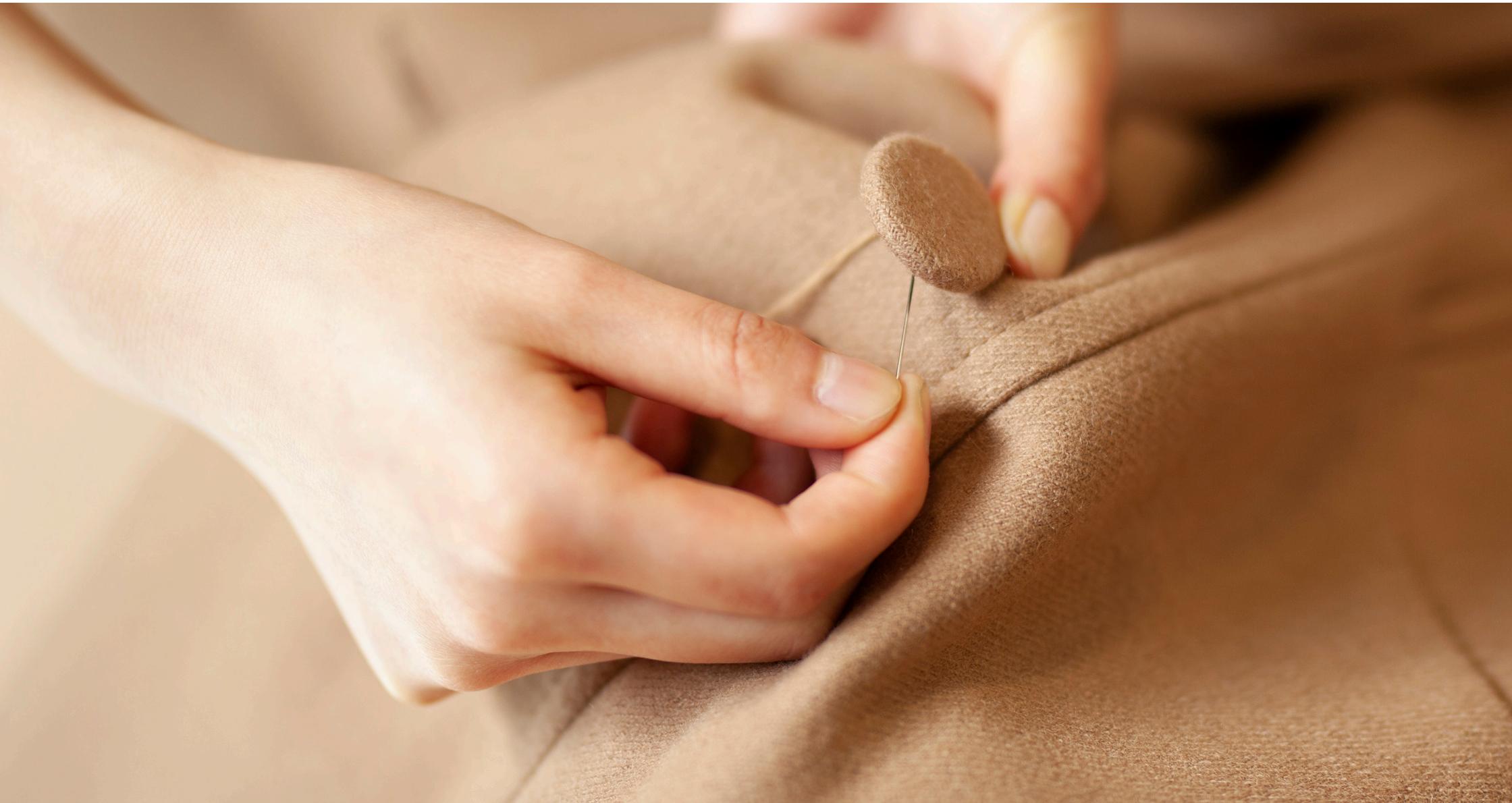




**MINDFUL FASHION NZ**  
Our clothing & textiles collective

**STRATEGY 2020 - 2022**



## **Introduction**

- This is the first strategy for MFNZ. It is an establishment strategy, which is why it is two years.
- We now need to generate revenue, resource-up, and get to work on our key actions.
- We believe there is a place for an industry voice for clothing and textile business. We need to show that we can do it. We also need the support and buy-in of industry to succeed.
- We define sustainability to mean survival in the short-term, given the challenges presented by Covid-19. In the longer term, sustainability is about thriving - seeing domestic NZ clothing/textile businesses succeed, while caring for people and respecting nature.
- The Partnership Agreement/Code of Conduct shows the business practises which underpin the work of the organisation.

