



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

## Member Meeting 5 2017

### 1. Introduction

1.1. Welcomed to the 5th Millinery Association of Australia Members Meeting hosted on June 6th at St Kilda Library and via Zoom

1.1.1. Meeting Begins at 7:00pm

1.1.2. Attendees

1.1.2.1. Present: Rose Hudson, Lauren Ritchie, Georgia Skelton, Leighanne Crocker, Louise Macdonald, Lys Steven, Julia Watson, Linda Ford, Kim Williams, Sandy Forrester, Rebecca Carswell, Catherine Ellen, Jo Peterson, Karin Goodman, Sandy Aslett, Jane Stoddart, Ginetta Rositano, Ana Pribylova, Jo Peterson, Lynnette Lim, Di Robertson, Rachael Henson, Bronwyn Shooks, Catherine Ellen, Alison Clark, Catherine Kelly, Debbie Kelly, Lorraine Gill, Kathleen Brenda Watson, Susan McArthur, Victoria Henderson, Elaine Mergard, Cathy Chivers, Cessiah Althorn, Christie Murray, Margaret Watson, Rachel Henry, Total (Total 36, Zoom 18),

1.1.2.2. Apologies: Phillip Rhodes, Felicity Northeast, Rachael Henson, Kathleen Watson, Laura Dunnington, Gillian Andrew, Christine Martin, Annalese Fowler, Sue Drerup, Jennifer Wood, Irene Moore, Christine Martin, Michele Cameron, Robin Rivett, Diane Robertson, Enza Geddes, Wendy Scully, Jennifer Wood, Leteisha Knecht, Sue Younis, Lisa Bell (21)

1.2. Minutes

1.2.1. Pass Minutes

1.2.1.1. Motion: Georgia Skelton

1.2.1.2. Second: Rose Hudson

1.2.2. Business Arising from Minutes

1.2.2.1. The equipment list from the Pop Up Shop has been finalised and images taken from by Katherine Cherry

1.2.3. Welcome to Kim Williams, Margeriettee, Mary and Oksana

1.2.3.1. Introduction from Kim

### 2. Reports

2.1. President's Report presented by Rose Hudson

2.1.1. See Attached

2.2. Treasurer's Report presented by Felicity Northeast

2.2.1. See Attached

2.3. Secretary Report presented by Lauren Ritchie



- 2.3.1. Hat of the week
- 2.3.2. Vice President
- 2.4. Motion by Georgia Skelton that the reports be accepted into the minutes
  - 2.4.1. Second by Louise Macdonald

### 3. Agenda Items

- 3.1. Hats Off Millinery Convention - Adelaide - presented by Lorraine Gill
  - 3.1.1. Currently have 108 delegates
  - 3.1.2. Still places available
  - 3.1.3. Cocktail Party and Race Day need some attention, please invite any friends you may wish to see and invite them to attend the event
  - 3.1.4. Accommodation
  - 3.1.5. Budget - believe it will break even, working on final tally
- 3.2. MAA Design Award presented by Louise Macdonald
  - 3.2.1. Payment due Friday 16th June and entries to be in by June 19th
  - 3.2.2. Able to drop
  - 3.2.3. Checklist
    - 3.2.3.1. Pay money
    - 3.2.3.2. Print label with return address
    - 3.2.3.3. Include a photo on a mannequin
  - 3.2.4. Photos to be taken on June 20th
  - 3.2.5. Publicity
    - 3.2.5.1. The finalists will be announced June 24th
    - 3.2.5.2. People's Choice Award launch on June 24th
      - 3.2.5.2.1. Link to voting page will be sent from Secretary
      - 3.2.5.2.2. Share the link to encourage others to vote
    - 3.2.5.3. Hat Academy to share the details of the People's Choice
    - 3.2.5.4. Hat Magazine scheduled to publish article k
    - 3.2.5.5. #millineryaustralia @millineryaustralia #eveningwear #eveningheadpiece
    - 3.2.5.6. If you have used any materials from the sponsor, please mention them in your post to assist in acknowledging the sponsors
    - 3.2.5.7. Take photos of your pieces being made, please don't post until the judging has been completed on June 21st. Feel free to post following this,
  - 3.2.6. People's Choice Award
    - 3.2.6.1. Invite your friend and followers to vote
  - 3.2.7. Display of Hats
    - 3.2.7.1. Hats Off to Adelaide
    - 3.2.7.2. Queensland - Brisbane at Artisan
    - 3.2.7.3. Sofitel - Melbourne during Fashion Week
  - 3.2.8. Cost of entry \$75
    - 3.2.8.1. Covers professional photography and post costs to Adelaide, to other display locations and return to milliners
  - 3.2.9. Register your entry at <https://goo.gl/forms/4NGg0BrbWJO9WL112>



