



Lauren Ritchie  
The Secretary  
Website: [www.millineryaustralia.org](http://www.millineryaustralia.org)  
E-mail: [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org)  
Instagram: @millineryaustralia

## 1. Introduction

- 1.1. Welcomed to the 6<sup>th</sup> Millinery Association of Australia Members Meeting hosted on September 6th at St Kilda Library and via Zoom
- 1.2. Meeting Begins at 7:00pm
- 1.3. Attendees
  - 1.3.1. Present: Karin Goodman, Rebecca Carswell, Michele Cameron, June Edwards, Jill Humphries, Justine Gillingham, Rose Hudson, Margaret Watson, Felicity Northeast, Georgia Skelton, Jennifer Wood, Lynnette Lim, Lys Stevens, Catherine Ellen, Sandy Forrester, Louise Macdonald, Sue Derup, Lauren Ritchie, Jane Stoddart, Kylie Williams, Rachael Henson, Joanne Rolfe, Sandy Aslett, Helen Wilkinson, Alison Clarke, Catherine Kelly, Laura Dunnington and Brenda Wilson. (28)
  - 1.3.2. Apologies: Kerry Hayes, Phillip Rhodes, Serena Lindeman, Waltraud Reiner, Shara Gillahan, Katherine Cherry, Juanita Henry, Gillian Andrews, Christine Waring, Sue Younis, Irene Moore, Robin Rivett, Bronwyn Shooks, Lauren Sutcliffe, Christine Martin, Noela Langborne (17)
- 1.4. Minutes
  - 1.4.1. Pass Minutes
    - 1.4.1.1. First: Louise Macdonald
    - 1.4.1.2. Second: Georgia Skelton

## 2. Reports

- 2.1. Treasurer's Report - presented by Margaret Watson
  - 2.1.1. See Attached

## 3. Agenda Items

- 3.1. Old Trades Fair Ballarat Report - presented by Catherine Ellen
  - 3.1.1. Catherine Ellen attended the Old Trades Fair in Ballarat on August 8th and 9th
  - 3.1.2. Showcase the practice of traditional crafts and trades
  - 3.1.3. Hosted in barn structure in Ballarat, grouped with CWA and bobbin lace
  - 3.1.4. Did receive interest in tools and completed demonstrations of blocking - most interesting tool was the old hat measurer and sewing machine
  - 3.1.5. Price point of sales was \$100
  - 3.1.6. Could be of interest to other members if the opportunity came up again however Catherine would not go again.



- 3.1.7. Possible opportunity of display in old estate house in Ballarat, they were invited to contact the secretary.

### 3.2. Tiered Membership Survey Update

- 3.2.1. The survey is under development to gauge feedback on proposed format, to be released with deadline to allow for vote at AGM that is the outcome

### 3.3. Pop Up Shop

- 3.3.1. Location: Como Centre
- 3.3.2. Acknowledgement of letters written by Catherine Ellen and Louise Macdonald surrounding location
- 3.3.3. Business plan submitted to committee
- 3.3.4. Commence on 26th of September
- 3.3.5. Expression of concern of location
  - 3.3.5.1. See attached letter from Catherine Ellen
  - 3.3.5.2. Competition to private businesses run by MAA members
  - 3.3.5.3. Any loss is covered by the MAA not the private participants
  - 3.3.5.4. Public liability covered by MAA not private participants
  - 3.3.5.5. Lorraine Gill - Adelaide runs a privately run pop up shop
  - 3.3.5.6. Block Arcade - there was speak of Pop Up Shop in the Block Arcade
    - 3.3.5.6.1. This was a approach made by the owner of the Block Arcade that invited those who took part in the Hats off to Collins St to return, the offer was declined due to proximity to other established MAA members
  - 3.3.5.7. Average price point of \$359, does not demonstrate inclusion of costs of tax, public liability, rent and industry hourly rate of pay.
  - 3.3.5.8. Why not online? Lower set up fee, equal geographic playing field
  - 3.3.5.9. The location is the same as last time, location change was one of the only explicit requests made as a result of last year
- 3.3.6. Member of subcommittee outlined the mission was to fill the brief provided

