



Lauren Ritchie  
The Secretary  
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## Member Meeting 1 2017

### 1. Introduction

1.1. Welcomed to the 1<sup>st</sup> Millinery Association of Australia Members Meeting hosted on February 7th at St Kilda Library and via Zoom

1.2. Meeting Begins at 7:00pm

1.3. Attendees

1.3.1. Present: Rose Hudson, Felicity Northeast, Lauren Ritchie, Georgia Skelton, Catherine Ellen, Leighanne Crocker, Wendy Scully, Louise Macdonald, Irene Moore, Shara Gillahan, Robin Rivett, Dianne Kilduff, Jo Peterson, Katherine Cherry, Leteisha Knecht, Lys Stevens, Michele Cameron, Christine Martin, Margaret Watson, Karin Goodman, Rebecca Carswell, Susan McArthur (Zoom), Sandy Forrester (Zoom), Alison Clark (Zoom), Debbie Kelly (Zoom), Kylie Williams (Zoom), Julia Watson (Zoom), Delphine Nicholason (Zoom), Ginetta Rositano (Zoom), Lisa Bell (Zoom), Linda Ford (Zoom), Jane Stoddart (Zoom), Rachel Henson (Zoom), Bronwyn Shooks (Zoom), Lorraine Gill (Zoom), Lynette Lim (Zoom), Rebecca Hanley (Zoom), Elain Mergard (Zoom)

Total 38 (Zoom 17)

1.3.2. Apologies: Jennifer Wood, Margaret Keeble, Rebecca Share, Sue Dreup, Laura Dunnington, Sue Younis, Phillip Rhodes, Gillian Andrews, Lindsay Whitehead, Serena Lindeman, Victoria Henderson, Cessiah Althorn (12)

1.4. Minutes

1.4.1. Pass Minutes

1.4.1.1. Motion: Lauren

1.4.1.2. Second: Debbie

### 2. Reports

2.1. President's Report- See Attached

2.1.1. Please let us know what date you would prefer for the Victorian Cup Week Drinks to occur through the poll within the e-mail.

2.2. Treasurer's Report - See Attached

2.2.1. Reduce the number of accounts to have one base transaction account and one saving account

2.2.2. Signatories to be moved to be just executives

2.2.3. Summary of account software - Xero program of choice (see attached summary)



- 2.2.4. Review to be completed for last financial year in line with recommendation within Rules
- 2.2.5. Statement from Accountant regarding acceptance of November 2016 Report - please see attached

### 3. Agenda Items

- 3.1. Hats Off Millinery Convention - Adelaide - presented by Lorraine Gill
  - 3.1.1. See Flyer attached and make you booking at <http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide/>
  - 3.1.2. Trade show on Sunday followed by Cocktail party
  - 3.1.3. Week of Classes
  - 3.1.4. Wednesday afternoon will be a shared lunch then an open forum in the afternoon with a presentation from The Millinery Association
  - 3.1.5. No planned evening events throughout the week
  - 3.1.6. Saturday is a Race Day which will include Fashion On the Field, Millinery Award, Presentation of the Hall of Fame and Parade
  - 3.1.7. Following Monday and Tuesday will be Master Classes presented by the International Tutors
  - 3.1.8. Booking progress
    - 3.1.8.1. Four classes have booked out
    - 3.1.8.2. Bookings have been open 4 weeks and there are 70 delegates
    - 3.1.8.3. Early bird discount expires February 15th
    - 3.1.8.4. Use MAA discount code when making booking - enter before making selection
- 3.2. Millinery Association Rules - presented by Rose Hudson
  - 3.2.1. See attached statement from Rose
- 3.3. Tiered Membership - presented by Rose Hudson
  - 3.3.1. Please review the attached table and send any queries or comments to a committee member
- 3.4. Theatre outings - presented by Rose Hudson
  - 3.4.1. Cover in President's report
  - 3.4.2. Addition of statement regarding Melbourne-centric activities from Rose - please see attached
- 3.5. Dates for swap meets - presented by Rose Hudson
  - 3.5.1. Covered in President's report
  - 3.5.2. Victoria date to be May 21st at Sandringham Club with other states exploring venue opportunities to host on the same day
- 3.6. Notes from Secretary - presented by Lauren Ritchie
  - 3.6.1. See attached for Media Overview



