



Lauren Ritchie
 The Secretary
 P.O. Box 766
 South Melbourne 3205
 Website: www.millineryaustralia.org
 E-mail: secretary@millineryaustralia.org
 Instagram: @millineryaustralia

1. Introduction

1.1. Welcomed to the 5th Millinery Association of Australia Executive Committee Meeting

1.2. Meeting Begins at 7:30pm (Melbourne Time)

1.3. Attendees

1.3.1. Present: Brenda Wilson, Lauren Ritchie, Margaret Watson, Lorraine Gill, Catherine Kelly, Lisa Bell, Louise Macdonald

1.3.2. Apologies: Debbie Kelly

1.3.3. Absent:

2. Confirmation of Previous Minutes of the Previous Minutes

2.1. Motion: Passing of minutes from Meeting 4 of 2016 held on 26/04/2016

2.2. Motion by: Catherine

Seconded by: Lauren

Publication: no objection

3. Business Arising from the Previous Minutes

3.1. Action Plan from Meeting 3 of 2016 held on 26/04/2016

Person Responsible	Action	To be completed	Person Responsible	Completed
Catherine	Continue development of Newsletter Template	ongoing	Catherine	Ongoing
Lauren	Contact Catherine Cherry	ASAP	Lauren	Completed - declined
Margaret	Update financial plan	24/4	Margaret	Ongoing
Lauren	Distribute Zoom invitation form to members and then send invitation	3/5	Lauren	Completed
Lisa	Distribute initial draft tiered membership to committee	ASAP	Lisa	Completed



Lorraine	Prepare proposal for Calendar	24/5	Lorraine	Not yet complete
Lauren	Develop expression of interest form for members for Collins St	ASAP	Lauren	Completed
Lauren	Contact Pop Up Store Sub-Committee	ASAP	Lauren	Completed
Brenda	Contact National Show Case Sub-Committee	ASAP	Brenda	Completed
Lauren	Follow up with Ladies in Racing	ASAP	Lauren	Completed

4. Reports

4.1. President's Report - presented by Brenda Wilson

4.1.1. Any comments covered in agenda items

4.2. Treasurer's Report - presented by Margaret Watson

4.2.1. See attached

4.2.2. www.millineryaustralia.org domain name renewed for 9 years

4.2.3. Public Liability Discussion

4.2.3.1. Currently have flat rate

4.2.3.2. Asked if a discount for Association is possible if recommending to private members - Margaret to investigate

4.2.3.3. Convention Covered

4.2.3.4. Pop Up Shop Requires extra cover

5. Agenda Items

5.1. Riverina Millinery Association Convention - presented by Brenda Wilson

5.1.1. Only 100 delegates with a week to go for registrations

5.1.2. Tutors have been asked to take a reduced fee

5.1.3. Concern for exclusivity contract with International Tutor

5.1.4. What this means for Hats Off

5.1.4.1. Check cancellation policy for bookings

5.1.4.2. Exclusivity not only has to be arranged but honoured and action taken if not done so

5.1.4.3. Visa application has to specify where an international tutor intends to teach - if wish to teach in other locations possible compensation could be the airfare is deducted from free

5.2. Riverina Millinery Association Membership - presented by Brenda Wilson

5.2.1. Currently make up of 20 members

5.2.2. Rose has expressed interest in their members becoming members of the MAA

5.2.2.1. The committee will welcome these members as long as they meet our membership requirements of Cert II or equivalent