- 3.3. Hall of Fame - presented by Rose Hudson
  - 3.3.1. See attached
- 3.4. Pop Up Shop presented by Georgia Skelton
  - 3.4.1. A subcommittee has been formed of 14 members
  - 3.4.2. June 22nd on Thursday evening
  - 3.4.3. List of equipment, following November the current storage space will be unavailable
  - 3.4.4. Keeping Melbourne Central
  - 3.4.5. Terms and Condition and offer from Melbourne Central to sub-committee before meeting
  - 3.4.6. Dates for the Pop Up, yet to be determined, in previous years has been 4-6 weeks
- 3.5. Social Media Update presented by Leighanne Crocker
  - 3.5.1. Blog post on 3 types of Millinery
    - 3.5.1.1. Offer to share blog post by Hat Academy
  - 3.5.2. Tracking engagement and audience on Pinterest, Instagram and Facebook
- 3.6. Date of Next Meeting
  - 3.6.1. Members Meeting: Held on Tuesday July 7th at 7:00pm
    - 3.6.1.1. Change of venue at Catherine Syme Library
    - 3.6.1.2. Agenda Items under development - e-mail [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org) if you have a particular item you wish to present
    - 3.6.1.3. Join via Zoom at <https://zoom.us/j/527341548>





Rose Hudson  
President  
Website: [www.millineryaustralia.org](http://www.millineryaustralia.org)  
E-mail: [president@millineryaustralia.org](mailto:president@millineryaustralia.org)

What a busy month we've had. I thought it would be a good time to talk about the financial aspects of the association and how we are tracking. Some have raised queries about the use of funds, let me explain.

Yes, we are a not for profit organisation, and we are also not for loss. Any big event, like a convention is expensive. The hard work of the Adelaide team will pay off, I'm sure. But in a convention year, money can be tight. While funds are made available for this, belts are tightened elsewhere.

Raising funds to plough back into our association is not a bad thing, but we're not 'lining pockets' far from it.

An opportunity arose earlier in the year in the form of a stunning collection of flower making tools, equipment and machinery for sale. You wouldn't believe how many members emailed and phoned suggesting the MAA buy them. We simply don't have the funds, but this is exactly what we should be buying.

We have however worked very hard to bring the Hats Off to Adelaide into a profit-making position which has not been easy. We've also for the first time taken out insurance to cover members and volunteers who work at our events which we've never had before, so future funds will be directed there. We had a change of treasurer, which calls for a review of the books by an accounting firm which also requires funds to implement.

Our MAA committee members are also skilled and because of this, we are saving the MAA money. Did you know on our MAA committee, we have people with sound social media nous, IT skills beyond the ordinary, people with legal backgrounds who guide and educate and experienced millinery networkers with contacts Australia wide? Over half the committee are millinery educators with many years of TAFE/student/education industry knowledge. We're not a knitting club, far from it. This committee and its subcommittees around Australia are guiding millinery into the future. And of course, none of us are paid. All volunteers, giving our time to the MAA to make it a great place for all members.

Being President of the MAA can be a time consuming one and generally productive. In the last few months I've written sponsorship letters to businesses here and overseas for Hats Off, I have weekly budget discussions with the treasurer, planning for the year with hat comps and other activities. Social media posts for Hats Off are a weekly occurrence. MAA business with emails and responses to Pop Up Shop procedures through the last month as well as a meeting for the MAA or a subcommittee on 4 Tuesdays out of the five in May. This is all squeezed in around my own millinery business and teaching at TAFE. I don't begrudge any of this because when I took on the role of President, I expected my workload to increase. All of us on the committee are working towards a better future for millinery in Australia.



Rose Hudson

President

Website: [www.millineryaustralia.org](http://www.millineryaustralia.org)

E-mail: [president@millineryaustralia.org](mailto:president@millineryaustralia.org)

During my sponsorship drive for Hats Off to Adelaide, I wrote to Spotlight. Australia's biggest haberdasher and second home to most of us milliners. I received a disappointing response. They got word of a negative response from a few milliners to their sponsoring of a Caulfield event a couple of years ago.

Past actions and damaging remarks have impacted a key sponsor and irrevocably affect a great partnership of the past. It is a timely reminder that we all need to be aware of how we as members of the MAA are perceived by the greater community and its effect on everyone from sponsors, to clients and potential new members. We know we are better than this and hope that we can move forward in a more positive way, but we need your help -with this.

We are hopeful that this year, the introduction of tiered memberships will pave the way for professional partnerships with large businesses that can help us grow as an organisation. We had hoped, Spotlight would have been one of our partners. Let us work together so that we can really build on creating some key relationships to improve our profile of millinery in Australia, we cannot understate the importance of this going forward.-

As I close, I'd like to offer condolences to our MAA friend and member, Canberra milliner Christine Waring whose husband Tom died recently after a long illness. Christine is a great supporter of the MAA and has attended and taught at all conventions we've held. We offer her and her family our sympathies at this sad time.