- 3.7. Questions from the floor
  - 3.7.1. Michele Cameron - Will the accounting system be mobile friendly
    - 3.7.1.1. Felicity response - there is a Xero app for mobiles and tables. Those on subcommittees can be granted viewing access to aspects of accounts relevant to their projects
  - 3.7.2. Sandy Aslett - Is a EFTPOS machine available for membership use interstate?
    - 3.7.2.1. Felicity to explore option of hiring extra for short periods. Alternative of mobile device functions
- 3.8. Social media
  - 3.8.1. Post on Instagram using following tags
    - 3.8.1.1. Tag the Millinery Association of Australia on Instagram by using @millineryaustralia
      - 3.8.1.1.1. Suggested hashtags #millineryaustralia #couturemillinery #handmade #millinery #hats #madhatter #creativelife
    - 3.8.1.2. Tag the Hats Off to Adelaide Convention on Instagram by using @hatsoffmillineryconvention
      - 3.8.1.2.1. Use for Hats Off to Adelaide related posts #hatsoffmillineryconvention #hatsofftoadelaide
- 4. Date of Next Meeting
  - 4.1.1. Members Meeting: Held on Tuesday March 7th at 7:00pm
    - <http://millineryaustralia.org/event/member-meeting-march/>
    - 4.1.1.1. Agenda Items under development - e-mail 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/5616947981>



Welcome to a new year and new committee. Together we can look forward to great things this year.

Last week on the 30/31 January the Committee met at the Dock Library at Docklands for two full days of talks planning the year ahead.

We have some wonderful things in store for you.

The biggest of these is Hats Off to Adelaide, running in the city of churches from 8<sup>th</sup> July through to the 13<sup>th</sup> and concluding with a race meeting at Morphettville, Adelaide's premier racetrack and a Fashions on the Field event and then for two more days, master classes with our international tutors will be held. I'll let Lorraine tell you more about all that soon.

This year we intend to capitalise on the skills of one of our new committee members, Leighanne. Leighanne Crocker comes to us via the corporate world. She has fab business and marketing ideas in store, including creating a bigger MAA presence on social media like Instagram and Facebook but also creating MAA pages on Pinterest, because this is the world in which the stylists live, I'm told, and if we have a strong brand there, we'll get noticed, so this is what we intend to beef up this year. So at the end of each meeting each month, we decided we're going to encourage you to have ready on your phones or laptops, a current image of your latest work and we'll do a mob post hash tagging ourselves, hash tagging MAA and our work or the next event we're pushing. No one leaves the room until they've posted something! It doesn't have to be a finished hat, it could be a thimble or a reel of thread or a hatblock. So long as it's millinery related.

We'll be applying for some state and Federal grants to get some money to fund projects all around Australia, this is an initiative of our Queensland member Sandy Aslett. I have been in touch already with someone from RMIT who has lots of grant application writing experience. There are all kinds of reasons why we'd like to get some funds. Basically the more money we have, the more we can do for you, the members. If any of our members has grant application writing experience, please email me and we'll talk further.

MAA member Catherine Ellen's Melbourne International Millinery Competition has been held. Entries came from all around the world, I was fortunate to see things up close, along with the other judges, MAA members, Serena Lindeman and Sue Drerup. The standard was very high and MAA member's entries held their own. Well done. Catherine might have more to say about this soon.

We are going to the theatre to see The Ladies in Black in March. The response was great with 22 milliners buying tickets to see two shows on the 5<sup>th</sup> and 18<sup>th</sup> of March. Thank you, Margaret, for your help in organising the payments to Ticketmaster. I couldn't have done it without you. We're seeing matinee shows, so I hope everyone can stay around for a drink after the show. Maybe at the Westin? Next door to the Regent. See you there. My Fair Lady in May? Email expressions of interest to me please.

Also in the month of March there is Hatwalk, organised by Waltraud Reiner and Hats for Happiness. More details about that later, but I'm sure Waltraud would like as many people as possible to participate wearing a hat to support a very good cause.

We thought we might focus on some winter events this year when it's cold and quiet and there's not a lot on. We've decided to have a Swap Meet, Trash and Treasure, call it what you will, an afternoon where we meet in different states, simultaneously, and pull out our bits and pieces to sell, swap, buy. Everyone has a bit of tat they don't want, here's your chance to make some dough. We're

President's MAA Report

7/02/17

Rose Hudson

looking at the 21<sup>st</sup> of May for that. I would like it if the other states can coordinate a Swap Meet for their members on or around the same day, so it's a national event. We were thinking it only need go for 3 or 4 hours, not all day. Furthermore, for regional and country members we should have an on-line swap meet too, organised through our MAA Facebook page, so everyone can take part. The Melbourne venue is the Sandringham club. My husband is the manager. He's offered us a beautiful big room, with trestle tables, a view and a bar to have a little champers at the end. Free parking on the street and walking distance from Sandringham Station. People will be asked to pay a fee for the tablespace and amenities, and the MAA might a little profit for the coffers. This is an event predominantly for MAA milliners, but outsiders welcome too.