### 3.4. Hatstravaganza

- 3.4.1. Granted funding support from Office of the Lord Mayor Brisbane
- 3.4.2. Posters distributed around Brisbane
- 3.4.3. Response to question regarding interstate participation - e-mail sent outlining.
  - 3.4.3.1. Visit <http://millineryaustralia.org/members/hatstravaganza/>
  - 3.4.3.2. Based on MAArvelous Millinery there will be a lower cost of \$200 for 4 hats, post to Elaine who with Brenda will host interstate pieces with any purchases of pieces made through the MAA EFTPOS machine
- 3.4.4. Members need to promote the vent to ensure public attendance
- 3.4.5. If interstate members need a place to stay please contact Brenda
- 3.4.6. Structure of evening
  - 3.4.6.1. Catwalk - aim of 12 models, if anyone knows an interested model please contact Brenda
  - 3.4.6.2. 2 pieces per milliner in parade



- 3.4.6.3. Black, white or cream dress provided by model
- 3.4.6.4. No related competition, this is a showcase opportunity
- 3.5. Hats Off to Adelaide Update
  - 3.5.1. See attached report from Lorraine Gill
- 3.6. SA National Trust Opportunity
  - 3.6.1. Approached by the National Trust of SA for Ayres House - Lorraine managing opportunity for a small collection of milliners to display
- 3.7. Collins St Precinct
  - 3.7.1. Feedback survey can be completed here
  - 3.7.2. [https://docs.google.com/forms/d/e/1FAIpQLSdjY6-l0pzisz9WPStRCCjSudOFQl8081xQBE-0hXt7dV1\\_Og/viewform](https://docs.google.com/forms/d/e/1FAIpQLSdjY6-l0pzisz9WPStRCCjSudOFQl8081xQBE-0hXt7dV1_Og/viewform)
  - 3.7.3. See attached letter from Sandy Aslett regarding receiving the Best Dressed award at the Hats & High Tea on Collins
- 3.8. AGM
  - 3.8.1. The AGM will be hosted on Tuesday November 29th at 7:00pm at St Kilda Library
  - 3.8.2. Think about if you would like to nominate, who you would like to represent you and who you could nominate
  - 3.8.3. Nomination forms and information to be released
- 3.9. Race Week Drinks - Melbourne
  - 3.9.1. Mark in your diaries Friday November 4th, venue in Melbourne to be confirmed. Please let us know if you are able to join so appropriate numbers can be catered for at the following link  
<https://docs.google.com/forms/d/e/1FAIpQLSdnwuxv3d5ZCI5pmlt2mAY4rvsduAbcY7tRlpcGw7p6vk8Wew/viewform>
- 3.10. MAA Design Award Presentation
  - 3.10.1. The People's Choice Award
    - 3.10.1.1. received 1045 votes
    - 3.10.1.2. Post reach of 8,326 (6,764 organic and 1,564 paid)
  - 3.10.2. Thank you to the generosity of the sponsors The Millinery Association of Australia, Torb and Reiner, The Total Package, Hat Blocks Australia, The Hat Magazine, Jiffy Steamer, Sofitel Melbourne on Collins
  - 3.10.3. The feedback process is important please make sure to provide your thoughts to assist in the future and development of this project  
[https://docs.google.com/forms/d/e/1FAIpQLSceAlX8lBbp\\_TbZJvP2kKXphoxZM9jqskC02UmDcViRppYyfg/viewform](https://docs.google.com/forms/d/e/1FAIpQLSceAlX8lBbp_TbZJvP2kKXphoxZM9jqskC02UmDcViRppYyfg/viewform)
  - 3.10.4. Presentation of Awards by Louise Macdonald
    - 3.10.4.1. Runner Up - Love Lotus - Lynnette Lim
    - 3.10.4.2. Winner - Felicity Northeast



3.10.4.3. People's Choice - Justine Gillingham

4. Date of Next Meeting

4.1.1. Members Meeting: AGM held on Tuesday November 6th at 7:00pm

<http://millineryaustralia.org/event/member-meeting-september/>

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. Nomination details will be released soon