- 5.2.2.2. Copy of application form for MAA to be send to Rose for her to encourage members to apply
- 5.2.3. Merger of RMA and MAA
 - 5.2.3.1. Timing, taking on debt and negotiation of convention organisation factors to consider
- 5.3. Competition Update - presented by Louise Macdonald
 - 5.3.1. See attached for report
 - 5.3.2. Competition to be announced at the next meeting
 - 5.3.3. Lisa's house to be mailing address for entries - photo drop back set up
 - 5.3.4. Margaret to pick up Jiffy Steamer Prize
 - 5.3.5. VRC - Lisa met with VRC
 - 5.3.5.1. Myer relationship too strong to engage
 - 5.3.5.2. Paris Lane on Sofitel Girls Day Out the best opportunity for members to participate with the VRC
 - 5.3.6. Display opportunities still being explored in Melbourne and Sydney
- 5.4. Hats Off to Adelaide
 - 5.4.1. E-mail received from Daryll Osbourne - see attached
 - 5.4.1.1. Conference is still viable without traders as they only make a \$6,000 contribution
 - 5.4.1.2. Cost is comparatively very low for traders and with exposure to captive audience for a week's exposure
 - 5.4.1.3. Price not to be decreased for suppliers or any other traders
 - 5.4.1.4. Some people attend the trade show but do not attend any other aspect of the convention - this is a higher exposure rate for traders than already promoted
 - 5.4.1.5. It is a business decision of the traders, long and short term to participate in the event.
 - 5.4.1.6. Tutors take time out of their own business to share their skills and knowledge, a week away from their business while traders have the opportunity to build their business and gain long term clients
 - 5.4.1.7. Cost format move to cost per meter
 - 5.4.1.8. Separate Sponsors and Traders - even remove the sponsorship aspects
 - 5.4.1.9. Action: Lorraine to forward copy of e-mail from Daryl to committee and to respond with acknowledge of receipt
 - 5.4.2. PayPal Account to be set up
 - 5.4.2.1. Linked to Adelaide account
 - 5.4.2.2. Second signatory required
 - 5.4.3. Total of 33 (including 6 international) tutor expression of interest, with 95 workshop proposals
 - 5.4.4. Program aiming to be out in July
- 5.5. Collins St Precinct
 - 5.5.1. Total of 20 expression of interests submitted and forwarded to Collins St Precinct



- 5.5.2. Seeking names of interstate members to possibly offer another opportunity to make trip worth it

- 5.6. National Showcase Event - presented by Brenda Wilson
 - 5.6.1. Brisbane City Hall as location - applying for not for profit discount
 - 5.6.2. Booked for October 7th 3:30-9:30pm
 - 5.6.3. Tickets to be \$75
 - 5.6.4. \$200 participation fee for milliners for parade participation and table
 - 5.6.5. Open to suggestion for names
 - 5.6.5.1. Hatstravaganza - VRC has no claim on the name
 - 5.6.6. Brenda to speak to Sandy regarding using TryBookings for tickets

- 5.7. Pop Up Shop - presented by Margaret Watson
 - 5.7.1. Met via Zoom
 - 5.7.2. Karin Goodman expressed interest to join subcommittee
 - 5.7.3. Have viewed the shared documents from previous years
 - 5.7.4. Venue the first priority

- 5.8. Ladies In Racing - presented by Lauren Ritchie
 - 5.8.1. Lauren to develop ad
 - 5.8.2. Debbie collating trend report

- 5.9. Member Meeting - presented by Lauren Ritchie
 - 5.9.1. Rebecca Carswell arranged by Louise to speak at July meeting following her trip to France as part of the 2015 MAArvelous Millinery prize
 - 5.9.2. Supplier evening a possibility in August

- 5.10. Craft Victoria Membership - presented by Lauren
 - 5.10.1. Membership renewal due - \$140
 - 5.10.2. Margaret to engage with conversation with Craft as to how to make the most out of the membership before a decision is made to renew or not

- 5.11. Sponsor Fashion Awards - presented by Lauren Ritchie
 - 5.11.1. Asked to sponsor best hat award to the value of \$500
 - 5.11.2. Cannot see a direct return of contribution after participating last year
 - 5.11.3. Getting "exposure" is simply not a good enough reason with logo in program better off engaging directly with Registered Training Organisations to target those who qualify for MAA membership
 - 5.11.4. Decline request to sponsor

- 5.12. Newsletter Development - presented by Catherine Kelly
 - 5.12.1. Quote received from Kat of \$300 to develop template for newsletter
 - 5.12.1.1. Request approved by committee



- 5.13. Membership Applications - presented by Lauren
 - 5.13.1. Annalese Fowler - accepted
 - 5.13.2. Jo Peterson - accepted
 - 5.13.3. Jo Phelan - accepted
 - 5.13.4. Linda Ford - accepted
 - 5.13.5. Oxana - submit more photos to establish Cert II level such as brim with wire and other materials

- 5.14. Tiaras and Tales - presented by Lauren
 - 5.14.1. Forward to members

6. Date of Next Meeting

- 6.1. Executive Committee: Tuesday, June 28th at 7:30pm. Online meeting invitation to be sent.

