



MINDFUL FASHION NZ
Our clothing & textiles collective

**MINDFUL FASHION NEW ZEALAND
ANNUAL GENERAL MEETING
TUESDAY 11th JUNE 2024, 5.30 pm
THE BANK SPACE, AUCKLAND & Online**

BOARD & MFNZ TEAM PRESENT

Jacinta FitzGerald
Saida Bruce
Juliette Hogan
Emily Miller-Sharma
Trevor Hookway
Emma Wallace
Louina Fifita
Dan Ahwa
James Walker - Online

MEMBERS PRESENT

Juliette Hogan
RUBY
Hawes and Freer
Kowtow
Attic Attire
Wall Fabrics - online
Identity Solutions
Weft Digital
Blair
Ali Davies
Painted Bird
Flying Fox Clothing
Tuesday Label
Tessa Patrick
Untouched World - online
Sabon
Dominique Healy
Case Basket
The Carpenters Daughter
Stirling Cutting
NISA - online
Tanya Carlson
Paper Theory - online
Cirkel Life - online
Textile Hub - online

NON MEMBERS & PARTNERS PRESENT

Zoe Walker Ahwa - Ensemble
Taylor Boutique
Andy Hamilton - Sapro-Tech - online
Milly Hewitt - Someday
Julie Malone - Apparel HR
Vikki Kerridge - Kerride Partners
Marina Davis - Ovna Ovich
Nicky Robinson - Marlo
Toni Sills - Sills & Co
Rory Docherty
Lyndall Clarke - HAR
Tracy Kennedy - Otago Polytechnic - online
Angela Gattung
Avery Turer - PEAD PR
Anna Farrera - PEAD PR

APOLOGIES

Kate Sylvester
Wayne Conway
Kate Mitchell - Regal
Yasmin Farry - New Zealand Fashion Week
Donna Fyfe
Anna Ririnui - MFE
Jane James - MFE
Sarah Murray - FQ
Vanessa Thompson - Go Well Consulting
Jyoti Morningstar - WE-AR
Rob Ward - Beverly Productions
Tim Deane - Norsewear
Fay Amaral - Whitecliffe
Ross Goodin - Lothlorian
Samantha McNaughton - HAR
Charlotte Tremewan - TMNZ
Claire O'Connell - Precious Collaborative
Jeff Vollebregt - Impactex
Natalie Norman - NZ Merino
Dave Maslen - NZ Merino
Amy Conlon - McDonald Textiles



Meeting start time: 5.30 pm

Formalities began: 6.00 pm

1. Welcome & Chair's Report & Treasurers Report - Juliette Hogan, Chair.

- Juliette welcomed guests, and highlighted MFNZ's achievements over the last year:
 - Threads of Tomorrow industry report launch produced by EY NZ.
 - Hosted the first Circular Design Award Programme & Award Gala
 - Developed a Textile Waste Options Resource Tool for NZ
 - Working with Hanga-Aro-Rau on an Industry Sewing Qualification
 - Several online educational events, and 3 in-person industry networking events across the country.
 - Membership has grown to 108 Members.
- Juliette acknowledged that with Jacinta in the role of CE for over a year we have been able to achieve so much due to this, and thanked Jacinta for doing a remarkable job. Juliette also acknowledged Saida, who supports Jacinta with member engagement, project management, and communications.
- Juliette acknowledged all existing and new partners and educational institutions.
- Financial statements presented for approval by members:
 - Decision - APPROVED
- Fees Recap - fees were paused during Covid 19, then reduced by half when reinstated. Fees have been reviewed and given the current economic climate, the Board has decided to keep fees at current levels for existing members until March 31 2025, at which point the Board has agreed we will raise membership fees by 10%.
- Juliette touched on how tough it is for many businesses at the moment. Both in our industry and across the board we at MFNZ are here to support our members.

2. MFNZ update and overview of what we do and are doing - Jacinta FitzGerald, CE.

- Jacinta acknowledged that the Mindful Fashion seedling has grown and that we are 5 years old!
- Mindful Fashion is a platform for the NZ industry to come together and collaborate on some of its most pressing challenges so that it can not only survive but thrive.
- Jacinta acknowledged the Mindful Fashion board who contribute their expertise and skills to Mindful through their governance and availability.
- Jacinta expressed how grateful we are for the support of our members and partners and we recognise it is tough for businesses
- Jacinta highlighted our impact and that we have made some huge strides in the last 12 months, growing recognition, awareness, engagement, and impact both of our organisation and of the industry. In particular through 3 key projects:



- Skills training development, the Circular Design Award and the Threads of Tomorrow Industry Report.
- Jacinta spoke about our plans for the next 12-18 months. To build on our existing strategy and the foundation we've laid with these 3 key projects over the last year:
 - We will work to address future skills needs.
 - We will work to address textile waste & the glut of cheap clothing which causes massive impacts, and create a more circular economy for clothing and textiles.
 - We will explore policies and tools that support sustainable local business and industry.
 - We will work to advance local materials and manufacturing, and build stronger connections between the wool sector and brands.
 - We will engage with consumers, communicate the value of engaging with fashion mindfully, and tell the story of sustainable NZ products compellingly.

3. Announcement of Board elections results - Emily Miller-Sharma.

- Emily acknowledged outgoing Board members Dan Ahwa and Louina Fafita.
- Emily announced the election results and the introduction of new Board members:
 - Juliette Hogan was confirmed for a second term, and approved to continue as Board Chair
 - Sandra Tupu from Flying Fox Clothing was successfully elected to the Board.
 - Pam Lowe from Nisa was successfully elected to the Board.
- Emily Introduced guest speakers 'In Conversation' Dan Ahwa and Zoe Walker-Ahwa.

4. In Conversation | Zoe Walker Ahwa and Dan Ahwa

5. Closing remarks from Juliette Hogan.

- Juliette thanked Dan and Zoe for speaking at the AGM and their ongoing contribution to the industry.
- Juliette congratulated the two new board members.
- Juliette thanked the two board members stepping down for their contribution to the board and Mindful Fashion, with a special thanks to Dan Ahwa and VIVA's support.
- Juliette acknowledged Kate and Wayne's pivotal role and contribution to Mindful Fashion and the industry.
- Juliette expressed her hope for the future and the role of Mindful Fashion in uniting the industry and that we will continue to advocate for our members and the industry, and the next 12 months are critical to the success of Mindful Fashion.

Meeting closed 7.00 pm