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## 1. Introduction

1.1. Welcomed to the 2<sup>nd</sup> Millinery Association of Australia Members Meeting

1.2. Meeting Begins at 7:00pm

1.3. Attendees

1.3.1. Present: Margaret Watson, Catherine Kelly, Penelope D'Alton, Doug Osborne, Leteisha Knecht, Karin Goodman, Di Kilduff, Robin Rivett, Louise Macdonald, Felicity Northeast, Rose Hudson, Wendy Scully, Catherine Ellen, Joanne Rolfe (via Zoom), Elain Melgard (via Zoom), Brenda Wilson (via Zoom), Lorraine Gill (via Zoom), Rebecca Hanley (via Zoom), Jane Stoddart (via Zoom), Rachael Henson (via Zoom)

1.3.2. Apologies: Serena Lindeman, Waultraud Reiner, Sandy Aslett, Susan Drerup, Rebecca Share, Christine Waring, Phillip Rhodes, Michele Cameron, Jenny Lucas, Juanita Henry, Irene Moore, Noela Landborne, Christine Marin, Sandra Forrester, Gillina Andrew

1.4. Minutes

1.4.1. Amendments - Apology for listing Daryl Osborne as present instead of Doug Osborne

1.4.2. Pass Minutes

1.4.2.1. First: Robbie Rivett

1.4.2.2. Second: Louise Macdonald

2. Reports

2.1. President's Report - presented by Brenda Wilson (via Zoom)

2.1.1. Welcome to the second members meeting for 2016

2.1.2. Wonderful to be able to join via zoom

2.2. Treasurer's Report - presented by Margaret Watson

2.2.1. Attached

## 3. Agenda Items

3.1. Tiered Membership - presented by Lisa Bell

3.1.1. A more formal draft has been distributed via e-mail of the proposal for tiered membership - please see attached (also attached to the agenda)

3.1.2. Feedback is welcome via e-mail to [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org)

3.2. Collins Street Precinct Meeting Report - presented by Lauren Ritchie

3.2.1. Visit with Mary President of Collins St Precinct with Brenda, Lisa, Louise and



Lauren

- 3.2.2. Collins St Precinct proposed new format
  - 3.2.3. Partnership between retailers and milliners
  - 3.2.4. Remove static displays
  - 3.2.5. Sofitel High Tea on the Friday of Fashion Week to be parade of display of work between milliners and retailers
  - 3.2.6. Precinct Group sent through proposal and expression of interest form established for all members to fill out
- 3.3. Melbourne Show - presented by Brenda Wilson (via Zoom)
- 3.3.1. Last year the MAA developed a partnership with the Melbourne Show, Phillip worked with the Show to develop the categories and introduce a Master Milliner's Category
  - 3.3.2. All categories will go ahead again this year including the master category
  - 3.3.3. All members are encouraged to enter as it is not exclusive to Victorian or Melbourne based entrants
  - 3.3.4. Find categories at:  
[http://www.rasv.com.au/Events/RMS\\_Home/RMS\\_Art\\_Home/RMS\\_Art\\_Entries/RMS\\_Art\\_Schedules-Forms/](http://www.rasv.com.au/Events/RMS_Home/RMS_Art_Home/RMS_Art_Entries/RMS_Art_Schedules-Forms/)
  - 3.3.5. If you are unable to drop off your entry to the Show Catherine Ellen is happy to collect the entries if you mail them to The Essential Hat and drop them off on your behalf. You can elect to have the entry mailed back to you via the Melbourne Show Sign Up Form.
- 3.4. Expression of Interest Survey Results - presented by Lauren Ritchie
- 3.4.1. Thank you to all who responded to the survey, written feedback is invaluable but there is also great value in a survey such as this providing quantitative results
  - 3.4.2. Spoken Summary of result from survey - see attached
  - 3.4.3. Actions are as result of survey
    - 3.4.3.1. Pop Up Shop
      - 3.4.3.1.1. Number of responses expressing interest equal to the number of participants last year which suggests a viable amount of participants to explore having the event again
      - 3.4.3.1.2. Those who expressed interest in being a member of the Pop Up Shop Committee invited to meet and form a proposal for what they would like the event to look like this year
    - 3.4.3.2. National Showcase Event
      - 3.4.3.2.1. Number of responses expressing interest equal to the number of participants last year which suggests a viable amount of participants to explore having the event again



3.4.3.2.2. Location - based on number of people interested in the event being in Brisbane or either Melbourne or Brisbane and the factor of the event running at a financial loss in Melbourne the committee are happy to see a proposal for a Brisbane based event.

