



**NZCF** NEW ZEALAND  
CHORAL  
FEDERATION  
*Te Kotahitanga Manu Reo o Aotearoa*

**The BIG SING**  
NZCF *Cadenza*

The Big Sing — CADENZA



# The NZCF is New Zealand's umbrella organisation for choral music

With over 20,000 members — drawn from hundreds of community, school and chamber choirs — the NZCF represents a wide range of styles including classical, gospel, world music, sacred, barbershop, jazz, kapa haka, musical theatre, and opera.

New Zealand's three national choirs, Voices NZ, NZ Youth Choir and NZ Secondary Students' Choir, are all NZCF member choirs and regularly showcase the best of NZ arts on the world stage. The NZCF board is made up of members past and present from these organisations.

Our funders help us carry out magnificent, wide-reaching community events — as well as growing and supporting NZ as a singing nation.



Regional secondary schools choral festivals in 10 centres, involving around 8,000 students from 200+ school choirs; three area Cadenza festivals and the National Finale.



A professional arm of NZCF providing mentoring and conductor training for choral directors of all levels throughout the country.



Primary and intermediate schools choral festivals held in 8 regional centres and involving around 3,500 children.



A triennial festival for choral singers involving workshops, masterclasses, concerts, and collaboration with kapa haka groups. It will next be held in South Auckland over Labour weekend 2023.



Regional community and chamber choir festivals. Community choral festivals in 10 regions around NZ, involving around 2,000 singers in total



The biennial conference of NZCF. Addressing the conference theme of the Choral Traditions of Aotearoa New Zealand, in 2021 we welcomed presentations and workshops from some of New Zealand's leading experts in Māori and Pasifika music – Dr. Charles Te Ahukaramū Royal, Ataahua Papa and Opeloge Ah Sam.



## The World Choir Games

In 2024, NZCF will host the world's largest choral festival in Auckland. Over 15,000 singers from more than 50 nations around the world will join together in song right here in Aotearoa New Zealand! **Visit the website here.**