# Balance Sheet

---

## Millinery Association of Australia Inc As at 31 May 2017

31 May 2017

31 May 2016

### Assets

<b>Bank</b>		
Adelaide Working Acct..495956	39,129	-
Savings Acct...399478	32,950	-
Working acct...110275	15,082	-
<b>Total Bank</b>	<b>87,161</b>	-
<b>Total Assets</b>	<b>87,161</b>	-
<b>Net Assets</b>	<b>87,161</b>	-

### Equity

Current Year Earnings	40,028	-
Retained Earnings	47,133	-
<b>Total Equity</b>	<b>87,161</b>	-

# Profit & Loss

## Millinery Association of Australia Inc For the month ended 31 May 2017

	May-17	YTD
<b>Income</b>		
conference fees	-	49,939
conference-trader	213	3,653
conference-sponser	300	2,150
Interest Income	17	104
Membership Fees	480	13,860
Other Revenue	300	305
Sales - Functions & Events	1,094	4,684
Sales - Pop Up Shop	-	9,915
<b>Total Income</b>	<b>2,404</b>	<b>84,610</b>
<b>Less Cost of Sales</b>		
Conference - Functions	-	1,100
Conference - Other Exps	861	861
Cost of Goods Sold	270	270
less: Hat Commission	-	(133)
Pop Up Shop - Hats	-	22,079
Pop Up Shop - wages	-	3,163
Pop Up shop expenses	-	(50)
<b>Total Cost of Sales</b>	<b>1,131</b>	<b>27,289</b>
<b>Gross Profit</b>	<b>1,273</b>	<b>57,321</b>
<b>Less Operating Expenses</b>		
Advertising	-	1,967
Bank Fees	87	745
computer/web	-	1,067
conference-tutors fees	-	4,000
Consulting & Accounting	41	1,332
Entertainment	109	109
Events - Social	176	1,670
General Expenses	57	405
Insurance	-	324
Photography	-	674
Printing & Stationery	80	1,152
Rent	-	650
Subscriptions	-	550
Travel - National	35	2,650
<b>Total Operating Expenses</b>	<b>584</b>	<b>17,293</b>
<b>Net Profit</b>	<b>689</b>	<b>40,028</b>



Rose Hudson  
President  
Website: [www.millineryaustralia.org](http://www.millineryaustralia.org)  
E-mail: [president@millineryaustralia.org](mailto:president@millineryaustralia.org)

## General Meeting 6<sup>th</sup> June

### Hall of Fame

Hall of Fame nominations have now closed. I am happy to report we had a record breaking number of nominations. I'd like to thank all those members who took time out to nominate. We received some very detailed nomination forms, with genuine admiration for the skills of the nominees listed in great detail. One nominee is Lorraine Gill, a current committee member. The recipient is decided during our committee meeting. As Lorraine had been nominated, she wasn't able to vote, or be present for the discussions therefore she left the meeting and we decided the winner in her absence. It was a tough decision in which we took an hour to come to a final decision.

This year's nominees are:

**Lorraine Gill**

**Phillip Rhodes**

**Harold Guinsberg**

**Elaine Mergard**

**Christine Martin**

All are worthy recipients you will agree. All have contributed to Australian millinery in a big way. It was pleasing for the committee to see three states represented indicating our cohesiveness as a national association. We thank the nominees for services to millinery and acknowledge the esteem in which you are held by your peers. You have been nominated because you are recognised as a significant contributor to millinery in Australia.

The Hall of Fame recipient for 2017 will be announced during the Hats Off to Adelaide cocktail party on the 9<sup>th</sup> of July. We are hoping to have a live Facebook link for those who can't be present.

More details on this link once we've organised it.



THE MILLINERY ASSOCIATION  
— OF AUSTRALIA INC —

# Hats Off to Adelaide

## Millinery Convention

9th - 15th July, 2017

5 days of Intensive, innovative and exciting Millinery workshops with Australian and International Tutors

Opening Trade Show with Millinery Suppliers and related industries

Welcome Cocktail Party

Grand Finale Luncheon at the Adelaide Races featuring Fashion on the field and Millinery Awards

An event not to be missed by any aspiring milliner or those interested in exploring the trade. Come and ignite your creativity while enjoying the hospitality of South Australia,

Location: TAFE SA Adelaide City Campus

Contact: [convention@millineryaustralia.org](mailto:convention@millineryaustralia.org)

Book now at:

<http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide/>



Government of  
South Australia



SOUTH  
AUSTRALIA

PFAFF  
Perfection starts here.™

Melann's  
FABRICS & TEXTILES



Millinery Association of Australia presents

# MAA Design Award 2017



**The Total Package**  
Factory 2 / 3-5 Quond Court  
Craigieburn Vic. 3064



*Millinery . Info*