3.4.3.2.3. Brenda contacting those who expressed interest to be a part of the National Showcase Subcommittee to put together a proposal for the event

### 3.5. Newsletter - presented by Catherine Kelly

3.5.1. To be developed for MailChimp

3.5.2. Catherine in conversation with Kat Rosendorff, the web designer to speak about developing template

3.5.3. Aimed to be released 5 times a year

3.5.4. Looking at including

3.5.4.1. a profile of a member

3.5.4.2. Member achievements/awards

3.5.4.3. upcoming maa events

3.5.4.4. upcoming competitions

3.5.4.5. Tips and hints

3.5.4.6. Master milliner ! News and views

3.5.4.7. 5.12.3.7. Upcoming industry related events.

3.5.4.8. Links to suppliers etc etc

Doug Osborne raised a number of concerns about how the Hats Off conventions are managed and run. It is felt that from their (Hat blocks Australia) point of view there are a number of unfair and inequitable situations that need to be addressed. The high costs of attending as traders has become problematic and needs to be changed. Darryll Osborne will be presenting detailed analysis of his concerns for future committee consideration and discussion

## 4. Date of Next Meeting

4.1.1. Members Meeting: Tuesday June 7<sup>th</sup> at 7:00pm

<http://millineryaustralia.org/event/members-meeting-june/>

4.1.1.1. Agenda Items under development - e-mail [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org) if you have a particular item you wish to present

4.1.1.2. Join via Zoom at <https://zoom.us/j/560342610>

4.1.1.3. Following the formal aspect of the evening we shall be honouring Mandy Murphys with her sister Sue Henderson sharing some of Mandys work and her scrap book. Mandys good clients, Elis Ng Crewes who has many of her hats and is generously lending them for the evening so we can view the fine work of a wonderful milliner.



#### 4.1.2. Reminder about NSW Members Get Together – May 19th

<http://millineryaustralia.org/event/nsw-members-get-together-may>

Keep your eye out for the release of Rose Hudson's industry presentation about her work as a Theatrical milliner.

## Melbourne Account Summary to 30th April 2016

Balance brought forward from 31st March 2016 \$22,708.62

<b>INCOME</b>	Memberships	\$190.00	
	Merchant Settlements		
	Functions and Events		
	Bank Interest		
	Miscellaneous	\$150.00	
		<b>\$340.00</b>	<b>\$23,048.62</b>

<b>EXPENSES</b>	Bank Fees	\$46.75	
	Stationery	\$16.95	
	Functions and Events		
	Misc/Web/Advertising	\$250.00	
	Subscriptions	\$550.00	
	Reimbursements	\$449.48	
		<b>\$1,313.18</b>	<b>\$21,735.44</b>

### MAA Bank Accounts as at 30th April 2016

Melbourne Trading A/c	\$21,735.44
Melbourne Interest Bearing A/c	\$20,917.36
Brisbane Trading A/c	\$242.47
Adelaide Trading A/c	\$4,199.90
Adelaide Interest Bearing A/c	\$42.05
<b>Total Assets</b>	<b>\$47,137.22</b>

### INCOME

date	deposit type	trans detail	amount	memberships	bank interest	merchant settle	functions /events	miscellaneous
19/04/16	eft	m kalan	\$90.00	\$90.00				
19/04/16	eft	j wood	\$100.00	\$100.00				
21/04/16	cash deposit	m cameron	\$150.00					\$150.00
			<b>\$340.00</b>	\$190.00				\$150.00
								<b>\$340.00</b>

