



*Leading, Enabling and Connecting
Communities of Singers in Ireland*

**Strategic Plan (Summary)
2019**

Vision Statement

A nation that is fully immersed in quality group singing experiences.

People living on the island of Ireland will value, recognise and experience the life changing ability that singing has to impact on their health, creativity and well-being.

Mission

Sing Ireland (SI) develops and supports all forms of group singing in Ireland. It does this by providing quality experiences through activities led by SI and supporting the work of our members and the wider choral sector.

Our Values/Beliefs

We **value and believe** in:

- The **group singing sector in Ireland** and all of those who work tirelessly to promote singing
- **Our members** and their activities that form the centre of group singing activity in Ireland
- **Inclusivity and diversity.** The types and number of singing groups is ever expanding and we will recognise and represent all those who are involved in group singing.
- **Singing and its transformative capacity to enhance lives**
- **Partnership and collaboration:** we know this is a means to maximise results for our sector and our members
- **Young people in Ireland.** We believe that they are entitled to a quality experience of group singing that is engaging and developmental
- **Musicians and artists** that work in the group singing sector in Ireland. We will ensure that they are respected, valued and treated fairly by the organisation
- **SI as an organisation.** We know that by investing in development and the people who work within SI, it will build a lasting legacy for sustainable and quality-driven practice
- **The story of the group singing sector** and we will present a positive profile of that story to the Irish public
- **Transparency and good governance.** Transparency and robust practices of good governance will ensure trust in our organisation

"Singing calms the soul, slows my mind down and thus enables me to be in the moment of life ..."

Sing Ireland Member



THE FOLLOWING **FIVE THEMES** UNDERPIN SING IRELAND'S STRATEGY:

- **LEADING**

SI will lead the sector through a series of key interventions that will develop profile, activity and strategic direction for the future. The choral sector in Ireland is vibrant and growing and SI recognises its role in strongly positioning the sector as central to the social fabric of Irish society. We will take bold action to lead the sector.

- **REPRESENTING**

SI will continuously advocate for the choral sector. We will represent the sector to the Irish public, to Government, internationally, to funding agencies and others to ensure that choral singing is to the fore of the community fabric of Ireland. SI will endeavor to ensure that the sector will receive greater resourcing and priority and that a conversation on the value of group singing is active.

- **ENABLING**

SI has a role in empowering group singing for Irish citizens. We will enable access to high quality training and services and will encourage singers, choirs and conductors to further their development. Stakeholders will interact with SI at the level that is appropriate to them from beginners through to the more advanced. However, SI will encourage and enable a developmental path for stakeholders to give them enriched experiences.

- **QUALITY EXPERIENCES**

SI will ensure that quality interactions and experience are at the core of the organisation's work. The SI strives to ensure that its training and services are always of a high artistic and administrative quality. SI will listen to stakeholders and service users to adapt and improve the experiences it provides.

- **PARTNERSHIP**

SI will work collaboratively to achieve better outcomes. SI knows that by strategically partnering with organisations and funders it will have a greater capacity to deliver on its strategic objectives. The SI will strive to identify partnerships and collaborations that will further its impact. The organisation will operate in an open way that invites partnership with individuals, choirs and the sector.

OBJECTIVE 1

1. Strengthening our Collective Voice

The group singing sector in Ireland is thriving and characterised by exceptional levels of engagement and passion that require support to be sustained and to grow. Training, supports and networking opportunities will be central to the work of the organisation during the lifetime of the strategic plan. Community engagement and voluntary structures must be developed in order to enable a more vibrant and active sector.

- **We will have successfully rebranded and established Sing Ireland**
- **Undertake ongoing stakeholder engagement and review**
- **Act strategically on music sector development**
- **Build upon regional structures**
- **Mobilise and lead the sector**
- **Make the case for political and public support**

OUR IMPACT

BUILD PUBLIC AWARENESS
AND VALUE IN SING IRELAND

A POLICY PRIORITY FOR
GOVERNMENT/FUNDERS

INCREASED ENGAGEMENT BY
THE IRISH PUBLIC AND NEW SINGERS

BETTER TRAINED, DEVELOPED
AND ENGAGED SINGERS

OBJECTIVE 2

2. Youth Singing Development

Youth singing development will be a policy priority for the foreseeable future. We will take significant action from 2019 – 2022 to further this objective and see meaningful and developmental impact made on the number of young people that are engaged in youth singing and the quality of that engagement. We will lead a multi-stakeholder partnership to design and develop the most sustainable and effective models, infrastructure and approaches to transform youth singing in Ireland in 5 years in range of opportunities, scale, access and geographic spread.

OUR IMPACT

- **Have co-created a national youth singing initiative**
- **Further Develop the Irish Youth Choirs to bolster their place as important national development and performing choirs**
- **Continue to partner with Music Generation and other partners nationally and regionally**
- **Advocate strongly to Government, funders and philanthropists for investment in youth singing**

TRANSFORMATION IN YOUTH SINGING IN IRELAND

HAD A POSITIVE EFFECT ON YOUNG PEOPLE'S WELL BEING AND HEALTH

DEVELOPED FUNDING STRUCTURES AND BUDGET LINES FOR YOUTH SINGING

CLEAR DEVELOPMENT PATHWAYS FOR YOUNG SINGERS WILL EMERGE



OBJECTIVE 3

3. Embrace collective singing of all types

We will embrace collective or group singing of all types. There is a recognition that choirs of the 21st century are diverse and that they operate in a variety of styles and settings. We also acknowledge that many collective singing groups do not connect to the word 'choir'. As we look to the future and seek to operate in a diverse and modern society it follows that the organisation will change and adapt to meet new realities.

- **Recognise, encourage and provide opportunities for singing groups of all types.**
- **Develop new training and services for choirs and singing groups. For instance, SI will run gospel, beatbox or a capella singing workshops and/or come and sing events.**
- **Encourage a broader definition of what constitutes a 'choir'**
- **Promote group singing as a means to advocate for Irish cultural heritage. Singing groups have a role in enlivening and promotion of the Irish language and heritage**

OUR IMPACT

SEE THE EMERGENCE OF A MORE DIVERSE AND VIBRANT SINGING SECTOR

WIDER RANGE AND NUMBERS ENGAGED IN SINGING NATIONALLY

CONTRIBUTE THROUGH SINGING TO SOCIAL COHESION AND INTEGRATION

PROMOTE IRISH CULTURAL HERITAGE THROUGH SINGING



OBJECTIVE 4

4. Ensure a Strong Organisation

Ensure a sustainable and fit-for-purpose organisational structure for SI that will enable growth and development. The SI recognises the need for significant and transformative growth of the organisation over the coming years. In order to achieve the high level objectives of the organisation and realise its vision in the medium to long term it must be restructured to meet the demands that the organisation will have placed upon it. Attracting new roles and dynamic people will be central to growth.

OUR IMPACT

- **Develop our staffing structure to best respond to the needs of the sector**
- **Develop board membership to include skillsets that are closely aligned to our strategic aims**
- **Have secured a more diverse income base**
- **Have grown organisational capacity**

A STRONG ORGANISATION THAT CAN RESPOND TO SECTOR NEEDS

A BOARD AND EXECUTIVE THAT CAN ENABLE ORGANISATIONAL GROWTH CHANGE

AN INCOME BASE THAT REPRESENTS A GREATER LEVEL OF SUPPORT FOR THE SECTOR AND THE ORGANISATION

A VISIONARY CULTURAL AND ARTS ORGANISATION THAT WILL ENHANCE PEOPLE'S LIVES