

iD DUNEDIN FASHION INCORPORATED SOCIETY
ANNUAL GENERAL MEETING AGENDA

5pm, 27 November 2023

The Hub, Otago Polytechnic, Forth Street, Dunedin

- MEMBERSHIP:** Margo Barton (Co-Chair), Sally McMillan (Co-Chair), Tanya Carlson, Charlotte Carr, Tracy Kennedy (nominated on 12 Dec 2022, attended first meeting on 31 Jan 2023), Jane Malthus, and Tara Viggo (nominated on 12 Dec 2022, attended first meeting on 31 Jan 2023).
- IN ATTENDANCE:** Event manager – Victoria Muir (Sequel Events); and Financials specialist - Tess Brais-Laflamme (Accountant, Polson Higgs Ltd).

1. CHAIR REPORT: Margo Barton and Sally McMillan

Welcome

Since iD Dunedin's inception in 1999 iD Dunedin Fashion Week has been a week brim full of live fashion events, which have presented huge opportunities for Dunedin as a city, for our many committed sponsors, our funders and, of course, our designers, both emerging and established.

A short overview of the 2023 iD Dunedin Fashion Week, held in Dunedin New Zealand, from the iD Emerging Designer Award judging day and iD Dunedin opening event held at Tūhura Otago Museum on Thursday 30 March 2023 through to Sunday 2 April 2023.

iD Dunedin has traditionally been a weeklong event celebrating Dunedin's distinct style, fashion identity and industry, with collaboration between the local, national and international fashion sector, tertiary institutions and supporting industries which allow the fashion sector to grow and evolve. The week has included both ticketed and free events which are targeted at the public, emerging and established designers, and the media. Historically the major events during the week have been the iD Dunedin Established Designer Show, highlighting Dunedin and New Zealand designers (which until 2017 was often referred to as the iD Dunedin Railway show) and the iD International Emerging Designer Awards, an international fashion design competition.

There was no event in the year ending June 2022, a decision that was made due to Covid-19 and lack of funding. Instead, the iD Dunedin Board and its contractors put all energies into planning the delivery of 2023 iD Dunedin at the Dunedin Railway Station, which coincided with the International Foundation of Fashion Technology Institutes (IFFTI) 25th Annual conference in April 2023.

The 2023 iD Dunedin Fashion Show returned for the first time since 2017 to the Dunedin Railway Station, running two sell-out live ticketed events on Friday 31 March and Saturday 1 April 2023. The shows included collections from a total of 48 designers across established ready-to-wear New Zealand designers and iD International Emerging Designers, and presented these to 2,200 attendees, with iD International Emerging Designer Awards presented at the end of the show. There were an additional 31 associated events including exhibitions, talks, fashion shows, tours, workshops and retail experiences during iD Dunedin Fashion 2023. The associated events were very well attended, and audiences enjoyed the varied opportunities to meet designers and to hear insights into the fashion industry and its history— as well as the opportunities to experience fashion! Over half of iD events were free to attend and reached a broad section of the community, including visitors to the city.

The 2023 iD International Emerging Designer Awards had 128 entries from 33 schools across 14 countries. 32 finalists were selected in December 2022 with 25 travelling to Dunedin to participate in the event. Finalists came from New Zealand (8), Argentina (1), Australia (10), Taiwan (2), France (1) and UK (3). Most finalists travelled to Dunedin with partners, family and lecturers. Many lecturers (not just those schools with finalists) were in attendance, as had travelled to Dunedin to attend the iD Show and the International Foundation of Fashion Technology Institutes (IFFTI) Conference that followed on from iD Dunedin.

The 2023 judging panel consisted of Head judge Tanya Carlson (Carlson), Elisabeth Findlay (Zambesi), Amanda Linnell (Viva Managing Editor), James Dobson (Jimmy D), Charmaine Reveley (Charmaine Reveley), Margarita Robertson (NOM*d), and Tara Viggo (Paper Theory). Finalists presented their designs to judges at the Judging Day held at Tūhura Otago Museum on Thursday 30 March, and then showcased their collections at the iD Show.