Action Plan

Person Responsible	Action	To be completed
Lorraine	Respond to Daryll with acknowledge of receipt of his e-mail and forward to committee	ASAP
??	Speak to Rose from Riverina Millinery Association re member applications	
Louise	(and sub committee) Possible venues for competition display	
Margaret	Pick up Jiffy Steamer for Competition	
Lisa	Anticipate arrival of Competition entries	August 5th
Catherine	Continue Development of Newsletter	ASAP
Lauren	Respond to Membership Applications	ASAP
Lauren	Send out member meeting agenda	ASAP



Melbourne Account Summary to May 31st 2016

Balance brought forward from April 30th \$21,735.44

INCOME		
Memberships	\$950.00	
Merchant Settlements		
Functions and Events		
Bank Interest	<u>\$950.00</u>	\$22,685.44

EXPENSES		
Bank Fees	\$66.75	
Stationery		
Functions and Events	\$290.00	
Misc/Web/Advertising	\$1,195.00	
Subscriptions		
Reimbursements	<u>\$1,551.75</u>	\$21,133.69

MAA Bank Accounts as at		
Melbourne Trading A/c as at 31st May 2016		\$21,133.69
Melbourne Interest Bearing A/c as at		\$20,939.48
Brisbane Trading A/c as at		\$238.47
Adelaide Trading A/c as at		\$4,149.15
Adelaide Interest Bearing A/c		<u>\$38.08</u>
Total Assets		\$46,498.87

MAA Design Award 2016

Judges:

Possible Judges: Brenda Wilson , Phillip Rhodes, Rose Hudson, Peter Jago, Waltraud Reiner. I think we should ask Rachel Dennis stylist for Channel 7.

Judging criteria:

Originality
Style/Line
Wearability
Quality workmanship

Theme for Competition: Open! Show us your best

Entry Fee: \$50

Westpac Bank

The Millinery Association of Australia Inc

BSB: 033549

Account No: 110275

Please record name with payment – if unable to record your name then email the details of your payment to:

The Treasurer Margaret Watson, treasurer@millineryaustralia.org

Photographs:

Front and back photos to be taken by Louise and sent off for professional editing.

Date of competition:

The dates may vary depending on judges availability.

Advertise at the June general meeting

Entries to be paid and posted to delivery address

by Friday August 5th

Lisa Bell

17 Chelsea Street

Brighton VIC 3186

Photography to take place the week of August 8th to 11th.

Judging on Wednesday Thursday 10th or 11th August or weekend Saturday 13th.

People's choice award run Monday 15th to Sunday 28th August.

Finalist hats can be posted to the exhibition destination straight after judging by **the panel of judges. Its possible they can be exhibited while the People's choice award is going on.**

Winner announced on social media once the Peoples Choice award is over.
Remaining hats posted back to entrants once the winners are announced

PRIZES:

MAA offering \$1500 cheque.

Hat Magazine has offered one annual membership for the competition judged **by Millinery Specialists... not the Peoples** Choice Award. There will also be editorial about the competition and winning entries. They are requesting us to **send now....for the July edition** I will send a piece by the end of this week. June 3rd., "a short piece on the competition, and as a 'last reminder' for those preparing to submit a design. (With a photo of something relevant)

They would also like to include a piece in the Oct issue of the winner of both categories, with maybe a quote from you on either:-

- a) The submissions and what surprised you most of all from the number you received (either shape, colour, materials, style, design etc.)
- b) If you will be repeating the competition etc....."

The Total package: The winner a voucher to the value of \$300 and the runner up a voucher to the value of \$100. Vouchers received 31st May.

Torb and Reiner offering A collection of quality millinery materials to the value of \$1000.

And a collection of quality millinery materials to the value of \$500.

Not sending vouchers. Would like us to email them the names of the winners.

Jiffy Steamer donating a hat steamer. To be collected from South Clayton by Margaret Watson

Hat Blocks Australia offering a hat block to the value of \$300. Has sent the \$300 gift certificate. 30/5/16

ELLA BACHE... [Debbie Kelly report back](#)

[Langham Hotel has said they may be interested in donating a stay at the Langham as part of the prize pool. We are sending an email to ask the Sofitel first option \(as we are associated with them through the Collins Street precinct event\) if they turn us down we will ask the Langham. It would be a good prize to offer as an incentive to voters in the Peoples Choice award. Louise to follow up](#)

Exhibition of finalists:

Looking at the possibility of exhibiting 10 finalists hats.

Sydney venue? Catherine Kelly following up.

Research on a People's Choice Award

Lauren has asked Kat, our website designer to investigate ways of running a **peoples choice award on our website and costs. Possible costs...\$300**

There is also a plug in available that would collect email address of those voting so we could build up our data base. Lauren and Louise to follow up.