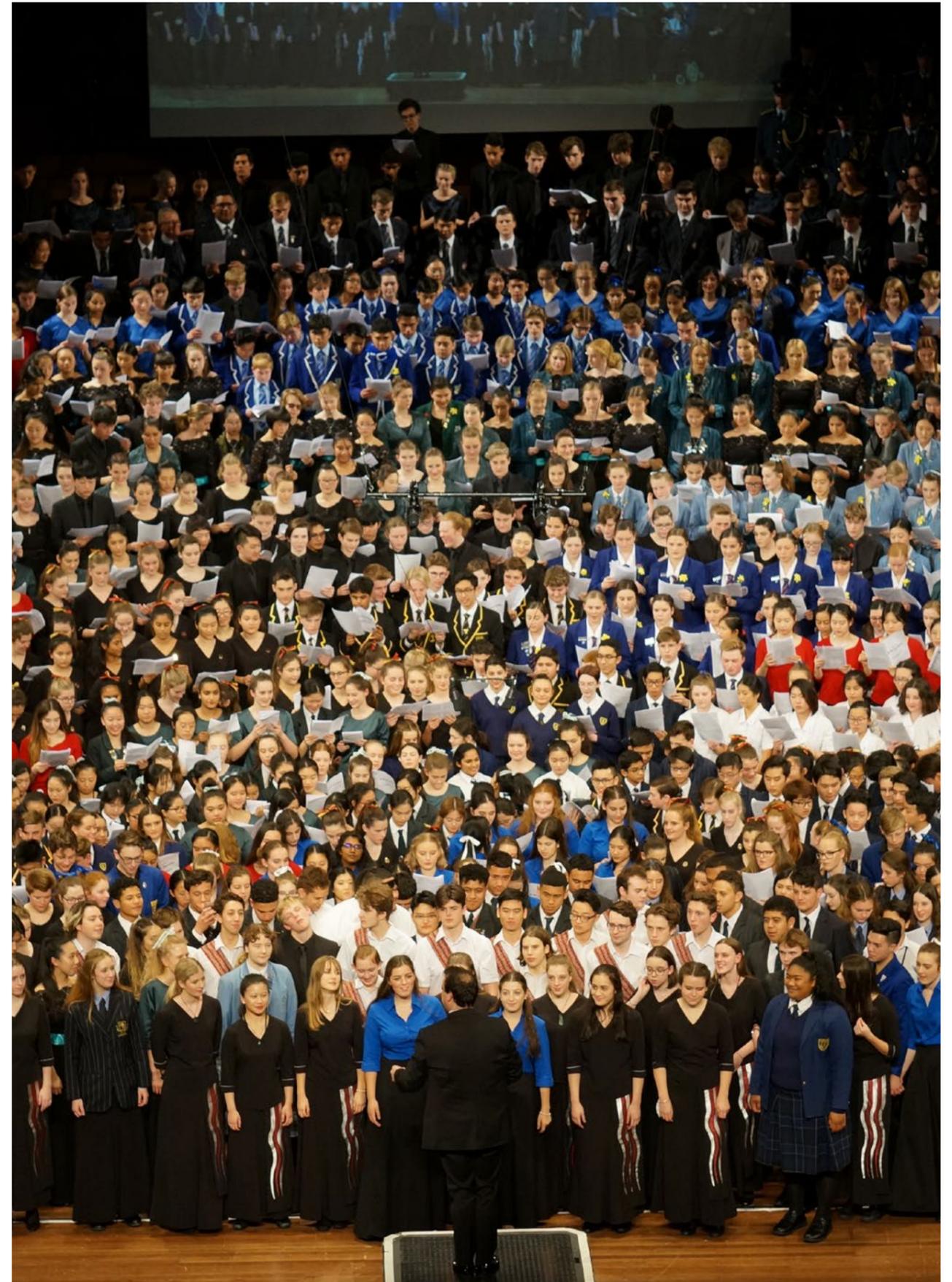


15 festivals – 200+ school choirs – 8,000 students performing at three levels, every year – supported by their families and their communities.



NZCF's The Big Sing (TBS) has been taking place for over 30 years and is New Zealand's largest choral event with singers entering regional competitions held in Northland, Auckland, Waikato/Bay of Plenty, East Coast, Taranaki, Manawatu/Whanganui, Wellington, Marlborough/Nelson, Canterbury/West Coast, Otago and Southland.

Enjoy this video of **Takapuna Grammar School Choral** in 2019, which has had 1.3 million views. Or copy and paste <https://youtu.be/ZhV3TnrXb0>





Cadenza enables around 1,000 students from across Aotearoa to experience the buzz of a Big Sing finals event, with the added dimension of massed workshops with an international choral conductor who is also competition adjudicator.



— Cadenza enhances musicianship, self-confidence, overall wellbeing, social bonding and feelings of togetherness.

Cadenza began in 2019 as a pilot programme assisted by Ministry for Youth Development funding. It was established in response to school choir directors around the country keen to take their students to the next levels of performance skills, but unable to break the glass ceiling required to reach Finale. The two-day event ends in a public concert allowing all the choirs to showcase an item from their repertoire, and all choirs to sing together a work rehearsed with the international guest. The event has national coverage throughout the regions from Northland to Invercargill.

Enjoy the video **Performance, participation, passion** to get the event vibe or copy and paste <https://youtu.be/sVLcEsPa2po>

## — The Big Sing's Reach



Generations of New Zealanders have participated in or watched The Big Sing. Thousands of people are still emotionally connected to this event, many saying that memories of can bring a tear to their eye.

The Big Sing is live-streamed each year on multiple platforms and to a large national and international audience. In 2018, the three-day Finale was streamed live on Facebook as well as on a player embedded on the NZCF website.

The organic reach on Facebook was 73,807 over three days, and on our website we had 20,089 views from 29 countries. Additionally, the Finale gala concert was streamed live on Face TV and on the Radio NZ website.

Following Finale, videos of the competitive sessions and the gala concert were posted to our Big Sing YouTube channel and have attracted a total of 40,100 views (16,473 of those for the



gala concert alone) and a total of 89,700 minutes watch time.

TBS Cadenza will involve around 1,000 secondary school singers who would have repeated exposure to a funder following their participation in the regional Big Sing festivals.

TBS Finale involves 800-900 participants and 2,000+ audience members. Again, this gives an opportunity for repeat exposure to a funder at this event.