From an educational point of view, judging day was a particular highlight of the week. As is traditional all final year ākongā were in attendance, acting as dressers, models, timers, nerve soothers and more, and timetabled in visits to backstage for all Otago Polytechnic fashion ākongā. This year for the first time, we extended the invitation to attend backstage at judging day to local high schools; fifty-two learners and teachers from the following schools - Bayfield, Otago Girls High School, St Hildas, Taieri College attended, along with two Textile & Fashion Technology teachers from Whangarei Girls' High School. Judging day offers the opportunity to meet the designers, see their designs and discuss their techniques, their study, their inspiration, and the fashion industry generally, plus importantly make invaluable professional connections.

In short, judging day, the iD Awards, the iD established designers show and the associated events for example the Every Stitch Counts – A Sustainable Fashion Future in Aotearoa panel and the iD International Emerging Designers Panel Talk, ably show how iD Dunedin actions the first four objects of the Society:

- a) To promote, assist, and encourage the education of tertiary design students in New Zealand;
- b) To produce and promote a fashion show and awards ceremony for the purpose of educating and advancing the public's understanding & appreciation of fashion design;
- c) To promote and raise the standard of fashion design in New Zealand education and industry;
- d) To promote awareness of design as a potential career.

iD Dunedin 2023 attendees

The event survey has estimated a total economic impact from iD Fashion to the city at just over \$10 million. 40% of event attendees were from out of town and stayed an average of 2.4 bed nights.

"iD 2023 was our most successful retail weekend to date. The influx of mainly women specifically travelling to Dunedin to join friends and shop meant a fantastic turnover far greater than the usual sporting or music events. Feedback we received from customers about this year's week was over whelming positive, the most positive I've heard to date. They were delighted to be back at the Railway station and because there were also many events during the week, they are adamant they will be back for the next one, but this time with more friends!" Sara Munro, Company of Strangers, iD designer and Dunedin retailer

2,200 people attended the iD Shows with an estimated 5,000 additional attendees over the full calendar of events. 20% of show attendees completed the event survey which was part of the digital programme.

Key statistics include:

- 40% of attendees were new to iD
- 90% were female
- 65% of attendees between 35 – 64 years
- 27% of attendees from outside Otago
- 2.4 nights was the average length of visitor stays
- Total economic impact of event just over \$10m

The Regent Theatre was the main ticket retailer, and 1522 tickets were purchased via them. Their sale statistics show that:

- 58% of ticket purchasers were from Dunedin
- 28% of ticket purchasers were from other South Island
- 10% of ticket purchasers were from North Island
- 4% were international sales

iD also reserved tickets for a number of groups to prioritise out of town attendees. This included Air New Zealand Grab A Seat packages, the delegates for the 25th Annual Conference for the International Foundation of Fashion Technology Institutes, 40 tickets for Villa Maria College from Christchurch and an Enterprise Dunedin famil.

Model diversity was a key focus for iD in 2023 and an open casting was held at the end of 2022 to achieve this. 65 models were included in the show from 6 agencies, and many without agents, so not to exclude them having the opportunity to participate in the show.

iD was inclusive and celebrated diverse ages, ethnicities and sizes on the catwalk. Models ranged in age from 16 to 84 and included gold medal Paralympian Holly Robinson and The Hits radio announcer Petrina Roche, who talked about the build-up and her experience on the catwalk on air. With this approach we aimed to remove barriers and promote a healthy image of what a model is.

Sustainability

iD took a proactive stance to waste minimisation and reducing the environmental impact of the event for 2023. This is the first year that iD has been able to commission an Event Waste Audit and we worked with Fiona Clements from Res.Awesome. Fiona and a team of volunteers from Otago Polytechnic | Te Pūkenga sorted the waste post event. From 12 contaminated bins only two large sacks of waste went to landfill costing \$11 to dispose of. The link to Fionas report can be located here: <https://www.idfashion.co.nz/news/idagm> . Fiona is our speaker following this AGM.

Southern Lights made an investment in green technology, to ensure that the show used significantly less power than previous years and could reduce its carbon footprint. This is an amazing improvement to stage a production of this magnitude using exclusively low power LED technology.

iD made significant steps to reduce waste by moving to a digital event programme. This was made possible with a grant from The Otago Community Trust and Dunedin City Council Arts and Culture Capability Building Fund. Instead of printing 2,200 event programmes the digital programme was accessed online through mobile phones at the event. Reporting shows that this was well used by event attendees, with 2,000 visits and 4,000 page views.