4.1.1.3. Join via Zoom at <https://zoom.us/j/5616947981>



Lauren

## Melbourne Account Summary to July 31st 2016

Balance brought forward from June 30th 2016

\$20,459.57

### INCOME

Memberships

\$440.00

Merchant

Settlements

Functions and

Events

\$1,200.00

Bank Interest

\$1,640.00

\$22,099.57

### EXPENSES

Bank Fees

\$46.75

Stationery

Functions and

Events

\$6,020.00

Misc/Web/

Advertising

\$137.50

Subscriptions

\$177.22

Reimbursements

\$6,381.47

\$15,718.10

## MAA Bank Accounts as at July 31st 2016

Melbourne Trading A/c

\$15,718.10

Melbourne Interest Bearing A/c

\$20,973.42

Brisbane Trading A/c

\$1,082.02

Adelaide Trading A/c

\$3,512.97

Adelaide Interest Bearing A/c

\$34.11

Total Assets

\$41,320.62

INCOME							
date	deposit type	trans detail	amount	memberships	bank interest	merchant settle	functions /events
4/07/2016	eft	e hemsley	\$120.00	\$120.00			\$50.00
11/07/2016	eft	r hanley	\$50.00				
1/07/2016	eft	s lindeman	\$100.00	\$100.00			\$50.00
12/07/2016	eft	mary rose	\$50.00				
14/07/2016	merch settle	c maher	\$100.00	\$100.00			
20/07/2016	eft	h wilkinson	\$50.00				\$50.00
21/07/2016	eft	j watson	\$250.00				\$250.00
22/07/2016	eft	k mckell	\$250.00				\$250.00
25/07/2016	eft	m rafter	\$250.00				\$250.00
26/07/2016	eft	f northeast	\$50.00				\$50.00
26/07/2016	eft	j gillingham	\$50.00				\$50.00
27/07/2016	eft	brimbank???	\$50.00				\$50.00
27/07/2016	eft	l moore	\$50.00				\$50.00
27/07/2016	eft	k williams	\$50.00				\$50.00
28/07/2016	eft	c kelly	\$50.00				\$50.00
29/07/2016	eft	o belyaeva	\$120.00	\$120.00			
			\$1,640.00	\$440.00			\$1,200.00

EXPENSES									
date	chq no/ payment type	transaction details	amount	bank fees	stationery	functions /events	misc/web/ advertising	subscriptions	reimbursements
1/07/2016	eft	o'seas fee	\$20.00			\$20.00			
1/07/2016	eft	merch fee transfer to	\$46.75	\$46.75					
5/07/2016	eft	brisbane a/c	\$6,000.00			\$6,000.00			
22/07/2016	eft	l ritchie inv 51	\$137.50				\$137.50		
25/07/2016	eft	r rivett	\$90.00						\$90.00
26/07/2016	eft	l ritchie	\$82.87						\$82.87
26/07/2016	eft	l ritchie	\$4.35						\$4.35
			<b>\$6,381.47</b>	<b>\$46.75</b>		<b>\$6,020.00</b>	<b>\$137.50</b>		<b>\$177.22</b>



**THE MILLINERY ASSOCIATION**  
— OF AUSTRALIA INC —

# **2016 Pop Up Shop**

**Como Centre, South Yarra**

**26<sup>th</sup> September – 5<sup>th</sup> November 2016**

## **Business Plan**

## **Contents:**

	Page
Introduction.....	3
The Business.....	3
Location.....	3
Duration.....	7
The Market.....	7
Benefits to members.....	7
Benefits to the MAA.....	8
Management and Staffing.....	8
Budget.....	9
Cost to participants.....	10
Closing Statement.....	10



## **Introduction**

The Millinery Association of Australia (MAA) is a not-for-profit organisation committed to:

- Generating public awareness of millinery and encouraging the wearing of hats;
- Educating and training upcoming Milliners;
- Promoting friendship between industry members;
- Encouraging diversity in millinery encompassing costume, theatre, bridal, racewear and occasional wear – the artistic and the eclectic, and
- Generating events to showcase millinery.