## **Our context**

- The New Zealand industry is under pressure from global competition, market size and production scale.
- Consumer expectations have been changing fast; they are demanding sustainability, transparency and inclusivity.
- We have no domestic fabric production at scale, and our manufacturing capabilities are fragmented and limited.
- End of life solutions for clothes do not exist at scale in New Zealand.
- Covid-19 and the economic consequences have exacerbated the pressures on the industry.
- But the industry is unique, creative, nimble and passionate.
- We must draw on these strengths, and embrace change.
- We need to collaborate, share the burden of challenges, and embrace the opportunities provided by innovation and sustainable thinking.
- In the short-term sustainability might mean surviving. In the long term sustainability will mean thriving.

## **Vision**

New Zealand's unique clothing and textile industry inspires better in the world.

## **Mission**

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

## **Purpose**

We exist because we believe in a future for the New Zealand clothing and textile industry that is inclusive, sustainable and successful.

## **What we do**

1. Advocate for the industry to New Zealanders and our stakeholders.
2. Facilitate collaborative solutions and collective action.
3. Support innovation to ensure a sustainable industry into the future.

## **Our members**

### **Our members share our vision. They are:**

Designers & Brands

CMTs

Individual Makers/Dressmakers/Bridal

Manufacturers

Fabric & Trim suppliers

Raw Material Producers

### **Member expectations:**

- Sign MFNZ Partnership Agreement & Code of Conduct.
- Engage with MFNZ honestly and actively.
- Report annually on how they are strengthening the local industry in areas related to their business. Exact reporting TBD based on outcomes defined by Trustmark working group but may include for example:
  - Sustainable practices.
  - Supporting the growth and development of domestic supply chain.

## **Our supporters**

Businesses or individuals who support the vision of MFNZ but are not participants in the supply chain.

## **Stakeholders**

Academia

Retailers

Emerging / new designers

Government (national + local)

Business organisations/networks

Industry organisations

Customers

NZ'ers

Media + PR

Models

Creatives

Global brands and retailers

Australian brands and retailers

Global suppliers

Global customers

Recruiters

## OUR DRAFT WORK PROGRAMME

### Vision

New Zealand's unique clothing and textile industry inspires better in the world.

### Mission

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

### Purpose

We exist because we believe in a future for the New Zealand clothing and textile industry that is inclusive, sustainable and successful.

#### Priority 1

**Advocate for** the industry to New Zealanders and our stakeholders.

##### Objectives:

- Act as voice of the industry, to raise the profile of, and advocate for, NZ clothing and textiles businesses with government and industry.
- Tell the stories of NZ's industry to local and global audiences. Build on the integrity of NZ's reputation to strengthen our message.
- Promote local.

#### Priority 2

**Facilitate collaborative solutions and collective action.**

##### Objectives:

- Advance knowledge sharing and collaboration between industry players to share current industry best practice.
- Facilitate industry-led solutions to address productivity, resource efficiency, critical skills gaps and to develop capability.
- Build resilience into local supply chains.

#### Priority 3

**Support innovation** to ensure a sustainable industry into the future.

##### Objectives:

- Identify and facilitate innovation / R&D projects, such as:
  - Circular supply chains where NZ materials are fully processed, made, taken back and re-enter the system in NZ.
  - Pilot circular business models.
  - Identify how technology can enable efficient and cost effective local manufacturing.
  - Circular solutions for NZ textiles.

#### Priority 4

**Run a sustainable organisation**

##### Objectives:

- Deliver value to all members by ensuring our organisation is resourced to succeed.