The other winter event involves the MAA design competition. Louise will tell you more about this, but just to give you a hint, we thought a winter evening cocktail theme. In the meeting, Sandy Aslett tried to shout me down- we don't have winter in Queensland! Well, everyone else has a kind of winter and we thought it gives you an opportunity to make a cocktail hat in velvet, or fur, or felt, or ruched silk, with jewellery and feathers and loads of glamour. Winning hats may go to Adelaide to be part of a Hats off to Adelaide parade or exhibition, to be decided. Which brings us to Adelaide and an action-packed program.

At the Hats Off to Adelaide Convention there will be a trade day for the suppliers to sell materials to the delegates. For the first time, the MAA will have a stall there with merchandise to sell. Staffed by volunteers, every cent goes to the MAA. Please email me with suggestions for items to sell on the stall, we already have some great stock lined up. The more money we make there, the more money we have to spend on our members. All our items are things that cannot be purchased at our millinery suppliers. On this subject, I'd like to make mention of our Not For Profit status. The AFL is also Not For Profit, but they make plenty of dough selling branded merchandise and ploughing the profits back into their league. Wouldn't it be great to have excess money for awards and scholarships? That's the plan.

By now we're rolling pretty quickly into the Spring Racing months of manufacture and your own events, so people are busy. But I have written to the NGV requesting a group guided tour of the Dior exhibition for our members in early September, I'm waiting to hear their response, so details later. Also in September, we have been asked to take part again in the Royal Melbourne Show hat competition there, one category is invitational and the others are open, so everyone should enter.

More info and guidelines later in the year.

Due to the racing season, we have traditionally not held meetings in October, making it a rather large gap until the AGM at the end of November. This year, so we can all keep in touch, we will have an October meeting but it will be zoom only. So no excuses, all of us can attend in our jarmies with a glass of wine in hand.

The Oaks Day award is the biggest millinery/ social event for most of us for the year. Congratulations to the 2016 winner Ian Bennet the international interloper who stole it from our clutches! Well done Ian and of course, Justine Gillingham for second place with her beautiful stained glass halo headpiece. Third place went to Lisa Leverington, for her golden geometric headpiece. This year we intend on building better relationships with key VRC people. Catherine Kelly is forming ties with ATC, the premier Sydney racing club, I urge members in other states to work towards forming links

Post Oaks we traditionally have our Friday night cocktail party. This has been well attended in the past, but could be better. I had a notion that more interstate milliners would attend if it was on an earlier night in the week when everyone's in town. We talked about two options, which we will think about, have a vote on and decide later. Pre Oaks Wednesday night drinks party 6-8pm? Or Friday morning brunch, check out of your hotel and come straight to brunch? Which sounds better?

As for us, we have other hat events and ideas and philanthropic ideas to share with you but as Phillip advised- don't release anything until its fully cooked!

Thanks

## Pop Up Shop

Pop Up Shop talk surfaced last week. I have emailed the participating milliners to give them my response to an email sent on the 31<sup>st</sup> of January. I don't want to rake over old coals, but I would like to put this to bed. This is what I'd like to reiterate...

All member's info is totally confidential. Last year was different to previous years. In other years, participating milliners didn't mind handing over their sales, but in 2016 this changed. Milliners became very protective of this information, and I have respected their rights to privacy but only to a point beyond my control.

This year we're having a review. Because we have a new Treasurer, Felicity Northeast. Nothing sinister, but a regulation an organisation such as ours must follow. So information was needed.

Felicity required information for the accountant overseeing the review and people seemed to have a problem with this. Bernie the accountant will see that your payments from the Pop Up Shop are correct by cross checking them with your name.

Further documents like Orna's pay, cash floats from the day to day dealings, other sundry outgoings and rosters for paid and unpaid staff where requested. These are now being processed, although Felicity first asked for them in early December.

The fear of the shared drive is unfounded. We use it to update and add to documents, it is a standard form of office communication. It cannot be viewed by anyone outside of the executive committee, and even then, we are invited to view only the documents the Secretary allows us to see. Certainly, no Treasury documents are viewable to ordinary committee members.

There was a question about the Secretary directly asking the Pop Up Shop Manager for information. People had a problem with this. Why? Why shouldn't a paid employee of the MAA do as she is asked by an elected committee member? I don't understand the confusion around this. The MAA is the boss of The Pop Up Shop, we paid the rent, we paid insurance and liabilities, we paid Orna's wage we bought the fixtures.

I have nothing further to add on this topic, it's been talked around and around for a week. It was a 2016 event. We must now move on.