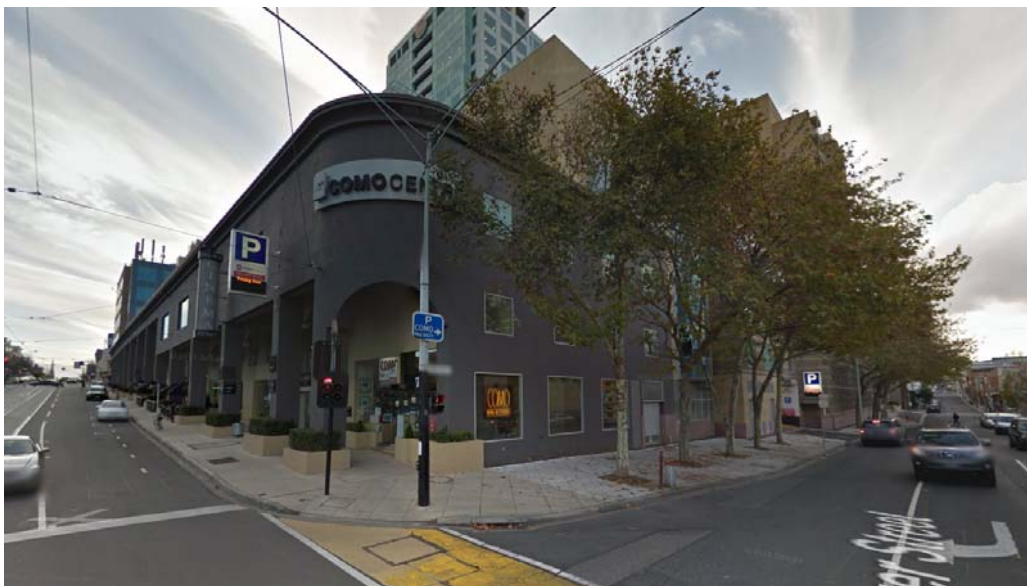
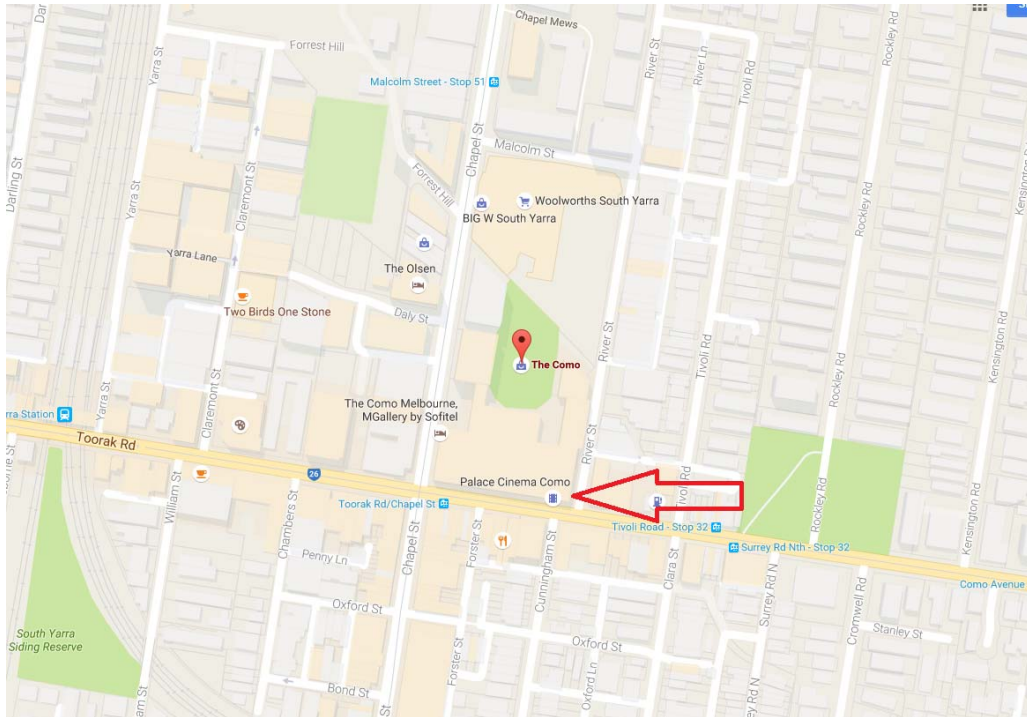
## **The Business**

The Pop up Shop is the perfect concept that encompasses and embraces all of the values and objectives of the MAA.