### EXPENSES

date	chq no/ payment type	transaction details	amount	bank fees	stationery	functions /events	misc/web/ advertising	subscriptions	reimbursements
01/04/16	eft	merch fees	\$46.75	\$46.75					
28/04/16	eft	l ritche	\$250.00				\$250.00		
28/04/16	eft	c martin TFIA	\$16.95		\$16.95				
28/04/16	eft	membership	\$550.00					\$550.00	
28/04/16	eft	c martin	\$42.70						\$42.70
28/04/16	eft	l ritche	\$239.80						\$239.80
28/04/16	eft	l macdonald	\$11.00						\$11.00
28/04/16	eft	l ritche	\$131.33						\$131.33
28/04/16	eft	l ritche	\$24.65						\$24.65
			<b>\$1,313.18</b>	\$46.75	\$16.95		\$250.00	\$550.00	\$449.48
									<b>\$1,313.18</b>

## SUGGESTED TIERED MEMBERSHIP STRUCTURE FOR THE MAA

	<b>STUDENT</b>	<b>ASSOCIATE</b>	<b>FELLOW</b>	<b>LIFE-LONG MEMBER</b>
<b>Criteria</b>	Currently studying	A supplier, a friend of the association, a past milliner or someone who just loves millinery and be up to date with the latest news of the association	Qualified Milliners running their own label part-time or full time	Milliner inducted into Hall of Fame
<b>Membership Inclusions</b>	Bi-Monthly Newsletter Access to Friends of the MAA Facebook page 10% discount from millinery suppliers Invitations to social events Discounted entry to the MAA Millinery Competition	Bi-monthly Newsletter Access to Friends of the MAA Facebook Page Invitations to social events	Bi-monthly Newsletter Access to Members Closed group on Facebook Full voting rights at the AGM First priority access to Educational workshops Invitations to social events Opportunity to participate in MAA showcases and pop-up shop	Bi-monthly Newsletter Access to Members Closed group on Facebook First priority access to Educational workshops Full Voting rights at the AGM Complimentary access to all social functions Opportunity to participate in MAA showcases and pop-up shop
<b>Annual Fee (incl. GST)</b>	\$50	\$80	\$100	\$0
<b>Selection Process</b>	Studying at an institution	No formal qualification needed	Cert IV in Millinery Certificate in Millinery from MFI  And any other formal qualification up to so many hours, as reviewed by the committee with 3 referees. As per the MAA website.	Nominated and voted on by members?

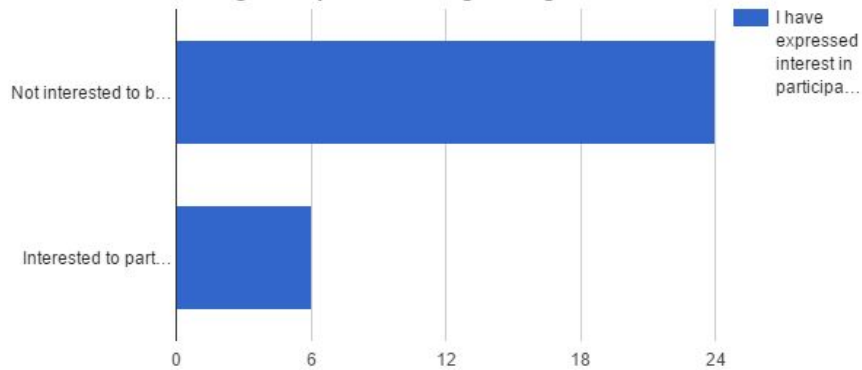


Summary of results of Expression of Interest for MAA Events in 2016

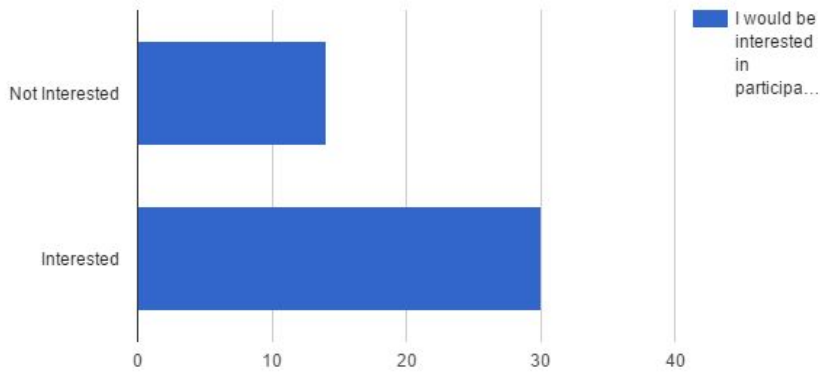
Close Date of Survey: 19/04/2016

Total Number of Participants: 44

Count of I have expressed interest in participating in an MAA Pop Up and would be willing to be part of the organising sub-commi...



