community-building.

Our Objectives can then be supported by all of our members - recognising that everyone has differing needs and requirements - which will help us achieve our Vision:

Enriching Australia Through Harmony

More information

Contact any member of your Association's leadership team:

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|-----------------------|-----------------------|--|
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