Thanks

**Bank account Summary:**

- At handover 5 accounts;
- historically accounts were open in various states when large events were held
- only Melb trading account has been reconciled however it is recommended all accounts to be reconciled
- Saving account set up to give higher interest,
- Closed 2<sup>nd</sup> Adelaide account as not required (dec 16)

**MAA ACCOUNT AUTHORITIES**

	Signatory authorities	online authorities (proposed)
1. Melb trading acct 033549110275	Felicity Northeast Lauren Ritchie Rose Hudson	Felicity Northeast Lauren Ritchie Rose Hudson
2. Melb saving acct 033397 399478	same as above	same as above
3. Brisbane account 033397379637	Felicity Northeast Sandy Aslett Rose Hudson	Felicity Northeast Sandy Aslett Rose Hudson Lauren Ritchie ( <del>new</del> )
4, Adelaide trading acct 033107495956	Felicity Northeast Lorraine Gill Di Robertson	Felicity Northeast Lorraine Gill Di Robertson Rose Hudson Lauren Ritchie ( <del>new</del> )
5. Adelaide savings acct 033107495964	CLOSED Dec 16 (need final statements)	



With accounts easily accessible online, separate state accounts are not required. Accounts and book keeping can be made accessible (at different levels, to those involved in subcommittees and various events.) This is a simpler process then adding signatories and online authorities to different accounts.

Recommendations:

- Have 2 accounts; 1 for everyday trading account
  - 1 higher interest account

This will make bookkeeping simpler, reporting simpler, and reduce bank fees

Therefore close Brisbane account asap

Close Adelaide account after HOTA completed

- Review higher interest account as presently interest poor.

Jan 17 prepared by Felicity Northeast (treasurer)

### Review of accounts

It is recommended in our rules that 32(1) (C)

- Books and accounts are to be presented to an accountant to be audited/**or for accountant review at the discretion of the committee (eg where there is a new incoming treasurer)**

A review is sufficient for a non-profit organisation of the MAA size.

Reviews can be done by an accountant; CPA (certified public accountant) or a MIPA (member of institute of public accountants). CPA will generally have higher charges.

Last review Oct 13 (when treasurer changed) by Accru chartered accountants cost \$1650

- Unable to get a reliable cost at this stage due to accountant unable to view state of accounts (awaiting further information from past treasurer, requested in Dec16). Have discussed our setup etc with a MIPA (B & S) and he believes it will be a few hundred but may increase a little if more work is required.

- **Recommend: to use B&S bookkeeping (MIPA)**

lower charges,

Work with non-profit organisations regularly

Aware of our setup as we have discussed what is required etc

Easy to access.

Will work with past and present treasurer as required

25.1.2017 prepared by Felicity Northeast (treasurer)

## Online accounting software

### Prices :

**Reckon:** \$11 /mth

**Quickbooks:** \$20/mth allows 3 users at the same time

**MYOB:** \$35/mth

**Xero:** \$37.50/mth for non profit organisations (25%discount)

### Maa requirements

- Easy to use for **all**. ( ie accountancy skills not necessary)
- Create invoices and receipts
- Can easily transfer accounts (Westpac) to system
- Multiple uses (ie 3) and others can have limited use when needed (ie subcommittees)
- Access can be levelled
- Easy to transfer users ie when treasurer changes
- Auditor/accountant can have viewing access when required
- Generates a variety of reports
- Attaches invoices ie emailed invoices can be used (reduces paper work)
- Allows notes to be written with transactions
- Easy categorising
- Can transfer members list and members details
- Can archive old members
- Can group members ie lifetime, tired memberships
- Notes between users can be generated

### Benefits

Time saving

Transparent

Easy to transfer

Reduces room for errors

Reduces auditor costs

Handover simplified

*Reduces stationery costs*

### System comparisons

**Reckon and myob** fulfil less of our requirements

**Quickbooks** fulfils most of these requirements however does not deal with grouping of members and is set up for people with an accounting background or knowledge

**Xero** fulfils all requirements and is very user friendly

### **Recommend to use Xero**

Before we can apply the Not for Profit discount to your organisation, we need to verify its not for profit status. Need to provide one of the following:

- the organisation's charity or trust registration number
- a copy of a certificate or government issued letter, that confirms the organisation's not for profit status.