## What we've achieved so far

- Established database of industry, starting with potential members, suppliers and CMTs.
- Launched basic digital directory of CMTs and suppliers via password on MFNZ website
- Engagement with sector up and down supply chain in NZ to introduce industry sector and MFNZ through media and board networks.
- Surveyed members and wider industry to ascertain needs to inform our work.
- Held 2 meetings with 18 manufacturing businesses across NZ during C-19 to inform MFNZ next steps.
- Worked with Retail NZ and Shopcare to advocate for safe opening of retail stores at L2, including drafting L2 Retail Guidance for clothing stores.
- Supported members during C-19 by representing industry to government and in media, on issues like rent relief and international online shopping during L4.
- Calls/liaison with immigration regarding visa situation.
- Appointed a PR agency (pro bono).
- Appointed a social media photographer to share stories of industry - Meet our Makers.

- Facilitated sharing of members CMTs and suppliers to build up data.
- Engaged with international organisations to inform our approach to ethical business. practice - Stella McCartney Social Sustainability team, Ethical Trading Initiative (UK), Social Accountability International (US), Elevate (HK), Kathmandu.
- Developed Partnership Agreement & Code of Conduct - MFNZ foundational document.
- Workshops with production staff x 3 to train on introducing MFNZ and the PA/CoC to CMTs, presenting case studies - bringing teams together to discuss challenges and share best practice.
- Meeting between CMTs, production teams and MFNZ to discuss challenges and barriers to working well together, and identify areas we can facilitate a collaborative approach to address.
- Formation of a CMT working group to address challenges & share best practice. Identified priority action areas x 2.
- Initiated a review of Partnership Agreement.

- Provided industry input into creative sector apprenticeship/training program recommendations to government.
- Submitted funding proposal to Government Waste Minz Fund in July to work on circularity project.
- Initial conversations with circularity organisations locally and globally.

- Founded MFNZ.
- Incorporated as a society & drafted constitution.
- Established board.
- Launched membership.
- Regular newsletters to members, including with business support information during Covid 19.
- Developing a fundraising campaign.
- Appointed an administration assistant (Kelly Flatz).

## Sustainability = Surviving (short term)

Working collaboratively to support the viability of the NZ industry in the short term (6 months)

### Short term actions

- Tell the story of the industry to the industry, through creation of a digital database of manufacturers and suppliers for all members to access.
- Raise profile of MFNZ, and tell story of NZ Made to customers and media, through PR with PN and MFNZ social media.
- Initiate discussions with government, media and industry to raise industry profile.
- Website development - ensure capability to meet long term plan.
- Establish Trustmark Working Group
  - Expressions of interest for cross sector representation - CMTs, manufacturers, small brands, large brands, fabric agents, Government.
  - Increasingly necessary to meet retailer and consumer requirements.

### Short term actions

- Establish CMT <> MFNZ working group to address CMT challenges:
  - Guidelines for designers to work effectively with makers.
  - Forecast timelines / scheduling.
- Establish Apprenticeship working group
  - Expressions of interest for cross sector representation - tertiary training org's, CMTs, manufacturers, academia, brands, cutters, printers.
- Establish NZ Fashion Calendar working group to consider the NZ fashion industry's position on / response to rewriting the fashion calendar and discounting cycles.
- Facilitate knowledge sharing of best practice within industry through CMT/manufacture + industry meetings.
- Facilitate sharing of Sustainable Materials knowledge and resources.
- Continue Partnership Agreement program. Goal is for all CMT partners of MFNZ members to sign the agreement by end 2020.

### Short term actions

- Initiate conversations with potential partners for circular systems innovation. Eg. NZTE, Scion, SBN, The Formary.
- Develop Circularity working group
  - Expressions of interest for cross sector representation - academia/research orgs, small brands, large brands, manufacturers, fabric wholesalers, Government, op-shop sector.
  - Map out industry/gap analysis to identify opportunities and challenges eg: product life extension systems, design for durability / circularity, end of life pathways etc.
  - Make a plan.

### Short term actions

- Membership drive through networks and media/PR.
- Boosted campaign to raise funds to kickstart project work.
- Finalise strategy.
- Hold AGM and deliver strategy.
- Introduce new (reduced) membership fee structure.
- Partner with Maori businesses in clothing and textiles to ensure a complete representation of industry.
- Research additional funding streams beyond fundraising.