Budget: based on 30 participants

Expenditure:

Postage: \$900 (\$30 per hat)

Photographer: \$120 (Approximately \$4 per entry or less)

Web costs : \$400

MAA Prize: \$1500

TOTAL EXPENDITURE: \$2920

Income:

Members Participation fee: \$1500 (\$50 per entry)

TOTAL INCOME: \$1500



Secretary Millinery Australia <secretary.millineryaus@gmail.com>

Darryl

Lorraine Gill <lorraine@lgcreations.com>

Thu, Jun 2, 2016 at 10:27 AM

To: Secretary Millinery Australia <secretary@millineryaustralia.org>, Lisa Bell <lisa.bell75@me.com>

Cc: Louise Macdonald Milliner <louise@millinery.com.au>, President Millinery Australia <president@millineryaustralia.org>, Catherine Kelly <info@embellish-hats.com>, Debbie Kelly Millinery <debbie@debbiekellymillinery.com.au>, margaret watson <mawatson7@optusnet.com.au>

Hi All

Following is the letter sent to me by Darryll Osborne as discussed at Committee meeting last Tuesday

From: Darryll Osborne [<mailto:hatblocksbydesign@gmail.com>]**Sent:** Sunday, 29 May 2016 11:21 PM**To:** MAA**Subject:** Re: Hats off to Adelaide

Hi Lorraine, and team HOTA

keeping it brief (because my final draft would be quite large) as I am trying to prepare a document to present to both the millinery organizations to effect changes in the coming years, and i realize that certain things may already be locked in and not be changeable when it comes to Adelaide.

I would like the HOTA committee to strongly consider a few things

While you present a convention every two years, combined organizations mean one each year for traders. For me that means 2 months a year just making product to take.

To make trade space and sponsorship SEPARATE. Several traders are not happy with them being combined.

I can never be a top level sponsor at present because it is too expensive and i can't use the large spaces offered and larger traders can never be low level sponsors as they can't trade in the smaller spaces.

Make sponsorship a separate thing and work it to be seen as very valuable by the trader

Separating them will show whether you are presenting value for money in the eyes of the trader. If traders all buy trade space and no sponsorship then that is a clear message. You should survey each hoped for sponsor to see what they may see as value.

cost trade space to cover the floor space only and offer each trader as much (within reason) as they actually need

Note: I was told by previous convenors that they costed space based on what was charged at wedding expo's. This was very upsetting.

We are not being provided access to 10,000 potential brides who have paid \$30 to get in, we have maybe 150 to 200 attendees who have paid thousands just to get to the event. Moreover, we are not in a convention centre, but a TAFE.

I have never understood the corporate model of trade shows, where special guests (who benefit as 'service traders') are flown in and provided for, while 'goods traders' are paying a lot to be there. In the corporate world there is a never ending turnover of business that step into shows when jaded traders drop off after realizing they lose too much money. But in the niche millinery world we have maybe 5 to 8 traders total. What happens when these start to drop off because it is a loss making venture?

sponsorship needs to include things like tickets to all party's and dinners for the entire market day staff of any trader, not two. Social media visibility needs to be HUGE not occasional. One trade event i am sponsoring has mentioned me twice, 6 months apart. Not valuable to me at all. Truthfully, most traders do not need to pay sponsorship for social media promotion when they do their own media promotion.

serious consideration to actually paying traders accommodation costs as is done with draw-card guests. sponsors should be fed as they are as well.

I would like opportunity to present a seminar to the delegates like the tutors get to do. Perhaps other traders would welcome that opportunity too. Sponsors need high promotion in the lead up to and throughout the event.

Costs are getting excessive for traders to support millinery conventions. I almost did not attend HOTB 2015. I did attend but did not attend any social functions and merely paid the lowest level sponsorship i could. I believe the millinery associations should be concerned when a trader who feels the conventions are so important would choose to do that.