It is known that Pop up Shops are an affordable retail option, that is on a short-term basis, increases brand awareness, generates a “buzz” with customer engagement and encourages spontaneous purchases.

## **Location**

After the success of the Pop up Shop in 2015, the shop will again be located in The Como Centre, South Yarra. The shop itself is located on the corner of Toorak Road and River Street corner of the Como Centre, adjacent to the location of the shop that the MAA had in 2015.







The Como Centre itself is known for effortlessly capturing the cosmopolitan style and vibrancy of South Yarra, and is the perfect destination to shop, dine and unwind. The Como Centre is perfectly located on the Corner of Chapel Street and Toorak Road, well known as one of Melbourne's premier shopping, dining and entertainment precincts. These two, high traffic, roads have a myriad of shops ranging from chain stores to exclusive upmarket fashion boutiques.

The Como Centre is surrounded by sufficient parking, convenient public transport (both trams and trains) and lovely streets worth wandering along.

It is an ideal location for the Pop up Shop as it has a large flow of traffic and the stunning millinery on display entices all that walk past. Regular customers will be pleased that it is in the same location again and will eagerly be awaiting our return. Plus, it is a larger shop, which means.....more hats!

## **Duration**

After the success of the 2015 shop, it will again be running for a six week period. The shop will operate from Monday 26<sup>th</sup> September until Saturday 5<sup>th</sup> November and will open daily. This period encompasses all major racing meets for the Spring Racing Carnival.

## **The Market**

As every member of the Association is able to participate in the Pop up Shop, a diverse range of headwear is on display and available for purchase. The Pop up Shop is the ideal opportunity for every milliner to showcase their style, whether it be classic, contemporary, artistic or eclectic. Because of the fantastic range presented, a wide variety of customers are drawn to the Pop up Shop, which is then recommended to family and friends by word of mouth.

## **Benefits to Members**

- Each milliner is able to initially submit 15 - 20 hats (depending on the number of participants), and able to restock with headpieces as they are sold. This is an increase to previous years;
- Ability to promote their own millinery in a unique and prominent location during Melbourne's busiest season and Australia's peak racing period;
- Sharing the cost of the lease and staffing costs reduces the overheads per milliner;
- Large database of customers and social networking opportunities;
- Interstate members are able to participate in the Pop Up Shop equally with Victorian milliners and without having to physically be present in the store;
- Shop fixtures, display heads and additional items will all be supplied;

- Packaging will be supplied by the MAA (at a cost per sale as detailed below) allowing participants to supply their hats with minimal packaging; and
- Last year, each hat sold for an average price of \$359.

### **Benefits to the MAA**

- Last year the Pop up Shop made a profit of \$3982.20 for the MAA. With an increase in shop size, there will be an increase in hats available for purchase, for which the profit margin should be directly proportionate;
- Generates public awareness of the MAA;
- Generates public awareness of millinery and encourages the wearing of hats;
- Educates members who participate in the shop on the professional aspects of selling millinery in a retail format;
- Educates members who volunteer in the shop with colour and style awareness as well as millinery etiquette;
- Allows members to develop friendships with other MAA members; and
- Produces a very successful event in which all members, including interstate members, can participate.

### **Management and Staffing**

The Pop up Shop will be managed by Orna, who is independent of the Association and does not participate in the shop. Orna oversees the books, finances, inventory and quality assurance of the head pieces and ensures that all sales are fair and consistent. There is also the potential to employ another manager if required.

Although not compulsory, members are encouraged to volunteer their time to assist working in the shop. Each volunteer will be paid \$30 per rostered shift to cover parking and a meal. This is an ideal opportunity to promote friendships within the millinery industry and for individuals to build awareness and appreciation of different styles of millinery.