# Participant survey results 2021-22

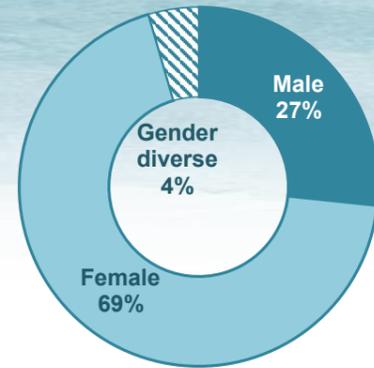
## Participant Feedback Survey Results New Zealand Choral Federation Incorporated (Spirit of Festival)

number of respondents = **1228**

Data covers the period: 16 July 2021 to 15 July 2022

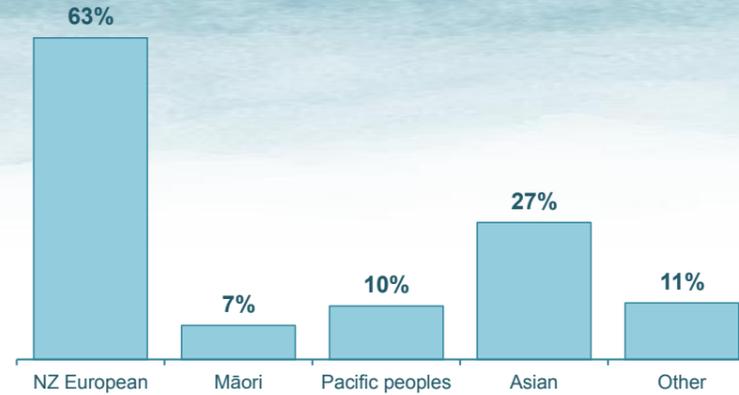
### Profile of respondents

#### Gender



#### Ethnicity

NB: Percentages may total more than 100% as respondents can select multiple ethnicities



#### Age



### Experiences

**95%** of survey respondents were happy with the programme or service

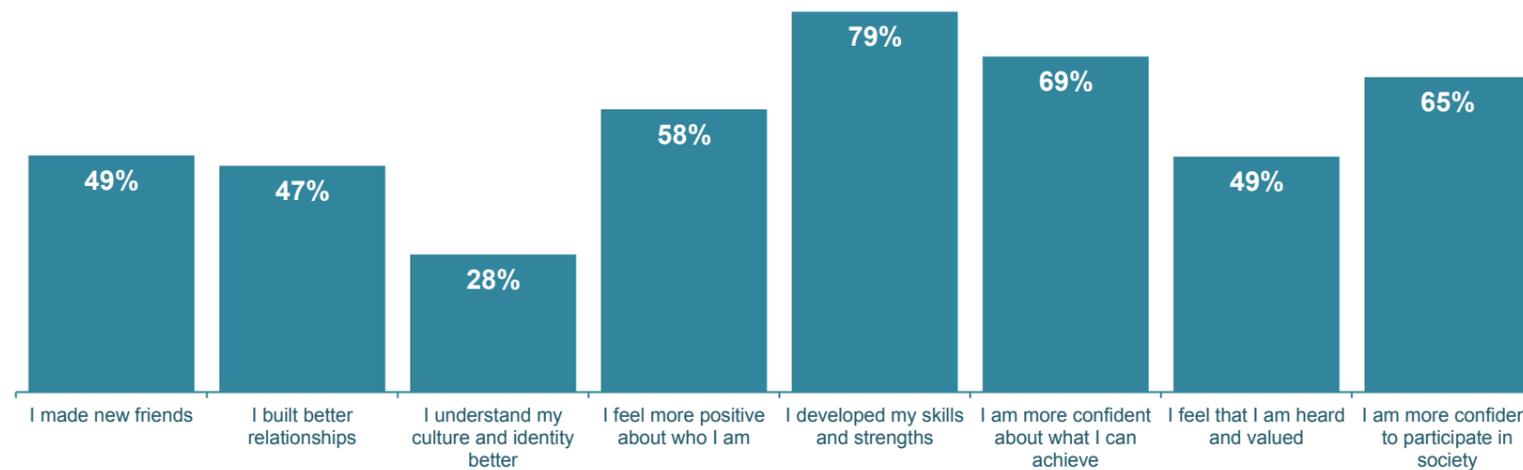
**93%** of survey respondents were happy with the people running the programme or service

**75%**  
of survey respondents can be said to have significantly increased their wellbeing\*

\*to be classed as having 'significantly increased their wellbeing', a survey respondent must have answered "Yes" to achieving at least 3 out of the 8 wellbeing outcomes.