I don't know if your team know how much it costs a trader to attend, but conventions cost between 10 to 15 thousand dollars for me to attend, and I know others who have much larger floor space needs and stock to ship are up for a lot more

All this I need to recoup as a business. Its return of investment. I need to pay most of this before the event and i need to get that money back. As a business, I am careful to only spend money on things that will return my money. After the last HOTB i broke even which i considered ok based only on the fact that i gained orders from the show. If a trader makes a loss, then it may not be seen to be worth the expense the next time. (actually, I made a loss because i didn't recoup my 5 weeks wages spent making the hat blocks)

I honestly believe that several traders from interstate may not support Adelaide unless it is made very attractive to them to do the work to be there. And that means making it cost them a whole lot less and making any sponsorship a whole lot more valuable...I already see that at least 4 traders I know of are not involved with Wagga IMF at this time of writing (based on the fact that trading and sponsorship are combined, and looking at their website list of sponsors)

Every convention team relies on the good will and support of a very very small number of key traders in the industry, yet charge more and more every year. I am talking trade space/ sponsorships going from \$300 one year, to \$600 the next, to \$1000 the next... and that is the smallest space available

I hope this is a good start and not seen as a whole negative commentary. I really fear that in the next few years we might lose millinery conventions as we know them because might traders fall away.

I honestly believe both organizations conventions are getting grander and grander, and need to go back to a more basic model, cheaper and fewer frills like 10 years ago or they may risk killing it.

I realize it can cost a lot of money to put on a convention and the money can't come from just the attendees. Perhaps there is a way to balance traders, tutors and attendees costs evenly, so all are bearing the cost of an event that all 3 groups benefit from.

Kindest regards to you all.

This is a very hard subject to address and difficult to put thoughts into words that I hope will be taken the right way, i do hope my input is appreciated by all. I would be most happy to chat more about this if invited.

Darryll



Lauren Ritchie
 The Secretary
 P.O. Box 766
 South Melbourne Victoria 3205
 Website: www.millineryaustralia.org
 E-mail: secretary@millineryaustralia.org
 Instagram: @millineryaustralia

List of Expression of Interest forms submitted by Millinery Association of Australia members for the Collins St Precinct MSFW Opportunity - presented alphabetically.

	MAA Member	Retailer
1	Ana bella Millinery	
2	Catherine Ellen	
3	Catherine Kelly Embellish atelier	
4	Christine Martin	
5	Contempromental - Laura Dunnington	
6	Feanix	
7	Felicity Northeast	
8	House of Windsor	
9	Joanne Rolfe	
10	Lauren Sutcliffe	
11	Letisha Knecht	
12	Lisa Alexander Designs	
13	Louise Macdonald	
14	Mary Hogan	
15	Nina Daves	
16	Phillip Rhodes	
17	Penelope D'Alton Millinery	
18	Rebecca Carswell	
19	Sandy Aslett	
20	Wendy Scully	



Secretary Millinery Australia <secretary.millineryaus@gmail.com>

RE: FASHion Awards Australia

2 messages

Heather Marcus <heathermarcus@bigpond.com.au>

Sun, May 29, 2016 at 11:03 AM

To: Secretary Millinery Australia <secretary@millineryaustralia.org>

Hi Lauren

I am sorry to bother you but we do need to know if your Association would like to sponsor us again this year for the Fashion Awards

We have now updated all of our entry forms, information brochures and the Website, we have included your logo so this is now the reason for this email. If you do not want to sponsor us we will need to change all of this material.

I have also included a prize for the TAFE/New & Emerging Designers for the most outstanding hat. This is a \$500 prize, we cannot afford to keep this prize if we do not get your sponsorship

I do not like doing this but sadly we are finding it hard to get sponsorships.

I know you will understand our situation

Thank you

Heather Marcus

Director

Fashion Awards Australia

9741 5146

From: Secretary Millinery Australia [mailto:secretary@millineryaustralia.org]

Sent: Thursday, 5 May 2016 2:14 PM

To: heathermarcus@bigpond.com.au

Subject:

renewal

Click here to enable d

Move to Inbox

Gmail

COMPOSE

Inbox (8)

Starred

Sent Mail

Drafts (4)

More

Secretary

They have a large data base that we may be able to use for p

Regards
Margaret

From: Merryn Lloyd [<mailto:MLloyd@craft.org.au>]

Sent: Monday, 16 May 2016 7:19 AM

To: mawatson7@optusnet.com.au

Subject: RE: Renewal Notice - Group Members - May 2016

Hi Margaret,

I can't seem to get through to Lauren via the secretary@millineryaustr membership renewal. Details below.

Group Membership is \$140, however if you renew this month you get :
[CLICK HERE TO RENEW](#)

Use discount code 'EARLYBIRD' at the checkout for 10% discount

Best wishes,
Merryn

MERRYN LLOYD

Office Coordinator

In the office Tuesday to Friday



craft.org.au

Gallery & Shop

Open Mon to Sat 11am - 6pm

No recent chats

[Start a new one](#)