25.1.2017 prepared by Felicity Northeast (treasurer)



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

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**FW: MAA review**

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

Fri, Feb 10, 2017 at 5:27 PM

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**From:** Bernie Cooper [mailto:[bernie.cooper1@bigpond.com](mailto:bernie.cooper1@bigpond.com)]  
**Sent:** Friday, 3 February 2017 4:25 PM  
**To:** Felicity Northeast <[fn@felicitynortheast.com](mailto:fn@felicitynortheast.com)>  
**Subject:** MAA review

Hi Felicity

Further to my earlier discussions, without the financial accounts at 31 Oct16 being fully reviewed I do not believe the current Income & Expense spreadsheet for Nov16 should be tabled to the committee as complete & correct. It can be used as a discussion point to review the contents or specific activities, but should not be accepted as the "Treasurer's Report"

regards

Bernie

Bernie Cooper  
Mob 0439 878 400 Tel/Fax 03 9787 8400  
4 Granya Grove, Mount Eliza VIC 3930

BAS agent  
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THE MILLINERY ASSOCIATION  
OF AUSTRALIA INC

# Hats Off to Adelaide Millinery Convention

9th - 15th July, 2017

## PROGRAM

*Sunday - July 9th: Trade Day 10am - 4.30pm*

*Welcome Cocktail Party - evening*

*Monday - July 10 through to Friday - July 14th: Workshops*

*Wednesday Afternoon - July 12th: Shared lunch and Interactive Forum*

*Saturday - July 15th: Grand Finale Luncheon at the Races*

## TUTORS

*Vladimir Straticiu (Spain)*

*Maor Zabar (Israel)*

*Fiona Dixon (Western Aust)*

*Patty Carter (Qld, Aust)*

*Bonnie Evelyn (Vic, Aust)*

*Christine Waring (ACT, Aust)*

*Brenda Wilson (Qld, Aust)*

*Louise Macdonald (Vic, Aust)*

*Alison Clark (Qld, Aust)*

*Jo Honan (South Aust)*

*Edwina Ibbotson (London)*

*Eugenie van Oirschot (Netherlands)*

*Sheri McCoy (South Aust)*

*Neil Grigg (NSW, Aust)*

*Oksana Caretti (South Aust)*

*Suzie May Williams (South Aust)*

*Carole Maher (NSW, Aust)*

*Sophie Armstrong (South Aust)*

*Cynthia Jones-Bryson (NSW, Aust)*

*Not only are we being presented with a diverse and innovative program of workshops by these talented Tutors during the Convention, our International Tutors have agreed to include a two-day Master Class during the days following the Convention.*

*For more details visit our website:*

*[millineryaustralia.org/events/upcoming-events/hats-off-to-Adelaide](http://millineryaustralia.org/events/upcoming-events/hats-off-to-Adelaide)*

*or Facebook: @HatsOffMillineryConvention*

Location: TAFE SA Adelaide City Campus

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

**tafeSA**



Government of  
South Australia



**SOUTH**  
AUSTRALIA



## The Rules revisited 2017

Lauren presented a summary of the Rules comparison at our committee meeting last week.

- The MAA has its own set of Rules
- Amendments were made to align with the release of the 2012 Act
- In comparison, the template rules from Consumer Affairs were handwritten beside the MAA model rules to compare.
- Additions of missing gaps in both sets of Rules such as ownership of documents, timelines for handover of committee positions, renewal and late fees for renewal and reinstatements of past members need attention
- The current committee will look over comparisons that have been placed on the shared drive and are to be tabled at next meeting

## 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 Below Cert IV in Millinery or equivalent	No formal qualification needed	Certificate IV in Millinery – supply certificate or Certificate in Millinery from MFI - supply certificate or And any other formal or informal teaching up to so many hours, as reviewed by the committee with 3 referees to verify skill level. As per the MAA website.	Nominated and voted on by members?
<b>Right to Vote</b>	No	?	Yes	Yes



## Membership and distance

I've told you about the things we have planned for the Members this year and as I read them out I was acutely aware of members in other states thinking, 'what's in it for me?'

This is how I see it. I'm in Melbourne and I'm very familiar with what's on offer in Melbourne and what events we can take part in.

I'm not familiar with race meetings in WA, or what the Art Gallery of Rockhampton has on its calendar this year. I don't know what's on in the State Theatre of South Australia to organise a group booking for you.

But you do, Zoom members watching now.

I have heard the claim more than once in the last month that the MAA is Melbourne centric. Is it any surprise? We are a national association, but I may not know about your corner of the world. You have to tell me.

Sandy has 31 milliners in Queensland she has been in touch with. Queensland is a massive state, I'd like to see MAA members from further north, in places like Rockhampton help me to see what needs to be done. I'm happy to write to organisations on your behalf to see if we can't get a higher profile for millinery events where you live.

