Cecilia Robinson  My Food Bag Founder & Director
Our chat today

Entrepreneurship

The story

Purpose & Beliefs

Environmental, Social & Governance

Personal Purpose

The new work/life paradigm
My one rule
Our chat today

Entrepreneurship

The story
How it all began
About Au Pair Link

- Founded 2007
- Became Australasia’s largest au pair agency
- One of the largest home based early childhood education providers in NZ
- Over 1,000 au pairs annually
- Sold in December 2014 to the Evolve Education Group (NZX & ASX)
About My Food Bag

- Ex Co-CEO now Founder & Director (alongside husband James)
- 100,000s eat MFB (FS, BB) every night
- Grown by 100% in first 3 years
  - 100M run rate in <3 years
  - 3rd largest food retailer in New Zealand
- Experts at people (foodies)
  - 180 team members
How innovation & disruption starts
Who would’ve thought?

Exploding Kittens

This is a card game for people who are into kittens and explosions and laser beams and sometimes goats.

In case you missed it

Created by
Elan Lee

219,382 backers pledged $8,782,571 to help bring this project to life.

CREATED BY ELAN LEE + THE OATMEAL + SHANE SMALL
Dinner made easy.

We're your answer to "what's for dinner?" with fresh ingredients and easy recipes to cook delicious dinners, delivered to you.
Who would’ve thought?
The recipe for innovation

An idea – and do something with it!

Finding a way to say YES rather than a reason to say NO

Embrace RISK NO

Believers/Early Joiners

Gut feel

Customer & People obsession

Collaboration (sandbox)

SPEED

LOVE & PASSION

BEYOND

BIG Dream

Clear Vision

Trust

Passion

Leadership
Our chat today

Purpose & Beliefs
Environmental, Social & Governance
“My Food Bags vision is to create stronger, healthier communities throughout New Zealand, through changing the way we eat”
Purpose & Beliefs, ESG

**PURPOSE 2016**

**DREAM:** To become NZs most loved brand & business

**SPIRIT:** Simply the best

**BELIEFS:**
- Our Foodies are at the heart of every decision we make
- Nude food and cooking has the power to change lives and build stronger, healthier kiwi communities
- We are a company that works hard to get better so that we can provide the best possible value to our Fans
- We solve one of the most commonly asked everyday questions
- Healthy, tasty, high quality food is what we deliver
- Being ethical and sustainable is our competitive advantage
- We only recruit A-team talent who love delighting our Fans
- We will provide them with Responsibility, Learning, Recognition and Joy

**CHARACTER:**
- Winners
- Fast
- Bold
- Sexy
- Positive
- Collaborative
- Real
- Believers

**FOCUS:**
- Fill our country with MFB Fans

**GIC (Greatest Imaginable Challenge):**
**FOR INTERNAL USE ONLY**
“My Food Bag is the largest procurer of free farmed pork in New Zealand and the third largest free range chicken purchaser. Suppliers who started with us five years ago are growing alongside us and we are proud to be making a difference to businesses nationwide.”
Key Environmental Initiatives

**ENVIRONMENTAL:**

*Being ethical and sustainable is our competitive advantage*

- Free range farming practices
- No MSG, free from harmful preservatives and additives
- Approved Supplier Programme
- Supporting and buying local – 97%
- Recyclable packaging
- Limiting both ours and consumer wastage
- Responsible delivery management – efficiencies and timeslots
- Food miles – food staying where it was created whenever possible
“We focus on doing what’s right for our people first, and then the business’
Key Social Initiatives

**SOCIAL:**

Being ethical and sustainable is our competitive advantage

- Monthly charitable donations
- Massive, nationwide Xmas drive since 2014
- Social responsibility to improve health – ‘teaching how to fish’
- Consumer Protection - ‘Doing what’s right by the customer first’
- Pay living rather than minimum wage
- Social care Diversity & Relief Plan
- Paid Parental leave plan
"We are a company that works hard to get better so that we can provide the best possible value to our foodies"
Key Governance Initiatives

**GOVERNANCE:**

*Being ethical and sustainable is our competitive advantage*

- Financial sustainability vs unicorns
- Profitability paired with reinvestment in New Zealand.
- The benefit of profits stay in this country!
- Guided by ‘Best’ rather than cheapest.
- Pay equity & Transparency
- Fair, win-win business relationships
- Loyalty, responsibility & trust
Purpose & Beliefs, ESG

ESG QUESTIONS...

- How do you engrain in your culture?
- Battling cheapest for Consumer vs education on ESG
- Balancing profit vs purpose
- Social Entrepreneurship
- ESG – New Business Challenges & Opportunities
  - Too fast, too soon
Our chat today

Post Success & Purpose
Work/Life integration
Post Success & Purpose
What do you see in the mirror?
ENTREPRENEURSHIP
LOVE & PASSION BEYOND REASON.

ESG
BE GUIDED BY YOUR PURPOSE, STAY TRUE TO YOUR BELIEFS.

LIFE
LIVE YOUR PURPOSE. WANT WHAT YOU HAVE.
Won a voucher? Connect with me:

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