



**MINDFUL FASHION
NEW ZEALAND**

FY24 IMPACT REPORT



MINDFUL FASHION
NEW ZEALAND

ABOUT MINDFUL FASHION NZ



Mindful Fashion NZ is a **non-profit organisation** established in 2019 to strengthen the New Zealand clothing and textile industry.

MFNZ was co-founded by Emily Miller-Sharma, GM of Ruby and designer Kate Sylvester. We are an Incorporated Society governed by a Board of Directors.

We bring the industry together to collaboratively address shared challenges and seize new opportunities to advance an innovative, full-circle and thriving future through **advocacy, education and catalysing change**.

At the heart of what we do is a **commitment to a future** that takes care of people and place and ensures a **resilient and thriving** fashion ecosystem for all New Zealanders.



MINDFUL FASHION
NEW ZEALAND

OUR GROWING ECOSYSTEM

PARTNERS & COLLABORATORS



Ministry for the Environment
Manatū Mō Te Taiao



Whakatapu Aotearoa
Foundation



Auckland Council
Te Kaitiaki o Te Tamaki-Māhuru



Gutting Foundation
THE HEART EFFECT

VIVA



Textile Exchange



HANGA-ARO-RAU
Manufacturing, Engineering and Logistics
Workforce Development Council



WeCreate
#WECREATEVIVEBUSINESS



EY
Building a better working world



Callaghan Innovation
New Zealand's Innovation Agency



agresearch
āta mātai, mātai whetū



UNIVERSITY OF AUCKLAND
Whāngai Tāmaki Rau
NEW ZEALAND



.RawAssembly.

Re:Source(d)

TMNZ
Tax Management
New Zealand



Apparelmaster
APPAREL, MERCH & CLOSET SOLUTIONS



ImpacTex



NZ FW



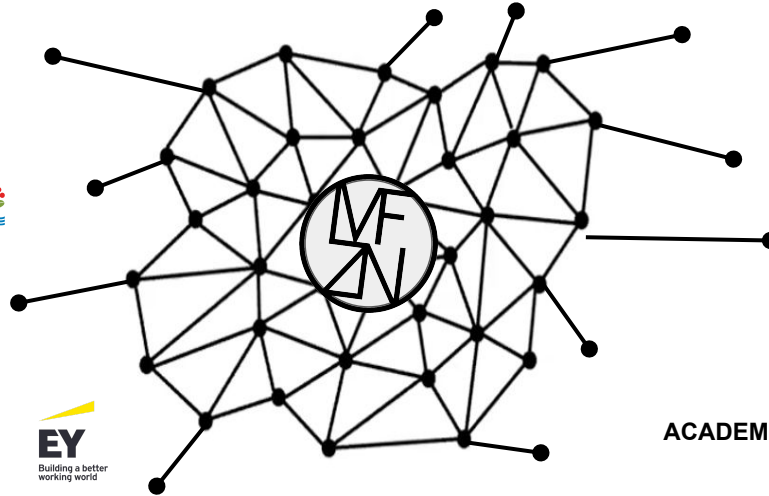
Deane
Apparel



PURFORM
MANNEQUINS

trademe
IN WITH THE NEW

OUR MEMBERS 108



WIDER NZ & AU INDUSTRY

OUR INTERNATIONAL NETWORK

- British Fashion Council
- Australian Fashion Council
- European Outdoor Group
- Textile Exchange
- Copenhagen Fashion Week
- Redress

ACADEMIC PARTNERS



OTAGO
POLYTECHNIC
Te Kaitiaki o Ōtago



AUT



Whitecliffe



MASSEY
UNIVERSITY
TE Kaitiaki o Massey
UNIVERSITY OF NEW ZEALAND



EIT
TE AHO A MĀUI



2023-25 STRATEGIC PLAN

OUR VISION

A clothing and textiles ecosystem in Aotearoa New Zealand where business, people and nature all thrive.

OUR MISSION

We unite the industry to create an innovative, full-circle and thriving future.