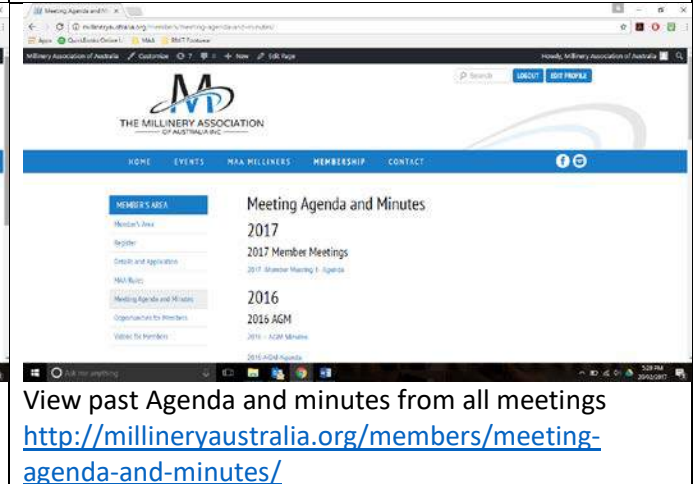
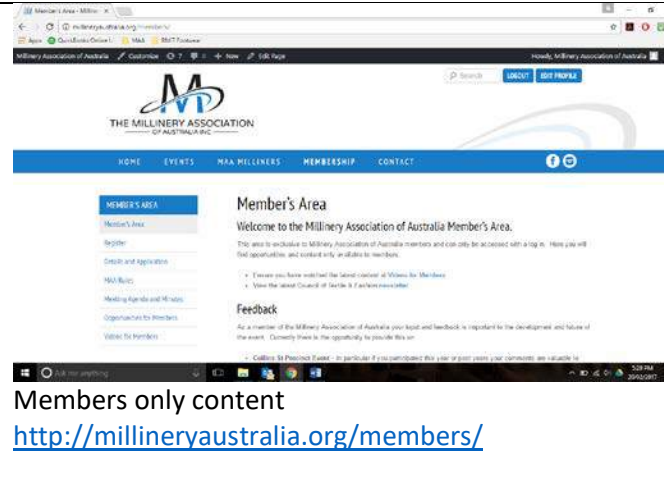
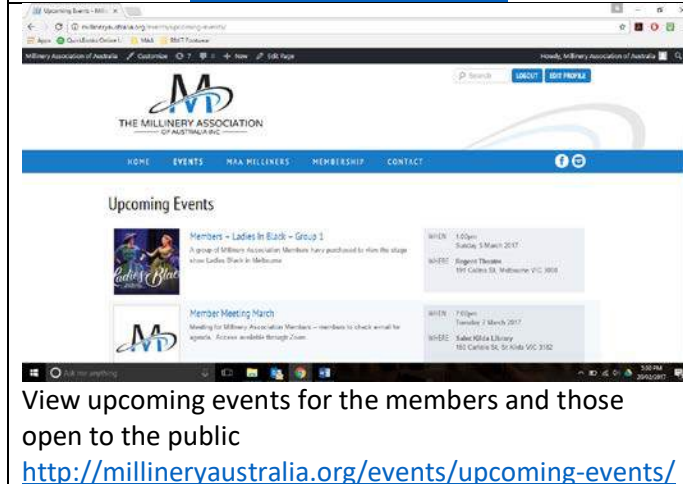
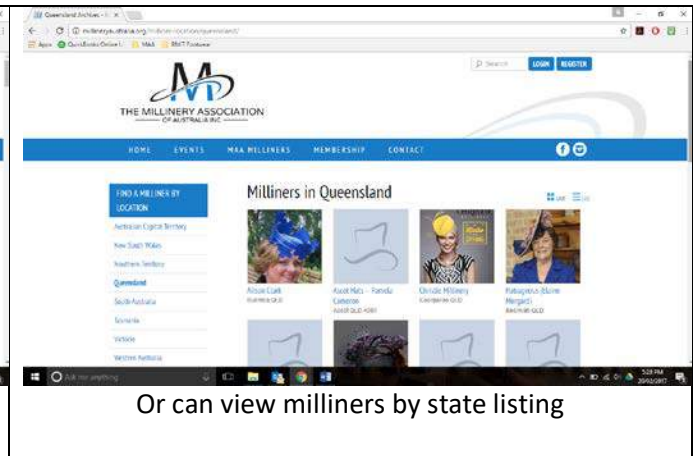
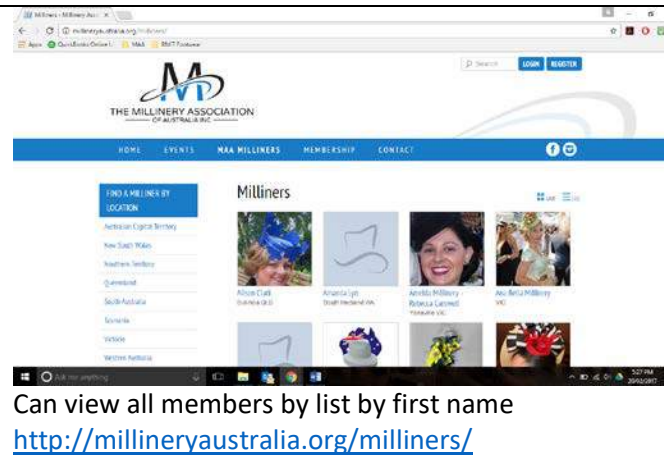
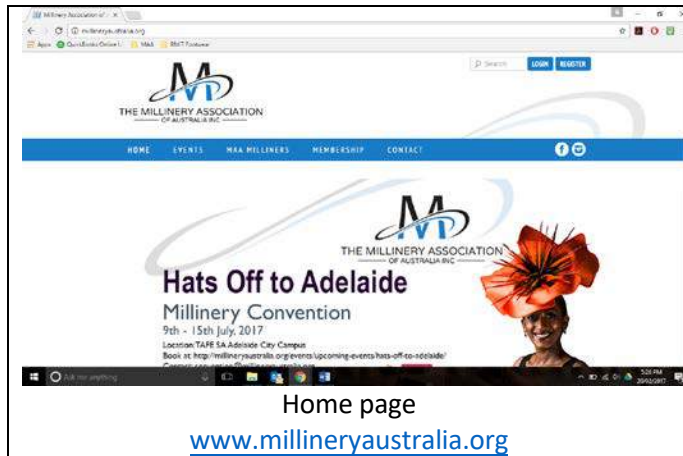
Volunteer to form a satellite subcommittee and help them organise events for you. Do a bit of research and contact the MAA committee member in your state, they can pass info onto me and I'll do my best to make it happen. Museum visits, social events, hat parades and competitions, theatre outings, fundraisers for activities wherever you are.

