

— ✨ —
**STRATEGIC
FRAMEWORK**
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BARBERSHOP HARMONY AUSTRALIA

ENRICHING AUSTRALIA THROUGH
HARMONY

Engage! Educate! Enjoy!




**BARBERSHOP
HARMONY
AUSTRALIA**

WHO ARE WE?

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

BHA hosts annual national festivals and contests, where the very best quartets and choruses gather to share our love of a cappella music in the barbershop style, to enjoy the camaraderie and friendship that comes with singing together, and to build awareness of the joy of barbershop in our communities.

BHA was formed in 1985 in Perth, Western Australia, 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. This was followed by the introduction of mixed harmony in 2014.

A group of men in suits are performing on a stage. They are singing and clapping, with some having their mouths open in song. The background is a wall made of large, light-colored square tiles. The floor is a polished wooden stage.

2021 saw a monumental and significant change to the way we operate when BHA membership was made completely open to any person who is in sympathy with the objects of the Association.

BHA stands proudly for equality, diversity and inclusion, and is committed to creating and supporting safe, supportive spaces for anyone and everyone who wishes to sing barbershop.

There are groups in every major city across Australia and our numbers are growing!

WHAT IS BARBERSHOP HARMONY?



Barbershop music features songs with understandable lyrics and easily singable melodies, whose tones clearly define a tonal centre and imply major and minor chords and barbershop (dominant and secondary dominant) seventh chords that resolve primarily around the circle of fifths, while making frequent use of other resolutions.

The voice parts are called Tenor, Lead, Baritone and Bass. The melody is consistently sung by the Lead, with the Tenor harmonising above the melody, the Bass singing the lowest harmonising notes below the melody, and the Baritone completing the chord either above or below the melody.

Although the “person on the street” may have the preconception that barbershop is usually a men’s quartet, the fact is that barbershop singing is for all people: in choruses and quartets, in mixed groups – in every combination, people find fun and harmony making music together, and Barbershop Harmony Australia welcomes them all!



OUR OBJECTIVES

Barbershop Harmony Australia is incorporated under the Associations Incorporation Act 2015 (WA) for the purposes of:

- The encouragement of the style of singing known as 'barbershop', as defined and promoted by the Society for the Preservation and Encouragement of Barbershop Quartet Singing in America (Inc).
- To promote and encourage vocal harmony and good fellowship among our members by the formation of local clubs, quartets and regions composed of members interested in the objects of this Association.



BHA strives to reflect the views and goals of our contemporary membership. We understand that our members come from all backgrounds, age groups, skill levels, and have differing needs and requirements.

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

We also want to build upon the original intent of the Association. We embrace a Vision that continues to recognise and celebrate the work done by our founding members and by our leaders throughout the years.

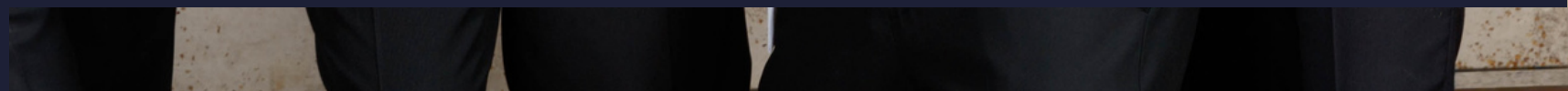


WE WISH TO
CONTINUE TO
CHERISH THE
PRIMARY REASON
THAT BHA EXISTS –
BECAUSE WE ALL LOVE
TO SING TOGETHER IN
HARMONY.





WE RECOGNISE THE HEALTH, EDUCATIONAL AND SOCIAL BENEFITS
OF WHAT WE DO, AND ASPIRE TO CULTIVATE A VISION THAT
POSITIONS US TO LEAD THE WAY IN REDEFINING THE IMPACT OF
HARMONY SINGING ON INDIVIDUALS AND COMMUNITIES.



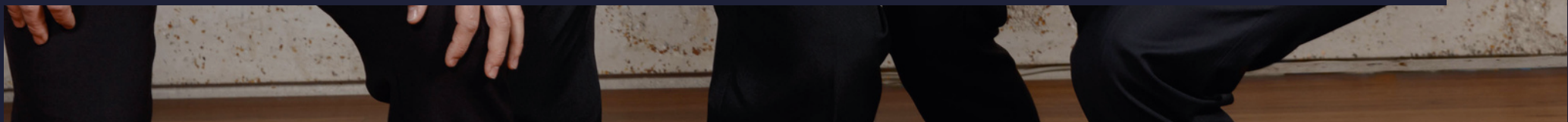
Four men in barbershop attire (white shirts, black vests, red bow ties, and straw hats with red and black bands) are standing on a stage. They are all looking towards the camera with serious expressions. The man on the far left is slightly turned away from the camera. The man on the far right has a grey beard. They are all wearing red and black patterned armbands. A red microphone stand is visible in the center. The background is dark.

