ASSOCIATION OF NEW ZEALAND EMBROIDERERS' GUILDS INC

ANZEG President
Felicity Willis
59 Campbell Street
Hawera 4610
Phone 027 476 1946
anzegpresident@gmail.co.nz

September/October 2026
Memo 2

Tena Kotou Katoa – warmest greetings to all embroiderers,

After the excitement of Conference, life has been very quiet lately but I was able to join Wellington Guild as they celebrated their 60th anniversary with a wonderful afternoon tea hosted by the Governor General, Her Excellency Dame Cindy Kiro. You can read about the celebrations in the October Threads which will be on its way to you at the beginning of October. It's packed full of conference events and the exhibition plus some new features that editor Margaret Rietema has introduced as a result of the online survey that ANZEG held earlier this year. Please let her know what you think. Although the magazine comes out only twice a year it is such a great way of letting everyone know what is going on, from the executive through to guild level and the beautiful pictures our designer and photographer Amanda Sherman includes are the next best thing to actually seeing the embroidery! Don't forget to look on the website www.embroiderynz.co.nz to see all the exhibition entries and vote for your favourite.

I've also been able to spend a lovely day stitching with West Taieri Guild in Outram (south of Dunedin) while in the area visiting family. The Guild celebrates their 40th anniversary next month (October) with a gathering of past and present members. Congratulations to you all and good wishes for a wonderful day of celebrating and reminiscing.

World Embroidery Day and World Cross Stitch Day were enjoyed by many of us around the motu – lots of lovely pictures and a great way to spread the word about embroidery. Stitching in public is one of the easiest ways to let people see what embroiderers do – plus it's great fun to spend the time talking with other members and the public sharing our love of stitch.

REGIONAL DAYS: These are always an excellent time to catch up with friends and learn what everyone else is doing. At the Taranaki Whanganui Manawatu regional day held in Palmerston North last Saturday there were more than 70 stitchers and everyone was creating something interesting and different. There was so much to look at and talk about that it was almost impossible to do any stitching! Thank you Manawatu for hosting the day and keeping us well-fed and watered (or rather tea-d and coffee-d). And because it sometimes feels like you have to 'reinvent the wheel' every time you host a regional day or similar event, Manawatu secretary Jacquie Wakeford has created a template listing all the preparations to be made and the timings which she is happy to share with other guilds. Please let me know if you'd like a copy and we can send it to you and also put it on the website for future reference.

MODULES: There has been a wonderful response to the revised ANZEG Modules book. A number of guilds have now set up guidance groups to encourage members to go on the module journey. If you are interested

and would like some help please contact our new Education Coordinator Sandra Hall (anzegeducation@gmail.com) and she will put you in touch with a mentor.

MEDIA GUIDES: Everyone seems to be on social media these days – including many guilds. But if you haven't taken that step yet, Hawkes Bay Gisborne Regional Rep Tracey Boyd has prepared a set of guides for everything from setting up a gmail address to creating a Tiktok account. We will be sending these to all guilds and then they will be available on the website for you to access at a later date. Do think about why you have, or are, setting up a social media account – Facebook/Instagram/etc. They are a great tool for showcasing your guild to the wider community and encouraging others to join you. But you do need someone to be in charge of the account and to post to it reasonably regularly to keep it current and to keep people coming back to see what is happening.

Enjoy your stitching – it adds to you mental health and overall joy in life.

Felicity

COMING EVENTS:
September 8-December 13 Dirty Little Secrets: Silenced Voices. Parliament Buildings (Exhibition about lived experience of adoption in NZ)
September 15-October 11 – Stitchbirds Exhibition Morrinsville Gallery
October 7 West Taieri Embroiderers Guild 40th Birthday
October 9-11 Stitch Tui St Peters Cambridge
October 10 Auckland Embroiderers Guild Regional Day
October 12 – November 14 Green Challenge, Left Bank Art Gallery Greymouth
October 10 Tararua Regional Day hosted by Kapiti Guild
October 24-November 22 "The Art of Stitch" Wairarapa Guild Exhibition, Aratoi, Masterton
2027: February 26-28 Eltham Regional Guild Retreat with Tutors Trish Hughes and Pravina Phillips
March 23-24, 2027 The Embroiderers' Great Escape, Orewa Auckland
May – Otago Southland Regional Exhibition
May 29-30 Stitch Away Hawkes Bay at Napier Boys High School
July 22-24 Warkworth Guild Stitch Showcase celebrating 40 years
October – Taranaki Wanganui Manawatu Regional Exhibition, Stratford
2028: July 13-18 2028 Wai Stitch Wai Knot ANZEG National Embroidery Conference, Cambridge