I can do something about it if I know about it.

As for Melbourne centric – help change that perception by pushing your town your city wherever you are.

Send ideas to the president's email address on the MAA website.

## The Millinery Association of Australia Inc Website



The Millinery Association of Australia – public Facebook Page – Like the page and encourage anyone else to, it is a platform for the MAA to communicate to the public.

<https://www.facebook.com/TheMillineryAssociationOfAustralia>

The screenshot shows a web browser window displaying the Facebook page for 'The Millinery Association of Australia'. The browser's address bar shows the URL: [https://www.facebook.com/TheMillineryAssociationOfAustralia/?view\\_public\\_for=125114300975618](https://www.facebook.com/TheMillineryAssociationOfAustralia/?view_public_for=125114300975618). The page header includes the Facebook logo, the page name 'The Millinery Association of Australia', and a search bar. The main content area features the association's logo, which consists of a stylized 'M' and 'A' with a blue swoosh, and the text 'THE MILLINERY ASSOCIATION OF AUSTRALIA INC'. Below the logo, there are buttons for 'Liked', 'Following', 'Share', and 'Send Message'. The left sidebar contains a menu with options: 'Home', 'About', 'Photos', 'Likes', 'Events', 'Videos', 'Posts', and a 'Create a Page' button. The right sidebar shows a 'Retail Company' badge, a search bar, and a notification that '1,621 people like this and 1,604 people follow this', with a list of friends including 'Robyn Ritchie and 67 other friends'. The bottom of the screen shows the Windows taskbar with various application icons and the system clock indicating 5:20 PM on 20/02/2017.

The Millinery Association of Australia

@TheMillineryAssociationOfAustralia

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THE MILLINERY ASSOCIATION OF AUSTRALIA INC

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1,621 people like this and 1,604 people follow this

Robyn Ritchie and 67 other friends

Chat (Off)

Ask me anything

5:20 PM 20/02/2017

The Millinery Association of Australia Instagram Profile – follow and tag @millineryaustralia

Best way for MAA to gain content is to repost member activity and achievements. Let us know what is happening with your business by tagging us.


The screenshot shows a web browser window displaying the Instagram profile of the Millinery Association of Australia (@millineryaustralia). The browser's address bar shows the URL <https://www.instagram.com/millineryaustralia/>. The profile header includes the Instagram logo, the username "millineryaustralia", a "Follow" button, and statistics: 215 posts, 1,504 followers, and 151 following. The bio reads: "Millinery Association of Aust National Association of milliners based in Australia" and includes the link [millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide](http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide). The profile picture is a circular logo with the letters "MAA" in blue and black. Below the header, a grid of six images is visible. The first image shows a large, intricate yellow and orange paper flower hat on a white mannequin head. The second image shows a close-up of a hat with a dense, multi-colored beaded or sequined texture. The third image shows a group of women standing on a stage, each wearing a unique and elaborate hat. The fourth image shows a close-up of a hat with a large, colorful, multi-layered paper flower. The fifth image shows a woman smiling, wearing a hat. The sixth image shows a group of people, including a woman in a red hat, posing together. The Windows taskbar at the bottom of the screen shows the time as 5:23 PM on 20/02/2017, along with various system icons and open applications like Google Chrome and Microsoft Word.