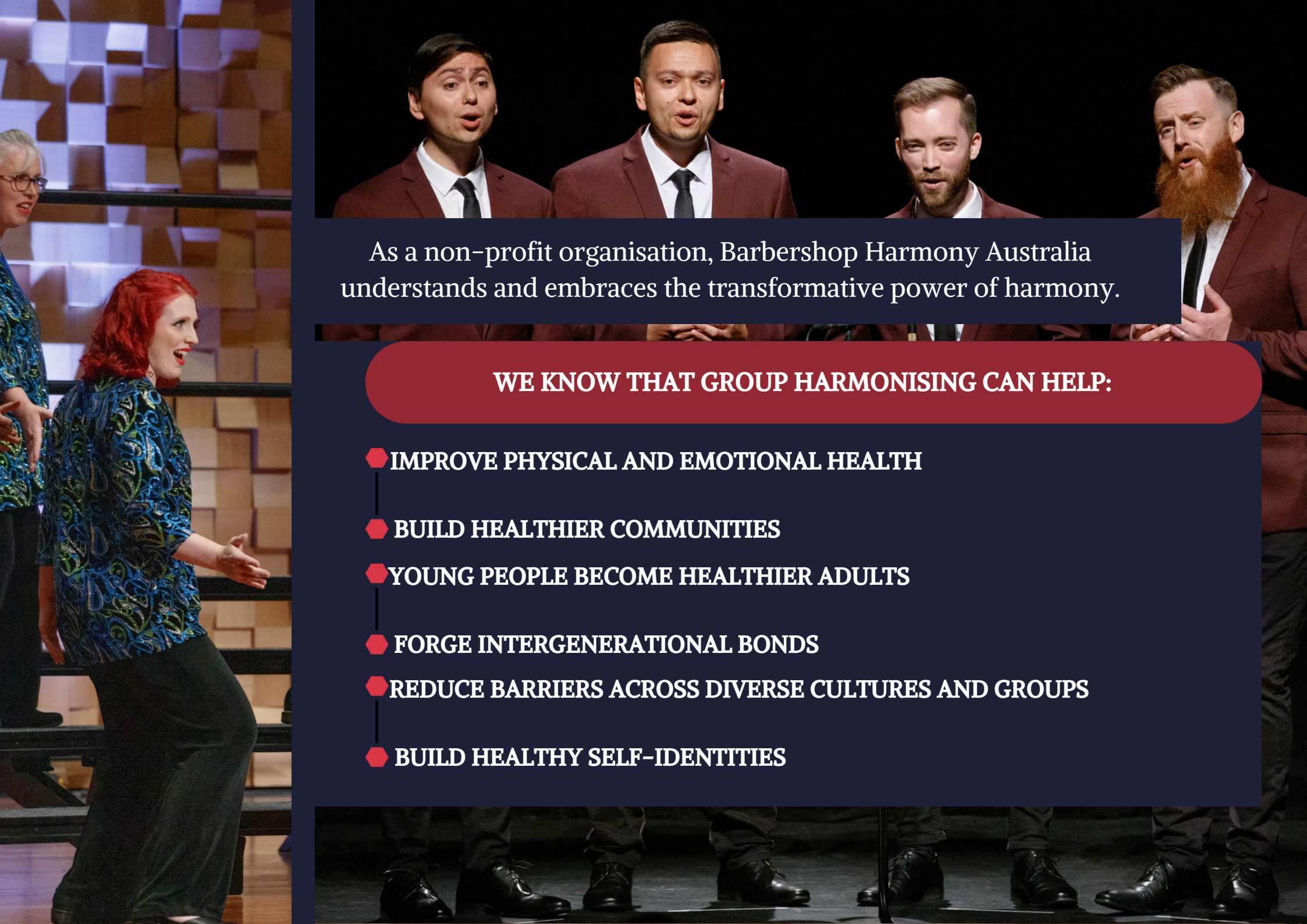
OUR VISION

Barbershop Harmony Australia's Vision is:
Enriching Australia Through Harmony.



- 📍 We want our members to view their singing as more than just a hobby: it is 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.

