



Julia Tait Foxley

MEET ME, Julia Foxley, a seasoned professional with a remarkable blend of strategic acumen and creative prowess. With 20 years of business experience as my foundation, I have honed my governance expertise over the past 6 years. My analytical skills and numeric comprehension set me apart, but what truly distinguishes me is my unwavering commitment to placing people at the core of my strategic thinking.

Currently serving as a Business Manager for a diverse portfolio including SME businesses, large trusts, syndicated horticulture investments, and property, I bring a wealth of expertise to the table. My prior roles in various marketing and communications functions have provided me with a comprehensive understanding of the business landscape.

Hailing from the Eastern Bay of Plenty and returning to Tauranga after gaining international experience, I possess a deep connection to the region. My active involvement in the community has afforded me a nuanced understanding of the Bay of Plenty's culture and dynamics.

I am not only a seasoned professional but also a dedicated individual committed to continuous personal and professional development. With a proven and reliable work ethic, I am poised to make a significant impact in any role I undertake. Consider me, Julia Foxley, for a unique combination of strategic prowess, creative thinking, and a genuine commitment to the well-being of people at the heart of my endeavours.

GOVERNANCE EXPERIENCE

FMF Consulting – Managing Director

MAY 2017 - PRESENT

As the owner of FMF Consulting, I provide comprehensive business management solutions for SMEs, focusing on marketing, branding, budgeting, tax, and accounting. I also specialize in project management and personnel management to ensure smooth operations.

My responsibilities include managing diverse portfolios, such as share portfolios, investment properties, and agricultural investments, requiring meticulous communication with clients and stakeholders. I oversee strategic initiatives like brand development and track financial performance for assets exceeding \$10 million. Additionally, I facilitate share transactions, manage communications, and handle tax and loan payments, ensuring seamless coordination and client satisfaction.

JARED Agri Ltd – Director

MARCH 2019 - PRESENT

As a \$15 million family enterprise, JARED Agri Ltd holds significant investments in the agricultural and horticultural sectors throughout New Zealand. Assuming the role of Director,

I played a pivotal role in formulating a sustainability strategy crucial for family succession planning. Additionally, I spearheaded the establishment of the company, laying the groundwork with initial policies and procedures. Within my directorial capacity, I maintain a dual focus on operational and strategic financial oversight. This entails crafting and monitoring annual budgets, ensuring alignment with actual expenditures, and adeptly managing all tax-related matters.

KEL Bushmere LP – Director

OCTOBER 2019 - PRESENT

As a board member overseeing the management of a 27-hectare G3 kiwifruit orchard spread across 3 KPin in Tairāwhiti, I play a crucial role in ensuring efficient operations and optimal productivity by coordinating the management of orchard managers and contractors. My contributions span across several key areas:

- I am responsible for facilitating and delivering transparent shareholder communications on behalf of the board, which serves to foster trust.
- Spearheading Health and Safety reporting initiatives, I prioritize the well-being of all stakeholders and ensure compliance with regulatory standards.
- Within a select subcommittee, I played a pivotal role in overseeing two significant campaigns:
 1. I was entrusted with managing a comprehensive process and submission for securing a coveted G3 license bid.
 2. proficiently ran an end-to-end process for 3 pre-emptive rights share sales and transfers.

These multifaceted contributions underscore my unwavering commitment to operational excellence and strategic advancement within the organization.

Bay Financial Mentors - Vice-chairperson

(Formerly Tauranga Budget Advisory Services)

MARCH 2020 - PRESENT

Serving the communities of the Bay of Plenty, Bay Financial Mentors is a non-profit organization dedicated to providing financial mentoring, budgetary assistance, and advocacy. Supported by community grants, government contracts, and collaboration with local Iwi and support services, our offerings cater to a diverse clientele. My tenure began just prior to the onset of the Covid-19 pandemic, during which the board diligently focused on sustainability initiatives and efficiently managing surges in demand and expansion. Key contributions include:

- Serving as a board representative and playing an integral role in the cultural intelligence project, which culminated in the successful rebranding to Bay Financial Mentors Tau Awhi Noa.
- As one of two board representatives liaising with Te Roopu and local kaumatua, I ensure alignment with tikanga principles, fostering cultural connectivity, and facilitating ongoing training initiatives.