Count of I would be interested in participating in a MAA Pop Up Shop



**What skills, attributes, concepts and connections would you look to contribute to the committee**

-I have been involved with millinery local pop up shops national & international markets and Millinery exhibitions. Cheers

- Previous experience in the shop and Advertising

-The usual business skills. Anything I can do to help out from Sydney. I would be interested in investigating the possibility of setting up an online component to the Shop. This could operate in tandem with the bricks and mortar shop. I have successfully designed and set up my own online shop, so have the technical experience. I do have a busy year with overseas ventures and will be overseas late September to mid October, so that might limit what I can commit to.

-As I am retired from manufacture I am happy to help out with a pop up shop in Brisbane to help sell hats and hubby Graham is happy to help in set up and pack up.

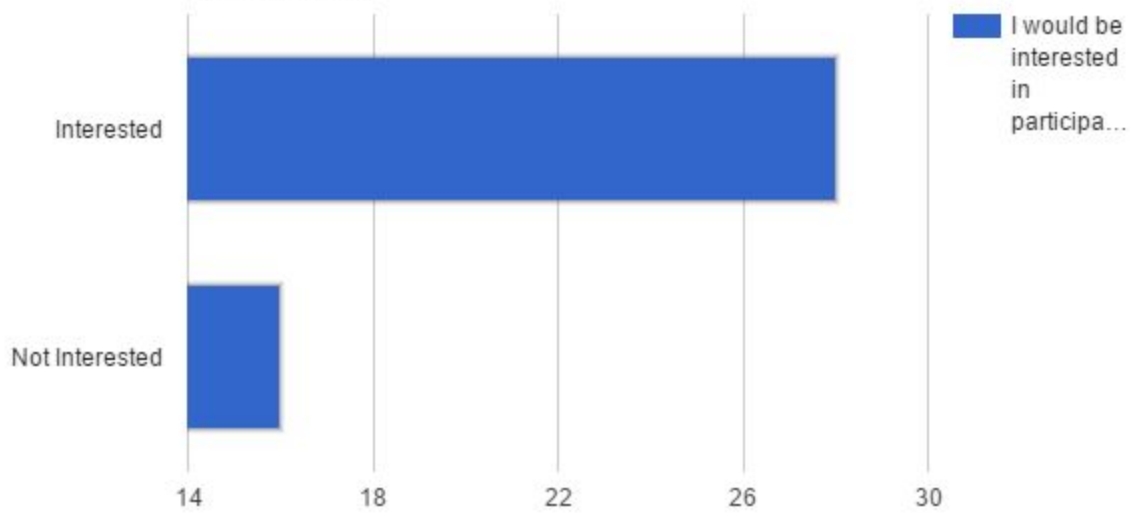
-Not skills, but could contribute in setting up shop and helping to man it.

-As in previous years of the Pop Up Shop, on a daily basis I will coordinate all of the required financial areas of the shop. This includes payments from participating milliners, invoiced and wage payments, petty cash banking and merchant payments for sales through eftpos. Also calculating the sales reimbursements to milliners after the percentage deductions are made.