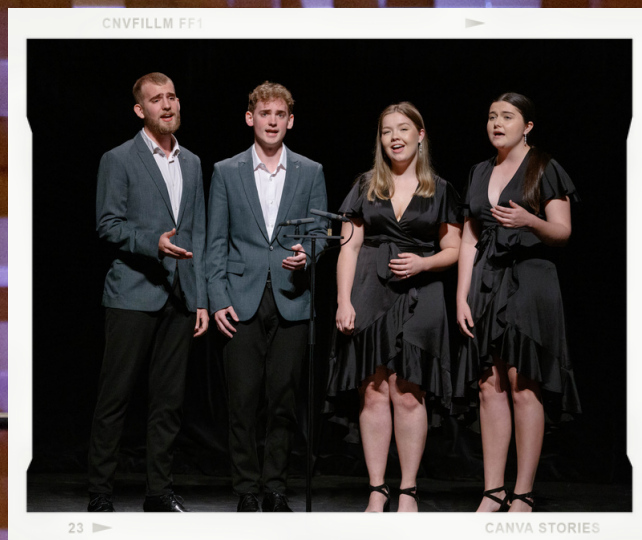




As a non-profit organisation, Barbershop Harmony Australia understands and embraces the transformative power of harmony.

WE KNOW THAT GROUP HARMONISING CAN HELP:

- ◆ **IMPROVE PHYSICAL AND EMOTIONAL HEALTH**
- ◆ **BUILD HEALTHIER COMMUNITIES**
- ◆ **YOUNG PEOPLE BECOME HEALTHIER ADULTS**
- ◆ **FORGE INTERGENERATIONAL BONDS**
- ◆ **REDUCE BARRIERS ACROSS DIVERSE CULTURES AND GROUPS**
- ◆ **BUILD HEALTHY SELF-IDENTITIES**



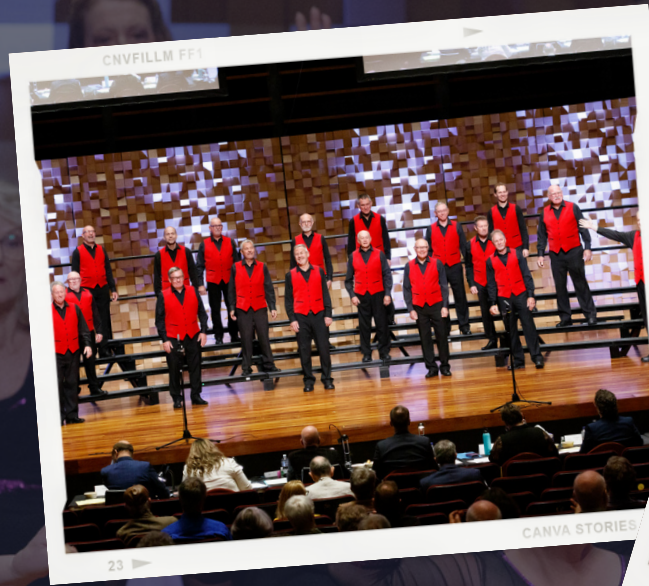
If people singing together is good, more people singing together is even better!
In times of conflict and exclusion, barbershop inspires us to blend, to
cooperate, to create beauty and to love each other.



Our vision means **EVERYONE** – people of any age, background, sex, gender, race, colour, religion or spiritual belief, national or social origin, property, birth or other status – can join us in Enriching Australia Through Harmony.

Every person who loves to harmonise has a place in our family.





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 aligned three key strategic purposes with our Vision.

We want to paint as clear a picture as possible to show how our Vision can support BHA, and how our members can get behind our Vision.

WE BELIEVE BARBERSHOP HARMONY
AUSTRALIA EXISTS TO MEET THREE PRIMARY
PURPOSES:

TO ENGAGE



TO EDUCATE

TO ENJOY



PURPOSE 1: ENGAGE

OUR FOCUS IS TO ENGAGE WITH THE COMMUNITY AND OUR MEMBERS IN PROMOTING CONTEMPORARY BARBERSHOP HARMONY, THROUGH THE FOLLOWING ACTIVITIES:

MEMBERSHIP CONSULTATION

1

WE CONSULT WITH MEMBERS, CLUB LEADERS AND KEY DEMOGRAPHICS IN GUIDING OUR DECISION-MAKING, STRATEGY SETTING AND FUTURE DIRECTIONS.

BRAND

2

WE BUILD OUR PRESENCE TO ENHANCE WIDER UNDERSTANDING OF CONTEMPORARY BARBERSHOP AND ITS BENEFITS FOR THE COMMUNITY AND INDIVIDUALS.