All designers, both emerging and established, showing at iD in 2023 had to submit their sustainability statements as a matter of course.

Please refer to the event manager report for further event highlight details and statistics, the link can be located here: <https://www.idfashion.co.nz/news/idagm>

While the end result of iD's hard work are our runway shows and associated events, as a charity we also have wider objectives. These are largely invisible to the public, but as a Board, we have at the forefront of our thinking and decision-making. These are :

- e) To raise money by all lawful means & to solicit, receive & enlist financial aid from individuals & organisations & to conduct fund-raising campaigns to promote the charitable objects of the Society;
- f) To foster effective participation with the community on artistic & design matters;
- g) To provide services which relate to the education of people in the Otago area & the wider New Zealand community generally, relating to the country's fashion design heritage;
- h) To do all things the Members consider necessary or conducive to further or obtain the charitable objects or aims of the Society set out above.

The Society relies on volunteers for assisting in all elements of the events, from planning to the actual event and general contribution to developing and managing events. In line with our educational objectives, iD facilitates the involvement of students from Te Pūkenga wherever practicable. From May 2022 iD Dunedin employed an event manager. A publicist and social media manager were also employed in the lead up to the April 2023 event. In 2022

due to a lack of funding, the responsibilities of financial management, and some event management and sponsorship management were assumed as voluntary positions by some members of the executive committee, an arrangement which is not a tenable position for the future given that all members of the Executive Committee are volunteers. As from 2023 we have been extremely fortunate to have sponsorship from Polson Higgs in the form of accounting services from Tess Brais-Laflamme, who now manages our accounts and payments and assists with budgeting.

We thank all our funders and supporters, particularly the DCC, our media partner NZME and Otago Polytechnic for its ongoing sponsorship and support of the event, and the other long-standing financial supporters of iD including the Dunedin Airport and the Otago Community Trust. We acknowledge that without the sponsorship financially and in kind that this iconic Dunedin cultural event would not take place.

We sincerely thank Victoria Muir, who drove the event at Dunedin Railway Station, and continues to be the key driver of iD Dunedin activities. And we thank Hannah Molloy our press liaison, and Ella Buchanan social media manager. And we sincerely thank Tess Brais-Laflamme and Polson Higgs for offering us financial support.

We (Sally and Margo) would also like to thank our highly motivated, supportive, collegial, and creative voluntary iD Dunedin board, they have been a great support - Tanya Carlson, Charlotte Carr, Tracy Kennedy, Jane Malthus, and Tara Viggo.

We sincerely thank all the volunteers who contributed to this year's event, it is fair to say that the event would not have been possible without your input, it's also fair to say that in the future the extreme reliance on volunteers is not sustainable, which is a main contributor to the rationale behind our decision to have a biennial railway show, with a biennial community event in the alternate year.

Going forward:

2024 and 2025 are in the development phase. We thank the DCC for committing to funding, to enable us to secure the services of Victoria Muir to plan.

Again, we thank our 2023 funders and sponsors. Every year we are heartened by the feedback that we get about the quality of the event, which is made possible by the generosity of sponsors. That sponsorship not only funds the shows themselves, but it adds to the creative capital of Dunedin city, it supports the Society's stated objectives around fashion and education, and it creates jobs for many, many people in associated and supporting roles.

But despite what iD offers Dunedin, and despite its consistent track record in creating a high quality, well-attended event year after year (except during Covid), reliable, consistent funding continues to be a major problem for the Society. It is the issue that keeps us awake at night, which occupies a disproportionate amount of our volunteer time and that of our event manager, and which has, in the end, been the major factor in our decision to run the runway event and emerging designer awards every 2 years instead of annually. We record our hope that this decision will encourage a greater number of sponsors to recognize iD as a great event that ticks multiple philanthropic boxes – fashion, education, employment and community – and we hope that they will come forward, and dig deep.

For now, planning for our 2024 event is well underway. Following our designer meeting on 7 November 2023 we have reached out to designers who were unable to attend, and we will be looking at curating a suite of associated events. We are confident that these events, which will focus on sustainability, will reflect current trends and thinking in fashion and will make us part of an international conversation. We will share more information when we are able. Planning for 2025 at the Dunedin Railway station is also underway, with the station secured and planning well underway.

Again, thank you all.

The report is now open for discussion.