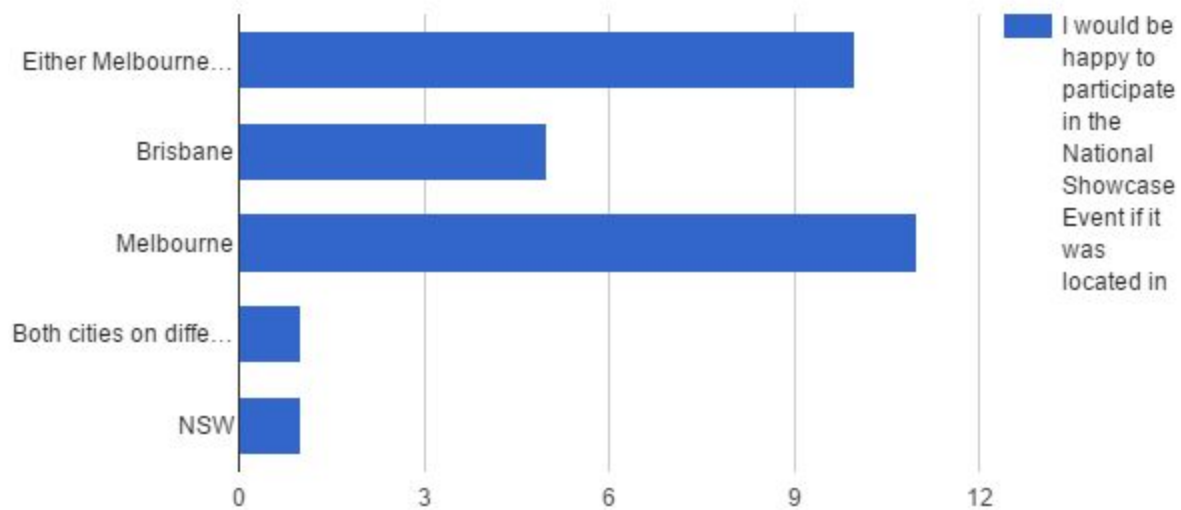
I would also like to be a participant

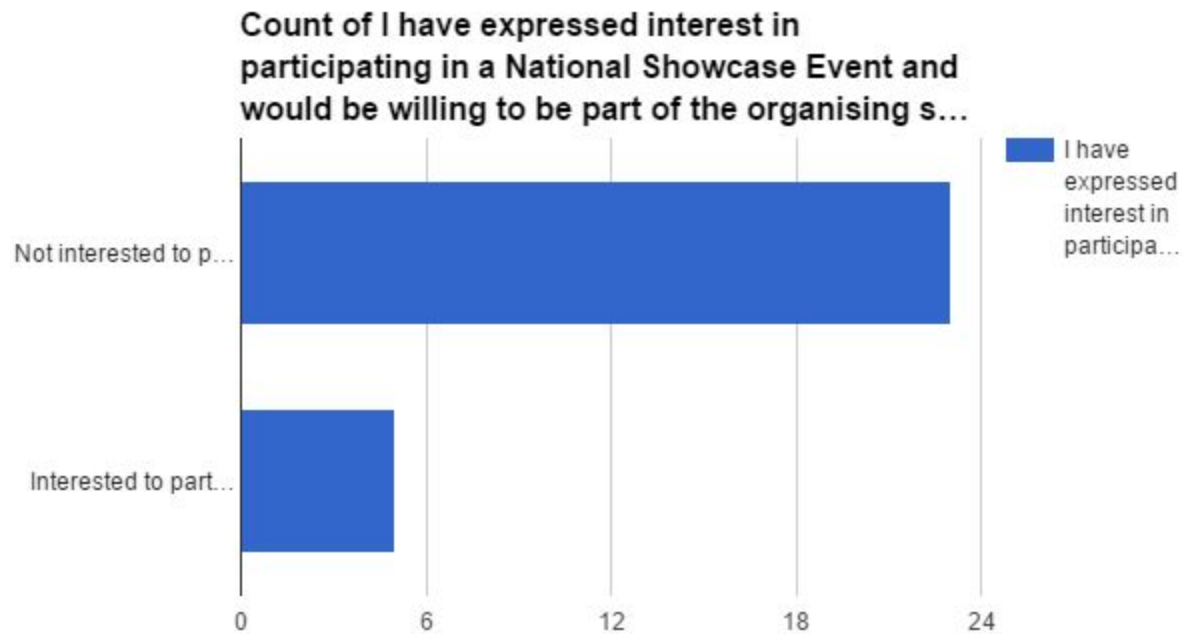


### Count of I would be interested in participating in a National Showcase Event based in Melbourne or Brisbane



### Count of I would be happy to participate in the National Showcase Event if it was located in





**What skills, attributes, concepts and connections would you look to contribute to the committee**

- Was in the sub committee in 2015 for marvellous millinery .
- I can contribute ideas
- Qualified International Award winning Millinery with a bussiness and 11years experience.
- None
- As with the Pop Up Shop, I would provide all the financial support that is required. This may be different depending on where the event is staged. I am happy to lend any other support that may be required by the sub-committee and would like to participate in the competition.
- Organization, Records, Admin
- Willing to help