## **Budget**

### **Income**

Based on a 6 week rental

#### **Participant fees @ \$100 per week**

1	20 participants	\$12,000.00
2	25 participants	\$15,000.00

### **Commission**

Based on 2015 retail sales total of \$43114

3	2015 sales = 140 x average price of \$359	
4	20% commission was charged	\$8,622.00

---

### **Projections**

5	20 participants + 20% commission	\$20,622.00
6	25 participants + 20% commission	\$23,622.00

---

### **Expenditure**

Based on 6 week rental

1	<b>Shop rental @ \$1000 per week + GST</b>	\$6,600.00
---	--	------------

2	<b>Manager wages for every day for full 6 weeks</b>	\$6,287.00
---	---	------------

**Roster allowances = 15 half days per week**

3	\$30 per roster = for 6 weeks	\$2,700.00
4		

#### **Additional costs**

	Packaging costs	\$800.00
5	Advertising	\$500.00
6	Sundries	<u>\$1,000.00</u>
		\$2,300.00

---

### **Projections**

	Rental + Wages + Costs	\$15,187.00
	\$30 per roster = per 6 weeks	<u>\$2,700.00</u>
		\$17,887.00

---

### **Cost to Participants**

- \$100 per week for six weeks (\$600 in total for six weeks). This covers, the lease of the premises, wages for the Manager, payment for volunteers, plus miscellaneous expenses.
- 20% commission per sale. This covers eftpos fees, packaging (cardboard box, ribbon, tissue paper) and a percentage profit to the MAA.

### **Closing Statement**

The MAA Pop Up Shop Subcommittee are very excited and enthusiastic about hosting the Pop Up Shop and we look forward to working with all supportive members who would like to participate in such a magnificent MAA event.

**If you are interested in participating in the Pop up Shop or have any questions, please contact members of the subcommittee. Further details and term and conditions will be provided in the very near future.**





Secretary Millinery Australia &lt;secretary.millineryaus@gmail.com&gt;

---

## Objection to MAA pop-up shop

1 message

---

**catherine ellen** <info@essentialhat.com>

Mon, Sep 5, 2016 at 2:29 PM

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

Dear Committee

I feel I need to write a formal objection to the MAA pop-up shop.

As a member I have represented the the MAA at a number of events often at my own expense in order to cover costs of replacement staff for my business. I am happy enough to do this as I consider the promotion of millinery in Melbourne, Victoria and nationally an important part of my role as an Association member.

The making and selling hats is my business, my full-time business and includes an enormous financial commitment. My objection is the MAA setting up a pop-up shop in competition to my business with often under-priced millinery.

In my opinion, and others I'm sure, the MAA should not be responsible for providing sales opportunities to the detriment of other members. Surely the selling of one's goods and services should be the responsibility of the individual.

I have on a number of occasions asked for sensitivity in regards to the location of the pop-up shop as last year's location affected my business. Ask Louise Macdonald, Serena Lindeman or Marea Bright if they would like a pop-up shop located, say, in Flinders Lane. There would be some hefty objections I expect.

I ask the President, Vice-President and Committee members to give this some serious consideration and show some leadership and support for your full-time milliner members.

Best regards

Catherine Ellen

**The Essential Hat**

507 High Street, Prahran East 3181 - open Monday to Saturday 10am to 5pm

[www.essentialhat.com](http://www.essentialhat.com)

+613 9530 2266



# **Report from 2017 Hats off to Adelaide Millinery Convention Committee**

## **31/8/16**

### **1. Tutors**

Tutors have been selected and we are now waiting on contracts to be signed and returned. 4 International Tutors have been selected, along with 12 Interstate and 4 South Australian Tutors

**Terms and Conditions:** In order to have New and innovative workshops being offered at the Hats off to Adelaide Convention we have made sure that the workshops will not be repeats of the last 'Hats off' or International Millinery Forum. We have two returning OS tutors, but they have not presented at Conventions in Australia for some years.

**Some of the conditions are as follows:** Overseas Tutors must adhere to the Australia Border Protection Visa conditions, and apply to get a temporary work visa Form 400. This is an Australian Government necessity and if apprehended on entering and leaving our country without it, we, as sponsors, as well as our international guest, would be liable for a hefty fine. One of the conditions of this visa restricts the visa applicant to work only with the organisation that has sponsored them to this country and are not able to do classes elsewhere during their visit.

### **2. New and different workshops**

In order to keep our Millinery Association "Hats Off....." Convention workshops new and innovative and not saturate the market beforehand, International, as well as Australian Tutors are asked to agree to not teach the topics that they have proposed for the 2017 Hats off to Adelaide Millinery Convention outside of their own locality, within Australia, from now until after the Convention.

