

ENHANCING

THROUGH LIVES

SINGING

STRATEGIC PLAN  
2024-2029

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# ENHANCING LIVES THROUGH SINGING

## Introducing Sing Ireland's new Strategic Plan for 2024-2029

After 38 years of successfully promoting and developing the choral singing landscape, our organisation changed its name in 2019 to become our vision - a SINGing IRELAND - an Ireland where our collective voice resonates and enhances lives through singing. We believe in the power and impact of singing together, we celebrate that and we give a clear message to all who live in Ireland: "Sing, Ireland".

At Sing Ireland (SI), our work is about creating a positive future for all people living on the island of Ireland. We champion and demonstrate the many life-enhancing benefits that singing offers to positively impact your health, creativity, and overall well-being.

Today, our purpose remains the same, but our commitment goes beyond the notes on the page as we strive to create a sense of belonging, unity, and joy for more people in Ireland, through the transformative power of singing.

We are dedicated to uniting voices, empowering young singers, celebrating diversity, and fostering inclusivity. We want to ensure that our work reaches people of all ages, backgrounds, abilities, ethnicities, and identities. This is our roadmap towards a future where every voice is heard, valued, and uplifted.

Join us on our mission towards our vision of a SINGing IRELAND.

**Virginia Kerr**  
Chairperson

**Dermot O'Callaghan**  
Chief Executive Officer

## OUR MISSION



Sing Ireland supports all forms of group singing in Ireland. We engage with and inspire our singers, the wider group singing community and the general public to experience the life-enhancing impact of singing.

## OUR VISION

# ENHANCING LIVES THROUGH SINGING

## OUR VALUES

Through group singing, the following values underpin our plan:

# BELONGING

We believe in the power of singing together. It's not just about music; it's about feeling like we're part of a community and connecting with our shared humanity.

# COLLABORATION

We believe in the intrinsic value of group singing and through collaboration we maximise our impact, bringing about meaningful change.

We believe that group singing is a powerful conduit to creativity and acknowledge the positive benefits that are achieved for people through singing and creativity.

# CREATIVITY

Photography: Ruth Connolly



# 1 UNITING OUR VOICES

**In Ireland, an unprecedented level of enthusiasm and commitment drives the dynamic group singing community. To ensure its continual growth and sustainability, Sing Ireland will focus on providing essential support, fostering engagement, and nurturing passion within the sector. We aim to achieve these goals through targeted training, public engagement events, supports and facilitated networking opportunities.**





## OUR IMPACT

1. **Organise events and opportunities** tailored to new singers, and the general public, as well as SI members, focusing on **inclusive singing practices**.
2. Ensure SI provide equity of access and **events that are accessible to all**, considering factors such as location, cost, and facilities. We recognise that equality is not about treating everybody the same, but is about providing people with what they need to take part.
3. **Facilitate group singing opportunities** with our members and community partners to foster unity and diversity.
4. **Unite communities of singers through collaboration**. SI serves as a conduit for singers to engage in events fostering connections among facilitators, choirs and organisations.
5. **Advocate for and showcase the benefits of singing** and its impact in communities throughout Ireland and the world, through research and communications.
6. **Encourage and develop partner groups and stakeholders to act as advocates** for SI and the sector. Advocacy will be encouraged through developing cohesion in the sector and through networking opportunities and robust communications with key partners.
7. Recruit individual **ambassadors for SI and group singing** who will promote its value and encourage greater support and participation.
8. **Build evidence and research** through collaboration with third level institutions on the benefits and impact of Irish collective singing in varying contexts.
9. Widen supports and **opportunities for conductors/facilitators** of singing groups to develop their skills and experience.
10. **Expand and encourage peer networking opportunities for group singing** conductors/facilitators. Colleagues can benefit from each other's experiences and skills.
11. **Emphasise the benefits that SI provides** to singing groups and to musicians/conductors in advertising and promoting opportunities and creating networking connections between choirs.
12. **Promote training and the use of digital tools** for singing groups and conductors/facilitators including Artificial Intelligence (AI) and its increasing importance to society and to the group singing community in the coming years.
13. **SI is committed to commissioning work from composers/creators** that will add to the vitality and artistic expression of the group singing sector in Ireland.
14. **Establish regional SI Committees** to further disseminate our mission and work and to ensure supports are responsive to local needs.



# 2 EMPOWERING YOUNG SINGERS

**Empowering Young Singers is our commitment to transform youth singing in Ireland. From 2024 to 2029, we're taking action to elevate both engagement and quality, leading a collaborative effort to design sustainable models and infrastructure. Reshaping the landscape of youth singing, music education policy and resulting action is essential in the longer term. We aim to ensure that every young voice in Ireland can have a meaningful group singing experience that makes an impact upon their lives and creates pathways to a lifelong love of music and a culturally, socially, and musically engaged society in Ireland.**



## OUR IMPACT

15. Partner with key stakeholders to **create a national music education policy** for Ireland. A national music education policy will drive holistic action to create a future where young people in Ireland will benefit from music and group singing experiences and the many benefits they bring.
16. Prioritise engagement with underserved youth populations, making **youth singing programmes accessible to all**, regardless of background.
17. Collaborate with educational institutions, youth organisations, and local communities to **provide accessible and inclusive youth singing opportunities** for children and young people of all backgrounds.
18. **Further develop and scale the YouthSing Ireland and SingSpace models** to reach young people nationally. A partnership model and mixed income portfolio are required from state, earned income and philanthropic and private support.
19. **Enhance strategic communications** to increase visibility of the impact of SI's work in empowering young singers in Ireland and promoting the value of youth singing development nationwide.
20. **Develop clear goals and objectives for Irish Youth Choirs** that will enhance the experience for young singers and connect them to SI's mission.
21. **Develop the human and financial resources devoted to youth singing** to ensure that activity and impact can grow and thrive.
22. **Create further equitable access opportunities for young people** to engage with SI youth programmes regardless of circumstances.
23. **Harness the impact of SI work with children and young people** through participant alumni networks and activities.
24. **Increase the international profile of the Irish Youth Choirs**, showcasing the work of young Irish singers to a wider audience.
25. **Develop early years opportunities for children** to ensure a holistic provision of participation activities and connect work across the span of a young person's educational development.
26. **Enable youth voice and young people's participation** across all areas of SI activity so they can contribute and help to form and design SI programmes and youth singing policy.