### Wellbeing Outcomes

percentage of survey respondents telling us that they had achieved each of the wellbeing outcomes shown below, as a result of taking part in the programme or service



### NET Promoter Score

Based on how much a participant would recommend the programme or service, they are classified either 'promoters', 'passives' or 'detractors'. The NET Promoter Score takes the % of promoters and subtracts the % of detractors. Scores can range from -100% to 100%. A positive score (i.e. one that is higher than zero) is generally deemed good, a score of +50 is generally deemed excellent, and anything over +70 is exceptional.

This programme or service scored:

**34%**

The average score across all of the MYD funded programmes and services was:

**47%**

# Why you should support The Big Sing



The Big Sing is lauded internationally as a unique, powerful and professional event.

**...the standard of the singing was very high, and up to (and sometimes exceeding) international standards. Thank you so much for bringing us to witness this magical evening.”** *Jonathan Velasco, Advisor to the Board of the International Federation for Choral Music (IFCM) and co-director in 2018 of the World Youth Choir, commenting on the Auckland Regional Big Sing gala concert.*

The ongoing development of choirs at The Big Sing has resulted in New Zealand’s top secondary school choirs increasingly touring overseas and presenting New Zealand choral music internationally.

The Big Sing has a profound effect on its competitors, and leadership skills are greatly enhanced and encouraged through participation.



Feedback from students consistently includes comments about friendship, inspiration, developing confidence, plus experiencing a sense of community and of ‘belonging’. Nowhere is this more clearly stated than in the following video: **Inspiration & Example** or copy and paste <https://youtu.be/J5VhJyoa7dw>

## Our Social Media Statistics

**YouTube** – 13,500 channel subscribers (and over 2.3 million views of our videos)

**Facebook** – The Big Sing page, 5483 followers  
NZCF page, 1853 followers

**Instagram** – 653 followers

**eBreve** (monthly newsletter) – 2503 subscribers



# What people say

## Students

“The Big Sing is a great event which I have participated in for the last 5 years. I have made so many friends, learnt so much about music and the NZ Choral Music scene and hope to continue this passion I have gained in the years to come. It has certainly opened many doors for me and I am excited about the future. I will remember The Big Sing for the rest of my life.”

“The absolute best part was at the end. Singing the national anthem with 24 of the top choirs in New Zealand was supremely magnificent. It felt magical to be a part of a crowd of people, all happy and proud of their country. And as these young people put their arms around the shoulders of those around them, I felt so so connected. I felt like I was truly part of that gathering. I felt like I belonged in NZ.”

## School principals give huge support to The Big Sing

“Singing and music are a big part of Te Kura Waenga o Ngamotu, Central School. The school has three choirs, and a strong Kapa Haka group, but the 1st XV [choir] gives the senior children a chance to develop the ability to sing in harmony, and learn the techniques and discipline of singing in a choir. These children then become leaders who can lead class Waiata and assembly singing.”

“Such positive role modelling, collaboration and leadership aimed at promoting the love and enjoyment of singing to me embodies the essence of The Big Sing; that being the encouragement of leadership and community participation, collaboration and innovation and of course excellence in performance.”



“The culture of Dilworth has changed markedly since the advent of choral singing. Many boys in the choir represent their school in the major sporting teams, most significantly in rugby. There are always members of the First XV in Fortissimo, something of which both groups are very proud. Also, the academic results for Maori and Pasifika boys are well above the National standard, and the school attributes a measure of this success to the culture of excellence surrounding the choral programme.”

## Moses Mackay, baritone in Sol3 Mio and star of The Bachelor had this to say

“The Big Sing holds some of my fondest memories as a young singer. I had never experienced anything like it before and my nerves almost had the better of me! However, I was walking out onto that stage with some of my best friends and we carried our school crest with pride. We didn’t win, but it was a moment I will cherish for the rest of my life. I have since performed many times in the Auckland Town Hall in the exact same spot where a 15-year-old kid was given an opportunity to be something he would never have dreamed possible.”

