



Diversity and Inclusion Policy

Maggie Marilyn

Whakataukī

**Ko te pae tawhiti
whaia ki tata; ko te pae tata,
whakamaua ki tina**

**Seek out distant horizons
and cherish those you attain**

Whilst this year has been challenging in more ways than any of us could have imagined, 2020 has been the ultimate reset - one that our industry needed. As a brand that champions sustainability, we must acknowledge the profound intersection between environmentalism and social justice. For too long, fashion has created an exclusive culture that has empowered white elitism whilst directly disempowering minority communities. It has been an industry that has taken advantage of low wage economies and treated land as a disposable commodity.

We stand in opposition to this and believe enough is enough.

At Maggie Marilyn our purpose is to use fashion to create a better world. We believe in a future where our planet and its people are truly able to thrive. Where everyone our business touches feels accepted, valued, respected and understood. We believe in building a team of individuals who are representative of our global community - from the people who work in our supply chain, to our team, our customers, our audience and everyone beyond this. We believe in embracing and celebrating what makes each of us unique - our backgrounds, experiences, cultures, religions, beliefs, gender identities and orientations. We know that our collective strength lies in unity and individualism.

We believe that in nourishing a community of inclusion and belonging from a place of warmth, honesty and kindness, we have the power to change the world.

To ensure that every aspect of Maggie Marilyn reflects these values, we have identified 5 key areas in our business under which we have built our policies and procedures to guide us forward, hold us accountable and measure our success.

In the below document where we refer to Change Makers, we mean employees; Guests, we mean customers and Home we mean retail store.

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We aim to foster an internal culture that is inclusive, welcoming, honest, kind and individual. Where Change Makers feel valued, listened to, respected, understood and can uncompromisingly be their authentic selves.

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We will strive to identify and select the best talent from the most diverse pool of applicants and ensure a fair and transparent recruitment process for all.

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We aim to ensure that Guests and external stakeholders are treated with dignity, that we respond to their needs with flexibility, and accept feedback with openness.

04. **Te irirangi me te tirohanga**

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Our visual content is the first experience most people will have with Maggie Marilyn, we want to ensure that within this content, everyone feels represented, respected and understood.

05. **Whakawai ētahi atu**

(INFLUENCING OTHERS)

We aim to lead by example, influencing change in order to implement true equality for all within our industry.



Te Ahurea waahi mahi

WORKPLACE CULTURE

At Maggie Marilyn, we hope to be a family of unique backgrounds, experiences, races, cultures, religions, beliefs, gender identities and orientations.

We aim to foster an internal culture that is inclusive, welcoming, honest, kind and individual. Where our Change Makers feel valued, listened to, respected, understood and can uncompromisingly be their authentic selves. We will outline how we aim to achieve this in the following pages.

Inclusive Decision Making

- Where possible ensure there is gender, age, cultural and ethnic inclusion when making decisions.
- Create a space where every person feels comfortable and welcomed to actively weigh in on decisions.
- Transparency - the who, why and what of decision making is formally and transparently communicated with the relevant teams.
- Time is taken for open, honest and non-judgmental feedback and questions where a comfortable, safe and non-judgemental space is fostered by decision makers.

“Good leadership requires you to surround yourself with people of diverse perspectives who can disagree with you without fear of retaliation.”

- DORIS KEARNS GOODWIN

**“A diverse mix of voices leads to better discussions,
decisions, and outcomes for everyone.”**

- SUNDAR PICHAI, CEO of Google

Culture Catch Ups

- Monthly one on one, informal out of office 'culture catch ups' with managers to ensure there is consistently space created by management for open and honest conversations, concerns and feedback. As well as having candid conversation, in these catch ups managers should check in around Change Makers feelings of inclusion, belonging, value and job satisfaction. Incredibly important for Change Makers to always feel valued and understood and have a clear separation between culture catch ups and performance reviews.
- Ensure each Change Maker has a second person as their point of conversation, if they don't feel comfortable speaking with their manager, essentially a buddy system, until such time as we have an HR department.

Education and Team Training on Inclusion

- At least once a year, partner with independent organisations, such as [Diversity Works NZ](#) and [RainbowYouth](#) to hold professional development workshops for all Change Makers.
- As outlined by [Diversity Works NZ](#), these workshops should cover: inclusion, unconscious bias, how to mitigate unconscious bias, bi-cultural organisations, cultural intelligence and creating respectful workplaces.