# 3 CELEBRATING DIVERSITY IN SINGING

**Sing Ireland commits to fostering belonging, equality, and sustainable communities. People living throughout Ireland have a variety of musical and creative needs. We adapt to this reality, championing inclusivity and sustainability as well as a sweep of musical styles and genres. We envision a future where every voice contributes to a strong and cohesive society.**





## OUR IMPACT

27. **Advocate that singing groups would adopt SI's Equality, Diversity and Inclusion (EDI) policy** and actions from our EDI toolkit for the group singing sector.
28. **Track the change in the representation of diversity in singing groups in Ireland** over the strategic planning period 2024 – 2029. Actively advocate for a positive change in the representation of diversity in the Irish choral sector. Robust methodologies in line with SI's Theory of Change will be employed.
29. **Develop the Song Seeking initiative for migrants** in temporary accommodation settings in Ireland. This important musical and social integration programme will be scaled nationally from its current Munster only base.
30. **Develop SI Singing for Health and Wellbeing programmes** to strengthen communities throughout Ireland through physical and mental health interventions that demonstrate the powerful effect that group singing can have.
31. **Advocate at central and local government level** for funding and resource support for diversity and singing for health and wellbeing projects that can create significant societal impact.
32. **Work with choral and group singing festivals** nationally to demonstrate diversity of musical genre and style as well as diversity in the make up of singing groups.
33. **Profile and celebrate diversity** in the group singing sector in Ireland. Spotlight the diversity where it is present and highlight gaps to redress this imbalance.
34. **Increase digital communication strategies to celebrate the wide range of voices**, styles, and traditions in promoting inclusivity across Ireland.

# 4 BEING A SUSTAINABLE ORGANISATION

Sing Ireland is committed to dynamic growth and restructuring to meet future demands while consolidating existing resources responsibly. Our journey prioritises attracting new resources to fortify existing programmes and also seeks to see new roles filled by skilled individuals, fostering inclusivity and sustainability across Sing Ireland's organisation. Sing Ireland will continue to adapt to, and positively transform Ireland's cultural and musical landscape.



## OUR IMPACT

35. **Develop organisation roles** as appropriate to meet workload demands. The organisation is ambitious about the potential for the growth of our impact and programmes through more team members that can deliver these programmes.
36. **Continue to develop succession planning** for the executive to ensure smooth transitions of team members and a sustainable model for programme delivery through effective management of internal systems including a Customer Relationship Management System.
37. **Develop the organisation's financial and human resources in a sustainable manner**, enabling it to effectively address its evolving needs. This involves strengthening existing programmes and thoughtfully crafting new initiatives to meet the demands of the organisation.
38. **Expand internal connections and collaboration** between SI's board and executive team.
39. **Develop Board skills and membership** to ensure that appropriate expertise and commitment are brought into the organisation.
40. **Review governance in the organisation** on a continuous basis that allows the organisation to ensure that it is meeting strategic priorities and renewing its commitment to the Charities' Governance Code.
41. **Enhance SI's reach and impact** by strengthening organisational capacity and maximising strategic communication efforts across digital channels and platforms including website and Customer Relationship Management.
42. **Develop a robust communications strategy** and annual implementation plan for the organisation that seeks to demonstrate the organisation's impact in Irish society and in people's lives.
43. **Profile the impact the organisation gives** to those who interact with its training and the positive life-enhancing effect of its services.
44. **Profile the organisation at events of national and international prominence** to develop and strengthen the communications and partnership potential of the organisation.
45. **Grow the financial resources of the organisation and double our turnover in five years** by further developing a diverse income base that draws from a myriad of public and private funds, ensuring the alignment of values between SI and funders.
46. **Expand the organisation's development and fundraising work**, acknowledging the strategic significance of these efforts. The addition of two new roles within the development team will play a pivotal role in fostering sustainable and impactful growth for the organisation in the future.
47. **Build a research plan for the organisation** in collaboration with national stakeholders in higher education. Research and evaluation will be of central importance to communications and demonstrating impact, demand and need for group singing programmes.
48. **Scope and develop new funding streams**, if appropriate, for the organisation from Government departments and subsidiaries and international funding streams.
49. **Implement and advocate for green and sustainable practices in all group singing activities**: promote reusable materials for performances, encourage carpooling/public transport for events, and integrate sustainability education into workshops. Partner with eco-conscious organisations to amplify impact and set a green standard for the sector.
50. **Resource and support the work of SI's youth sub-group**. The youth sub-group is an important resource for the development and progression of youth singing in Ireland and to the eco-system for choral singing in Ireland.

**Sing Ireland**

Irish World Academy of Music and Dance  
University of Limerick  
Limerick  
Ireland

[info@singireland.ie](mailto:info@singireland.ie)  
+353 (0)61 234 823

