



MINDFUL FASHION NZ
Our clothing & textiles collective

MINDFUL FASHION NEW ZEALAND
ANNUAL GENERAL MEETING
WEDNESDAY 27th APRIL 2022, 5:30PM - ZOOM

BOARD MEMBERS PRESENT:

James Walker
Emily Miller Sharma
Wayne Conway
Kate Sylvester
Trevor Hookway
Juliette Hogan
Lounia Fifita
Dan Ahwa
Kiri Nathan - Apology
Jacinta FitzGerald – MFNZ
Saida Bruce - MFNZ

MFNZ MEMBERS PRESENT:

Bruce Hansen - Tintex
Caitlin Crisp
Des Rusk - Wall Fabrics
Melanie Harvey - Ruby
Briar Lloyd - Ruby
Olivia O’Niell – Ruby
Emma Enson – McDonald Textiles
Chloe MacKenzie - McDonald Textiles
Jeff - Offcut
Sophie Donovan - Kate Sylvester
Christine Leung – Kate Sylvester
Morgan Hollis-Ward – Juliette Hogan
Kirsty MacGregor - Juliette Hogan
Tui Moore – Juliette Hogan
Liz Mitchell
Penny McDougall - Karen Walker
Rachel Mills - The Pattern Table
Hawes and Freer
Vanessa Thompson - Unravelled Consultants
WE-AR
Malcolm Walkinshaw – Seabreeze

NON-MEMBERS PRESENT

Yii Petrus – Whakatapu
Sarah Munnik – PEAD PR
Sue Prescott – Massey University
Stewart Collie – AG Research

Elisha Chye – PWC Legal
 Kate Hall – Ethically Kate
 Margo Barton – Otago Polytechnic

APOLOGIES:

Rob Ward – Beverley Productions
 Cheryl Downie - EIT
 Lyle Rielly - AUT

Meeting start time: 5:30PM

1. Welcome & Chair’s Report & Treasurers Report - James Walker

- Recap last year and James acknowledged Jacinta and her immense contribution and driver behind MFNZ, and the amount of work achieved since 2021 AGM.
- Shared key Highlights slide
- Vote approval of Financial statements
 - Decision - APPROVED

2. Speaker - Kate Hall

Kate spoke about her experience on consumer conversations and a roundup of Fashion Revolution Week. She highlighted that she has seen less push back on the higher costs of fashion, and that the messages of sustainable fashion isn't just what we are buying, it's also about how you wear and care for it. Consumers are also drawn towards connection with the people in our supply chain, how a garment is made and where it comes from. She also highlighted she's seen a huge response to drawing towards connection with other people, drawn to the stories of people who made our clothes.

There is also a sense of exhaustion - tired people can't engage in sustainable fashion, and even though the sustainable movement is growing tired people can't engage in anything that takes more energy - and as a result capacity lessens.

3. What we're working on / what's coming up - Jacinta

- Introduction Saida Bruce new Operations and Communications Coordinator
- Presented our plans for 2022 and beyond

INDUSTRY CAPABILITY	<ul style="list-style-type: none"> • Continue work with PTEs and Government to support workforce development programs • Skills mapping and role profiles
SUSTAINABILITY	<ul style="list-style-type: none"> • Pilot Climate Action Initiative • Education sessions on low impact materials, Cultural literacy and Living wages • Procurement guidance for the Mindful Fashion Code
CIRCULAR TEXTILES	<ul style="list-style-type: none"> • R&D textile waste reduction opportunities • Investigate collective product circularity project • Circular design sessions

CONNECTION & VISIBILITY	<ul style="list-style-type: none"> • Share best practice & connect industry • Advocacy on key issues, raise profile of industry with Government, business sector and society
SUSTAINABLE ORGANISATION	<ul style="list-style-type: none"> • Grow membership • Strategic partnerships to build resources and capacity

4. Announcement and welcome of new Board Directors - Kate & Em

- New Appointed Director Dan Ahwa
- Two new member elected directors – Juliette Hogan and Louina Fifita

Introduction to our new Board Members

Board-appointed Director

Dan Ahwa

Dan Ahwa is a respected New Zealand-based journalist and stylist with over 10 years of experience. Dan is also the fashion & creative director for award-winning weekly magazines Viva Magazine and Canvas Magazine, published by The New Zealand Herald.

Member-elected Directors

Juliette Hogan

Juliette founded Juliette Hogan 18 years ago. The brand recently won the Supreme Business Excellence Award at the Westpac Auckland Business Awards 2021, and has 5 retail stores, 2 ecommerce sites & a number of stockists around the country, with a growing team of 34.

Louina Fifita

Louina is a freelance fashion consultant. Louina has worked within the NZ fashion industry for over 20 years. Her work experiences include fashion/costume design, sourcing, sampling, production here in NZ and bulk production in China.

5. Closing remarks – James

Finish Time 6.25pm