- Currently holding the position of vice-chair, I am actively engaged in mentoring and training to develop effective chairperson skills, with a strategic focus on succession planning.

St. Peter's School Cambridge - Trustee

AUGUST 2022 - PRESENT

St. Peter's School Cambridge, situated on a picturesque 40-hectare campus in the heart of the Waikato, is a distinguished Anglican Co-educational Private institution with a legacy dating back to 1937. Rooted in the ethos of "Struca Saxo" (Built on a rock), the school is renowned for providing a transformative educational experience and fostering leadership qualities. Offering comprehensive academic, sporting, and cultural facilities to both day and boarding students, St. Peter's serves as a cornerstone in the region.

Drawing upon my extensive background in marketing and communication, I play a pivotal role in shaping the school's strategic initiatives in this domain, from guiding marketing campaigns to enhancing communication channels, amplifying the school's visibility and engagement within the community.

Key contributions include:

- Involved in pivotal personnel decisions, where I have contributed to the vetting and selection processes for critical positions such as the Head of School, Head of Commercial, board members, and Head of Brand. By leveraging my expertise, I ensure the recruitment of top-tier talent aligned with the school's vision and values.
- My active participation in key committees—including Health & Safety, People and Culture, and Alumni—underscores my commitment to fostering a safe, inclusive, and thriving environment for all stakeholders.
- I have been keenly engaged in developing a robust Alumni strategy aimed at fostering meaningful connections between former students and the school community. Through targeted communication efforts and meticulously planned events, Alumni engagement has seen remarkable growth, increasing six-fold since my involvement.
- As part of board oversight, I focus on a major school project, the Student 7 Year Journey. This initiative aims to position the school as a provider of a comprehensive student development journey, starting from Year 7 and culminating in Year 13 college, facilitating a smooth transition beyond graduation. Leveraging my expertise in change management, I ensure transparent and aligned communications, engaging stakeholders to successfully implement project objectives.

Fraser Road Orchards (FRO) - Associate Director

OCTOBER 2022 - PRESENT

Fraser Road Orchards (FRO) is a prominent Kiwifruit orchard conglomerate with a portfolio of over 48 hectares of fully producing Haywood, Gold, and Ruby Red kiwifruit cultivation across the North Island. With an asset value of \$80 million, FRO operates under a collective ownership structure, with numerous shareholders, and collaborates with various industry contractors and suppliers to maintain operations at peak efficiency.

Within this dynamic environment, I assume a pivotal role in the team overseeing financial matters and facilitating effective communication with shareholders. By diligently managing financials and ensuring transparent and timely communication channels, I contribute to fostering trust and alignment among stakeholders, thereby enhancing the sustainability of Fraser Road Orchards.

CONTACT & PERSONAL DETAILS

Email: juliatat@gmail.com

Phone: +64 225711566

Address: 34 Matemuri Drive, Papamoa
Beach 3118

Age: 41 years

Family: Married (12 years) to Roger with 3 children

Health: Excellent

Hobbies: Reading, crafts, cooking, tennis, skiing and pilates

References available upon request

KEY POINTS OF DIFFERENCE

- Strong analytical and strategic thinking capability, and a record of converting thinking to results.
- Good numeracy skills and experience in understanding financials.
- Inclusive debating style that encourages participation and contribution of ideas but prepared to challenge concepts.
- Experience in management of a large investment portfolio, with an understanding of investment strategies and risk management.
- Strong and proven leadership skills, with excellent team building experience. A team player.
- Good communication and interpersonal skills.
- An understanding of duties and responsibilities of Directors.

GOVERNANCE PD

- NFP Governance Essentials
- Finance Essentials
- Strategy Essentials
- Kotahitanga – Principles of Maori Governance
- 2020 IoD Emerging Director Finalist
- Board Pro 3-day Effective Chairing

QUALIFICATIONS

2001-2003 – Massey University, Palmerston North

- BBS Major in Marketing

2004-2006 – Sydney University, NSW, Australia

- Masters of Business, Majoring in Marketing Strategy and Research.

2014 – WA Training Accreditation Council

- Advanced Graduate Diploma of Management

2020-2023 - Open Polytechnic

- Accounting papers (towards Graduate Diploma in Accounting)