Millinery Association of Australia

Secure | <https://www.instagram.com/millineryaustralia/>




Apps QuickBooks Online Lc MAA RMIT Footwear

Sign up | Log in




 millineryaustralia Follow

215 posts 1,504 followers 151 following

Millinery Association of Aust National Association of milliners based in Australia  
[millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide](http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide)

katherine\_cherry\_millinery anabellamillinery

Ask me anything

5:23 PM 20/02/2017



Facebook – Closed Members Group – only MAA members have access and can view the content.

<https://www.facebook.com/groups/105349996177022/>

The screenshot shows a web browser window displaying a Facebook group page. The browser's address bar shows the URL <https://www.facebook.com/groups/105349996177022/>. The Facebook interface includes a top navigation bar with the user's name 'Lauren' and navigation links for 'Home', 'Groups', 'Marketplace', and 'Search'. The left sidebar contains a list of shortcuts and explore options, including 'News Feed', 'Messenger', 'SHORTCUTS' (Millinery.Info, The Millinery Association, Members - The Millin..., Hats Off Millinery Co..., Australian Sewing Ad...), and 'EXPLORE' (Events, Groups, Friend Lists, Pokes, Pages). The main content area features the group's cover photo with the logo for 'THE MILLINERY ASSOCIATION OF AUSTRALIA INC' and the text 'Members - The Millinery Associati...'. Below the cover photo, there are tabs for 'Discussion', 'Members', 'Events', 'Videos', 'Photos', and 'Files'. A search bar is present for searching within the group. The 'Discussion' tab is active, showing a post by 'Rose Hudson' with the text 'I really need to adjust my profit margins....'. To the right of the post, there is a section for 'ADD MEMBERS' with a search bar and a list of 'MEMBERS' (99 Members (1 new)). Below this, there is a 'SUGGESTED MEMBERS' section with names like Robyn Ritchie, David Ritchie, and Erin Ritchie, each with an 'Add Member' button. The bottom of the screen shows the Windows taskbar with various application icons and the system clock indicating 5:18 PM on 20/02/2017.

Hats Off to Adelaide Facebook Page – for promotion of Adelaide Event with approval from MAA.

<https://www.facebook.com/HatsOffMillineryConvention/>

Facebook page for Hats Off Millinery Convention.

**Hats Off Millinery Convention**  
@HatsOffMillineryConvention

**Hats Off to Adelaide Millinery Convention**  
9th - 15th July, 2017  
Location: TAFE SA Adelaide City Campus  
Book at: <http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide/>  
Contact: [convention@millineryaustralia.org](mailto:convention@millineryaustralia.org)

**THE MILLINERY ASSOCIATION OF AUSTRALIA INC**

**Logos:** SOUTH AUSTRALIA, tafeSA, Melann's, PFAFF

**Actions:** Liked, Following, Share, Send Message

**Non-Profit Organization**

**Invite friends to like this Page**

**The next Hats Off Millinery Convention hosted by The Millinery Association of Australia will take place in Adelaide in 2017**

**2,249 Likes**

**Chat (Off)**

Hats off to Adelaide Instagram Profile – follow and tag @hatsoffmillineryconvention

A screenshot of a web browser displaying the Instagram profile for @hatsoffmillineryconvention. The browser's address bar shows the URL https://www.instagram.com/hatsoffmillineryconvention/. The profile features a circular profile picture of a woman wearing a large, vibrant orange hat. To the right of the profile picture, the username 'hatsoffmillineryconvention' is displayed, followed by a blue 'Follow' button. Below the username, the statistics show '257 posts', '1,573 followers', and '472 following'. The bio text reads: 'hatsoffmillineryconvention Registration is now open for Hats Off Convention hosted by the Millinery Association of Australia in Adelaide in 2017 @millineryaustralia millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide'. The main feed area displays a grid of images: a woman in a white dress with a large teal hat, a purple hat on a mannequin, a woman with a green hat adorned with red flowers, a collage of various hats including a white one with a large white flower, and a promotional graphic for 'EARLY BIRD DISCOUNT' that expires on 15 Feb 2017. The bottom of the screen shows a Windows taskbar with icons for 'Ask me anything', a folder, Outlook, Chrome, and Word, along with the system clock indicating 5:24 PM on 20/02/2017.