RESEARCH

3

WE CONDUCT DETAILED RESEARCH AND ANALYSIS AND DELIVER INCLUSIVE PROGRAMS AND PRODUCTS SPECIFICALLY DESIGNED TO SUPPORT OUR STRATEGIC INTENT.



PRESENCE

4

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

5

WE REACH OUT TO THE COMMUNITY WITH A MESSAGE OF COMMUNITY BENEFIT, ENCOURAGEMENT AND WELCOME FOR ALL.

PARTNERSHIPS

6

WE FORGE STRATEGIC PARTNERSHIPS WITH SINGING, ARTS, ORGANISATIONS, REINFORCING OUR PLACE AS A UNIQUE A CAPPELLA MUSICAL ORGANISATION IN AUSTRALIA THAT RECOGNISES THE FOUNDATIONS OF OUR HERITAGE.

PURPOSE 2: EDUCATE

OUR FOCUS IS TO EDUCATE PEOPLE IN HIGH QUALITY VOCAL PRODUCTION AND CONTEMPORARY BARBERSHOP HARMONY, THROUGH THE FOLLOWING ACTIVITIES:

MUSIC EDUCATORS

1

WE BUILD ALLIANCES TO PROMOTE VOCAL MUSIC EDUCATION IN AUSTRALIA, FORMING STRONG PARTNERSHIPS WITH CHORAL GROUPS, MUSIC EDUCATORS, AND THEIR ORGANISATIONS.

EDUCATION FACULTY

2

WE PROVIDE EDUCATION AND SUPPORT SPECIFICALLY DESIGNED TO SUIT - DEVELOPMENT IN THE BARBERSHOP STYLE.

HARMONY ACADEMY

3

WE OFFER HIGH QUALITY EDUCATION EXPERIENCES FOR SINGERS, EDUCATORS, DIRECTORS AND LEADERS.



SCHOLARSHIPS

4

WE SUPPORT SCHOLARSHIPS AND DISCOUNTS TO TARGETED GROUPS, INCLUDING YOUNG SINGERS, MUSIC EDUCATORS, CHORUS DIRECTORS AND CLUB LEADERS TO PARTICIPATE IN OUR EDUCATION EXPERIENCES.

YOUTH PARTICIPATION

5

WE PROMOTE YOUTH AWARENESS AND PARTICIPATION THROUGH REDUCED FEES, SPECIAL PROGRAMS AND EVENTS AND TARGETED RECRUITMENT ACTIVITIES.

PURPOSE 3: ENJOY

OUR PRIMARY FOCUS IS TO SHARE OUR ENJOYMENT OF CONTEMPORARY BARBERSHOP HARMONY AND DEMONSTRATE OUR LOVE OF SINGING:

SHOWCASE

1

WE DELIVER REGIONAL EVENTS AND NATIONAL FESTIVALS THAT SHOWCASE THE JOY AND BENEFITS OF CONTEMPORARY BARBERSHOP HARMONY MUSIC.

MEMBER RESOURCES

2

WE SUPPORT SCHOLARSHIPS AND DISCOUNTS TO TARGETED GROUPS, INCLUDING YOUNG SINGERS, MUSIC EDUCATORS, CHORUS DIRECTORS AND CLUB LEADERS TO PARTICIPATE IN OUR EDUCATION EXPERIENCES.

CLUB RESOURCES

3

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.



4

RECOGNITION

WE CELEBRATE THE PEOPLE WHO DO THE MOST FOR OUR MEMBERS, FOR OUR CLUBS AND FOR THE GREATER GOOD OF OUR ORGANISATION.

5

INCLUSION

WE CREATIVELY PURSUE A WIDE RANGE OF OPPORTUNITIES AND OFFERINGS TO ENCOURAGE AND INCLUDE EVERYONE IN SHARING OUR JOY OF BARBERSHOP.

6

MERCHANDISE

WE PROVIDE BRANDED MATERIALS TO PROMOTE OUR ORGANISATION AND THE BENEFITS OF INVOLVEMENT IN CONTEMPORARY BARBERSHOP HARMONY.

A photograph of four people (three men and one woman) singing on a stage. They are dressed in formal attire: the woman is in a red dress, and the men are in blue suits with red ties or bowties. They are all looking towards the right and singing with their mouths open. The background is dark.

THE FUTURE

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

Our Strategic Framework 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.

www.barbershop.org.au

Would you like to be an active participant in making this Strategic Framework come to life?



 [barbershopharmonyaustralia](https://www.instagram.com/barbershopharmonyaustralia)

 [BarbershopHarmonyAustralia](https://www.facebook.com/BarbershopHarmonyAustralia)

**Get in touch and let us
know your ideas!**

www.barbershop.org.au