## Sustainability = Thriving (medium - long term)

Support the industry to embrace innovation and sustainability, to enable a successful future (12-36 months)

*Note: These medium and long term actions have been identified. They will need to be tested, prioritised and resourced.*

### Medium-Long term actions

- Scoping study to quantify the value and contribution of the NZ fashion and textiles industry.
- Create trustmark and “MFNZ” accreditation program. supported by communication tools for members to use at all stages of supply chain.
- Extend digital database on website to include imagery, stories and further details of manufacturing capability to generate business for all members.
- Further develop website as a story-telling platform, to communicate industry stories and news with customers / industry.
- Develop formal plan for advocacy to government and appoint Advocacy Manager.
- Continue to tell the stories of NZ’s designers, manufacturers and supply chains to local and global audiences through media and PR.
- Market Made in NZ to export markets.
- Develop strategy to give advice to industry on Governmental regulations and compliance.

### Medium-Long term actions

- Facilitate industry-led working groups to address key challenges such as productivity, efficiency, and to develop capability & skills.
- Develop & facilitate delivery of Industry seminar / workshop program.
- Work with industry to develop a manifesto that promotes best practice and sets clear goals to advance industry sustainable practices; determine how to include targets for challenge areas such as waste and carbon reduction.
- Work with tertiary institutes to ensure graduates meet industry needs.
- Develop MFNZ Internship / mentorship / support programme for emerging designers/creatives.
- Identify global initiatives MFNZ can participate in, to advance best practice globally eg: The Fashion Pact, UN Fashion Industry Charter, GFA Circular Fashion Commitment, Circular Fashion 2020 commitment etc.

### Medium-Long term actions

- Identify funding streams & partnerships to develop / pilot circular models and systems.
- Establish working group to create full circle NZ system for clothing and textiles.
- Pilot/investigate MFNZ Collective resale platform / space and repair system.
- With industry and other sectors, facilitate R&D projects into more efficient manufacturing - how can technology enable manufacturing to be more efficient, productive and cost effective eg. on demand, digital, AI, IoT.

### Medium-long term actions

- Appoint a Projects and Partnerships Manager.
- Identify and introduce partner/ supporter fee structure.
- T Shirt Fundraiser.
- Identify additional revenue streams eg. grant funding, donations, events, website / newsletter advertising.
- Grow the capacity and capability of the MFNZ organisation.

**Sustainability = Thriving (medium - long term)**  
**continued**

WHY - Challenges:

- Lack of knowledge between industry players on capabilities.
- Lack of understanding of the value of Made in NZ with customers and society, what and who is involved, the stories behind it, the economic, social and environmental benefits to NZ.
- Industry has no voice, no collective power or representation to government.

WHY - Challenges:

- Graduates don't meet industry needs - skills/capability gap.
- Inconsistent workflows for CMTS/manufacturers.
- Price pressure on suppliers, cmts and brands - competing with imports.
- Skills shortage, no financial incentives or subsidies, no training programs.
- Best practices not shared between players.
- Shifting consumer demands.

WHY - Challenges:

- Made in NZ industry is not cost competitive.
- Industry relies on imported materials - leading to lack of resilience and traceability in supply chains, high footprint.
- Waste intensive, linear resource flows.
- Shifting consumer priorities.
- Rising demand for sustainable practices.

## ANNUAL MEMBERSHIP FEES

CATEGORY	TURNOVER (NZD\$)	MONTHLY FEE*	ANNUAL FEE*
<b>FULL MEMBERS</b>			
Mini	< \$499,999	\$15	\$180
Micro	\$500,000 - \$999,999	\$25	\$300
Small	\$1,000,000 - \$4,999,999	\$50	\$600
Medium	\$5,000,000 - \$9,999,999	\$100	\$1,200
Large	\$10,000,000 - \$19,999,999	\$250	\$3,000
X-Large	\$20,000,000+	\$500	\$6,000
<b>SUPPORTERS</b>			
Student	NA	NA	\$50
Individual	NA	NA	\$100
Education organisations	NA	NA	TBC
Businesses - By negotiation	NA	NA	By negotiation

\* Members must commit to 12 months