OBJECTIVES

Voice

Voice for a sustainable, thriving industry - advocacy, communications, policy

2023 >

Amplify challenges and solutions, build narrative, advocate for change key message campaigns

2023 - 24

Report on value of the industry and roadmap for change*

Influence & shape policy development

Drive

Drive positive change - inspire, educate, catalyse action

2023 >

Drive industry Climate Action

Build membership sustainability ambitions

Increase adoption of low impact materials

2023 - 24

Advance Circular Fashion systems

Shape

Shape the future - Industry innovation & collaborative impact

2023 >

Facilitate collaborative innovations & impact

- Local industry skills & capability
- Decarbonise Freight working group

2023 - 24

Convene action forums to build common agenda, spark collaborations and facilitate projects.

ENABLERS

Foundation

- Financial sustainability by increasing revenue
- Cement position as peak body through strategic relationship building
- Build strong membership and long term partnerships



2023-24 HIGHLIGHTS



Roadmap for Change

We worked with EY NZ to produce **Threads of Tomorrow**, a landmark report that demonstrates the New Zealand's Fashion, Clothing and Textile Industry's value and presents a bold vision and action plan for it to reach a thriving and circular future, shaped by industry for industry.

This report provides a clear roadmap for the future and is a tool that MFNZ will use to engage with Government and industry stakeholders to take the actions forward.

Advancing a circular fashion ecosystem

We launched the **Mindful Fashion Circular Design Award** in 2023, to illuminate issues with textile waste and educate the next generation of designers about creating products for a circular economy.

Cheap fast fashion impacts our local businesses, and the resulting textile waste impacts our environment and climate, and is a huge loss of valuable resources.

We had 86 entries, and garnered widespread media coverage of Mindful Fashion, and the issues of textile waste.

Future workforce and skills development

In May 2024 after many months of work, the first **machinist skills micro-credential**, developed by Hanga Aro Rau in conjunction with Mindful Fashion and industry advisors, was submitted to NZQA for approval.

This marks an enormous milestone in our work to address current and future skills needs of the industry and paves the way for future technical skills qualification development.




2023-24 OUTCOMES OVERVIEW

Voice for a sustainable, thriving industry

550+ Threads of Tomorrow Report Downloads

60+ Media articles


7 Engaged with Govt agencies to build support in key areas


Drive positive change

19 
Events & workshops

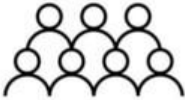
1400+ Attendees

86 
Designers educated

4 Waste streams highlighted

2 
Toolkits

Shape the future

108 
Mission-aligned Members

 Industry Machinist qualification developed with Hanga Aro Rau

5 
Partnerships and active collaborations with 5 Tertiary institutes.



Voice

The Voice for a sustainable, thriving industry
- advocacy, communications, policy

- Threads of Tomorrow Report.
- Advocacy to Government.
- Media engagement & profiles - VIVA, RNZ, M2 Women, One News, Stuff.
- Panel Discussion participation / speaking engagements.
- Launched VIVA video series Behind The Seams promoting diversity of roles in the industry.
- Sustainability spotlights & campaigns.

Drive

Drive positive change - inspire, educate, catalyse action

Toolkits

- Developed Textile Waste Recycling Guide.
- Launched Climate Action Toolkit.

Workshops & Seminars

- Communicating Sustainability
- Clo 3D Design
- Get Started on Climate Action
- Due Diligence in Supply Chains
- Plastic Free with Kowtow
- Biomaterials in NZ.

Circular Design Award - a platform to highlight textile waste and inspire, educate and advance the circular economy in NZ.

NZFW Panel - Future Fashion, Unlocking a Circular Fashion Economy in Aotearoa.

Shape

Shape the future - Industry innovation & collaborative impact

- Worked with Hanga-Aro-Rau to develop Industry Sewing qualification.
- Role Library - continue to feature case studies and roles across the industry.
- Presented at tertiary institutes about roles and career pathways in the industry.
- Facilitated collaborative action through investigating a Freight working group - Meetings held, engagement with SBC and freight companies, however staff changes within members businesses meant it was too difficult to progress.

Nga mihi nui!