Inclusion Committee

- Create an internal inclusion committee who develop strategies and programmes, monitor and measure our progress on our inclusion policy and implement resources and allies. Committee to meet monthly internally and quarterly with the governance body (to be appointed).
- Once formed, hold a Diversity Works NZ 'Diversity Committee Essentials' training workshop.

Mental Health and Wellness

Ensure both Head Office and Home, Change Makers have knowledge about where to access resources, guidance and help around mental health and wellness. This could include putting informative posters in the office and back of Homes, looking to partner with an organisation where Change Makers are offered 'x' number of hours of free phone counselling for work related stresses, holding stress reduction workshops or employing a qualified professional to take regular mindfulness or yoga classes - free of charge to the Change Makers. Always looking for creative ways to bolster mental strength and help Change Makers to develop skills for resilience to stress and positive mental health.

Cultural and religious leave

We recognise that within an inclusive team there will be many different cultures, religions, beliefs and values. We value and support individuals taking a day of paid leave for key events and celebrations of personal significance outside of statutory New Zealand holidays, including but not limited to Matariki, Chinese New Year, Diwali, Passover, Eid Al-fitr, Pride.

Actively Cultivating Culture

- Culture Coordinator - a Change Maker will volunteer to be appointed Culture Coordinator. It will be their responsibility to uphold our day to day office culture such as taking a break for lunch and not eating at your desk, while also taking the lead on organising regular team activities.
- 3pm Fridays - every Friday all Head Office Change Makers finish at 3pm as time for themselves to replenish and revive - whatever this may look like to each individual.
- We understand that company culture needs to be modelled from the top down to have genuine influence. Managers are encouraged to 'walk the talk' when it comes to implementing values and culture and will be measured/ held accountable to ensure they do this.

WORKPLACE CULTURE WILL BE MEASURED BY

- Quarterly internal anonymous Change Maker questionnaires
- Exit interviews
- Reports on progress and changes by our Inclusion Committee and Culture Coordinator

“Diversity, or the state of being different, isn’t the same as inclusion. One is a description of what is, while the other describes a style of interaction essential to effective teams and organizations.”

- BILL CRAWFORD, PhD, Psychologist



Rapu i te tangata

RECRUITMENT



To ensure Maggie Marilyn is an equal opportunity employer, we will build a workforce of talented and passionate individuals that reflects the true representation of our community, and we have an inclusive range of views, ideas, and experiences influencing our decision making, we follow the below recruitment process.

When it comes to recruitment we want to identify and select the best talent from the most diverse pool of applicants.

WE TAKE THE FOLLOWING STEPS FOR EVERY
NEW HIRE FOR A JUNIOR OR INTERNSHIP POSITION:

- Ensure inclusive language is used in all jobs advertisements;
- Publish our job advertisements across a varied range of platforms;
- A range of Maggie Marilyn personnel review CV's, including Change Makers at the same level of seniority as the advertised role, ensuring a range of perspectives are gained on the suitability of applicants;
- Our interviews follow a standardised format and include set questions to ensure comparability across candidates, and are conducted by multiple Change Makers to minimise the impacts of unconscious and affinity biases;
- We have a standardised post-interview debrief so that all assessors follow the same framework when assessing and ranking candidates;
- We follow up with all unsuccessful interviewed candidates to provide them feedback and transparency on our decision;
- All Change Makers who leave Maggie Marilyn will participate in exit interviews that include questions on inclusion.

For senior roles we outsource the recruitment process to an agency who follow our required recruitment guidelines similar to the above.



Whakaanga

ENGAGING WITH OTHERS

WHEN ENGAGING WITH GUESTS AND EXTERNAL STAKEHOLDERS,
THE FOLLOWING VALUES GUIDE US TO ENSURE INCLUSIVE SERVICE:

Dignity - Everyone who walks through the door is valued and deserving of our full attention (delivery drivers, manufacturers, suppliers, lost tourists - not just Guests).

Flexibility - Understanding that some methods of service may not work for all people, and ensuring that we deliver exceptional service that respects and meets all of our Guest's needs.

Openness - Being receptive to comments and suggestions on how to improve our service or communication, and being proactive in how we implement changes as we value improvement and growth.

THESE VALUES GUIDE THE FOLLOWING SECTIONS OF OUR POLICY:

Inclusive language

Zero tolerance for discrimination

Accepting feedback

At Home (in store) experience

Inclusive language

Unfortunately we sometimes create barriers or inhibit inclusion without even knowing it, by the language we use.