### **3. Master Classes**

We have negotiated with TafeSA to extend the use of their facilities to hold Two Day Master Classes by the International Tutors during the week following the Convention. This will give the Australian Tutors the opportunity to take in some professional development after giving their services to the Convention. While these masterclasses won't be restricted to the Tutors, they will be given the first option to book into these classes.

### **4. Accommodation**

Accommodation for the Tutors has been booked in an apartment block 300-400 metres away from the Adelaide City Campus of TafeSA. Delegates are being offered a discount rate at this, and their other two apartment blocks, also a similar distance from TafeSA.

There is a large number of accommodation available close to the TafeSA campus and these include YHA shared accommodation, just across Light Square for less than \$40.00 per night for those on a tight budget. There is also an apartment building apposite the iStay Precinct with shared kitchen and living area, but locked bedrooms with ensuite for \$60.00 per night, (definitely not 4 star).

## **5. Trade Day**

The Trade Day will be staged in the Atrium in the Adelaide City Campus of TAFES SA and will accommodate the traders for the week if they wish. The Tutors Challenge will be able to be viewed from the upper level balcony, without restrictive vision or obstructing the Tutors at work.

We are endeavouring to make the Traders Packages as reasonable as possible, to cover the setting up costs, which will include the partitions between each trader, electrical connection, and security costs, with a minimal cleaning charge for any trader planning to stay for extra days. A voluntary sponsorship will be encouraged, offering some incentives such as advertising etc. The Traders will also have the opportunity to buy advertising space in our 18-month Calendar.

## **6. Welcome Cocktail Party**

The Welcome Cocktail Party will be held in the Adelaide Convention Centre on North Tce, overlooking the Torrens River and Elder Park and the new and renowned Adelaide Oval, and is about 800m from the Oaks iStay Precinct Apartments on Morphett St.

## **7. Registration incentives**

The delegates will have the option to register with a 'Total Package', inclusive of all social events and workshop sessions at a slightly reduced rate, or register into selected workshops and purchase social event as they wish. A discount of \$30.00 will be given to MAA members and an early bird reduction of \$40.00 will be available to 'Total Package' Registrations.

## **8. Grand Finale – Luncheon at the Races**

The tram, which will be free of charge, is the mode of transport to the Grand Finale event at the Races on the Saturday at Morphettville, leaving from North Tce and King William Street at regular intervals. This event will include the auction of the Tutor Challenge Hats and in hope to raise more funds for the Women's and Children's Hospital Foundation (our chosen Charity) will be available to South Australian Jockey Club members to bid for these masterpieces. A 'fashions on the field' event will also take place, along with a 'millinery Award competition'. The Delegates and Tutors will be encouraged to show off their own designs and enter into either of these competitions for substantial Prizes. The winners could be chosen from two categories, catering for the more mature entrant as well. The Millinery Hall of Fame recipient could also be announced at this event.



M. 04000 22 303

E. [sandyaslett@bigpond.com](mailto:sandyaslett@bigpond.com)

W. [www.hatsbysandya.com.au](http://www.hatsbysandya.com.au)

Buderim Queensland 4556 Australia

*Making Headlines.....just for you!*

5th September 2016

The Secretary  
Lauren Ritchie  
Millinery Association of Australia Inc  
Melbourne VIC

To begin, I would like to thank the Millinery Assoc of Aust Inc for the winning voucher of Best Dressed at the Hats & High Tea on Collins.

I was both surprised & pleased to be chosen "Best Dressed" on the day. To some who attended, it may seem strange that a milliner such as myself should win an award that provides a voucher for a designer headpiece. However, the award was for the outfit and the judges were unaware that I was a milliner.

I intend to put the prize to good use as over the 9 years of my career in millinery I have been fortunate to have formed relationships with many loyal clients and I intend to use the prize monies and pass onto one of my clients, who I am sure will appreciate having a designer headpiece by myself.

I look forward to receiving a cheque in the future.

Thank you

Happy hatting !!  
Cheers  
Sandy Aslett



If you would like to unsubscribe from these mailings please send an email to Sandy at [sandyaslett@bigpond.com](mailto:sandyaslett@bigpond.com) with the words 'Unsubscribe' in the subject line.