WE ENCOURAGE OUR TEAM TO USE INCLUSIVE COMMUNICATION METHODS, SUCH AS:

- Promoting gender inclusive conversational language ([trans ally, a beginners guide](#)).
- Using empathetic body language and eye contact, and asking for permission to touch or enter someone's personal space.
- Alternative communication options such as typing a message or posing yes/no questions.

Zero tolerance for discrimination

We have a zero tolerance policy for racism, homophobia, sexism, ableism or discrimination of any kind.

THE FOLLOWING POLICIES ENSURE THAT OUR CHANGE MAKERS AND GUESTS FEEL SUPPORTED IF SUCH A SITUATION OCCURS IN OUR WORKPLACE:

- We train managers to deal with conflict in a way that protects the safety of Change Makers and other Guests above all.
- Our internal anonymous questionnaires allow Change Makers to give feedback on their personal experiences within a safe environment. We also encourage an open door policy for team members to feel comfortable approaching management with issues or concerns.
- Our automated Guest service questionnaires give Guests the opportunity to provide anonymous feedback on their experience.

Accepting feedback

We value every piece of feedback we receive as it allows us to develop our policies as we grow

- We train our Change Makers on how to deal with feedback in a way that empathises with the concerns of our Guests and resolves the issue.
- Our automated Guest service questionnaires gives Guests the opportunity to provide anonymous feedback on their experience.
- Our regular internal reporting ensures that there is a feedback loop from our Home, Change Makers to managers and directors. Internal reporting will be conducted by our Head of Retail and shared with our Commercial Director.
- We encourage direct communication and feedback from our community that is constructive, clear and honest so we can endeavour to improve and grow.

The three values above speak to our external stakeholders including collaborators, makers and suppliers, as well as Guests. The section below is tailored to our Change Makers in our Maggie Marilyn Homes.

“Consumers directly associate customer experience with a brand—and when a customer faces discrimination, bias, hostility or even racism, the brand’s entire image can be shattered.”

- JEFF GALLINO

At Home experience

Hosting Guests and making them feel welcome starts from the moment that they walk into our Maggie Marilyn Home.

WE HAVE IMPLEMENTED PRACTICAL GUIDELINES AROUND ACCESSIBILITY WITHIN THE HOME, SUCH AS:

- Accessways, shelves and changing rooms that are suitable for prams, wheelchairs, guide dogs or other assistive devices where necessary.
- Child safe displays.
- Quiet seating areas for those who need to rest or nurse children.

Those who are used to experiencing exclusion in a retail environment may not ask for the services they need.

WE TRAIN OUR CHANGE MAKERS TO ANTICIPATE A GUESTS' NEEDS, ENSURING THAT WE OFFER SERVICES INCLUDING BUT NOT LIMITED TO:

- Availability for additional tailoring and alterations on purchases as well as standard sizing from UK 6 to UK 20.
- Assistance with carrying items to the car, or offering same day delivery to the home or workplace.
- Private appointments for those who want individual service, privacy or a quiet environment as well as an at home service if desired.
- Removal of garment tags, safety pins or tailor's tacking on purchases.
- Intuitively sensing should anyone need assistance with buttons, zips, closures.

Shoplifting Prevention

The traditional methods that retailers use to identify shoplifting feed into unconscious bias and discrimination. We use a behaviour-focused shoplifting policy in our Homes. [[source](#)]

“Retailers need policies to counter shoplifting and policies must be laser focused on behaviour, and not on race.”

- MITA MALLICK



Te irirangi me te tirohanga

BRAND CONTENT AND VISUAL IDENTITY

BRAND CONTENT AND VISUAL IDENTITY IS:

- All visual content we produce in house. This can include but is not limited to: content shoots, lookbooks, EDMs, candid BTS content, collateral for Instagram and maggiemarilyn.com
- All visual content that other people produce where Maggie Marilyn product is featured. This includes but is not limited to: Instagram collaborators, influencers, publishers, stylists, photographers, editors and ambassadors

GOALS AND CONSIDERATIONS WE ARE IMPLEMENTING INCLUDE:

- **Sample sizes** - Offer a variety of sizes within our sample sets, to ensure talent of all sizes are represented in external imagery.
- **Inclusion in the workforce behind creative concepts** - Internally ensure there is broad representation in decision making processes. Outside of our direct team, we will ensure diverse representation across creative teams, including photographer, stylist and HMU selection. Consideration of internal and external teams are important to ensure integrity throughout each step of the content and visual storytelling production process.
- **Continually reaching a wider community** - Seek to form relationships and allies with creatives in the industry who echo our values and offer a refreshing narrative to content creation.
- **Casting** - Ensuring talent casting is open to anyone regardless of gender, ethnicity, size, disability and sexual orientation.
- **Additional visual aids and storytelling choices** - We understand inclusivity is represented through every aspect of storytelling. When workshopping concepts for brand content, questioning our own affinity bias.
- **Inclusion Training** - All Change Makers to have annual unconscious bias training to help understand individual and collective bias.



Whakawai ētahi atu

INFLUENCING OTHERS

At Maggie Marilyn we recognise the responsibility we have to use our influence as a brand to educate, uplift and empower. We value the intersection between sustainability and the indigenous mindset, as one that is regenerative and does not glorify excess yet rather ensures a harmonious balance and equity between all people and the land.

At Maggie Marilyn we aim to lead by example to influence change with the hope that this can result in true equality for all within our industry.

WE WILL ENSURE THAT;

- Maggie Hewitt or any Maggie Marilyn Change Maker that sits on tv/ live panel discussions only does so where BIPOC are fairly represented.
- In instances where we are aware of the inclusion of Maggie Marilyn alongside other designers in press features/ media representation, we will question editors/ producers on BIPOC representation.
- In news features and placements around sustainability, we will make sure to always amplify the conversation of Intersectional Environmentalism as initiated by Leah Thomas.

At time of writing, our head office team is made up of 10 full time Change Makers. One of whom identifies as male, nine of whom identify as female and all of whom are currently Pakeha (white New Zealanders). Building this policy has been a crucial step in ensuring that as we move forward and grow our team to 20, 50, 100 and beyond that it is reflective, representative and inclusive of our diverse global community.

These policies will be changed and moulded as both Maggie Marilyn and the world around us changes. We always remain open and grateful for feedback.

Maggie Marilyn

Language

Identity - A person's own unique backgrounds and experiences that make up who they are and their sense of self.

Diversity - The presence of difference in any setting or group. When speaking of people, diversity can be broken down to two kinds: inherent and acquired. Inherent traits we are born with, such as gender, ethnicity, and sexual orientation. Acquired are traits we gain through experience.

Inclusion - The efforts of a group to make all individuals within that group feel truly included, regardless of varied identities.

Equity - Understanding and acknowledging that not everyone starts from the same place, and committing to compensate those imbalances.

Community - a group of individuals in the same space, situation or shared experience, and the culture that is created where this common ground is shared.

Belonging - The culture that has been created within a space or situation in which an individual feels a sense of comfort, acceptance, affinity and harmony.

Acceptance - The ability to acknowledge and embrace an individual's inherent and acquired identity, with understanding that it may be different from your own.

Gender Identity - An individual's inner sense of their gender that may or may not correspond with societal expectations of gender roles stating how people should act, think or feel based on their assigned biological sex.

Sexual Orientation -An umbrella term used to describe sexuality, gender and sex identities.This could include who you feel romantic sexual or curious towards, or who you don't. To read more look at [Rainbow Youth resources page](#)

Religious Beliefs - The collection of beliefs and values that a group holds to be true and sacred. A group's religious beliefs explain where an individual fits in relation to the universe.

Disability - Individuals with a physical, mental, cognitive, and/or developmental handicap, which makes it more difficult to do certain activities or interact with the world around them.


Re-Definitions

MAGGIE MARILYN WANTS TO RE-DEFINE

Luxury - At Maggie Marilyn luxury means clothing made in an ethical supply chain where people were treated fairly. It means the impact our business has on the planet is put at the forefront of every decision. It means our fabrics are certified organic, repurposed or recycled. It means educating our customer on the value of their clothing and how to care for it. It means when something breaks, we fix it. It means working towards a transparent, circular, regenerative and inclusive fashion system.

Desirable - At Maggie Marilyn desirable means creating something for our customers that is of the highest quality, has been ethically and environmentally produced and sold to them with the best customer service.

Aspirational - At Maggie Marilyn aspiration means allowing our customers to aspire to be part of a better world. One with a healthy planet, empowered people and an economy that puts these things first.



Using fashion to create a better world.

maggiemarilyn.com