



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 2 2017

### 1. Introduction

- 1.1. Welcomed to the 2<sup>nd</sup> Millinery Association of Australia Members Meeting hosted on March 7th 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, Felicity Northeast, Lauren Ritchie, Georgia Skelton, Leighanne Crocker, Louise Macdonald, Irene Moore, Lys Stevens, Margaret Watson, Karin Goodman, Sandy Forrester, Jennifer Wood, Jo Peterson (Zoom), Delphine Nicholason (Zoom), Lorraine Gill (Zoom), Sandy Aslett (Zoom), Di Robertson (Zoom), Rachel Henson (Zoom), Kylie Williams (Zoom), Elain Mergard (Zoom), Cessiah Alton (Zoom), Linda Ford (Zoom) Total 23 (Zoom 9)
  - 1.1.3. Apologies: Rebecca Share, Phillip Rhodes, Lindsay Whitehead, Serena Lindeman, Victoria Henderson, Wendy Scully, Joanne Rolfe, Laura Dunnington, Liza Georgiam, Margaret Keeble, Shara Gillihan, Gillian Andrew, Christine Martin, Amy Zischke, Michele Cameron, Catherine Kelly, Christine Waring, Di Kilduff, Robin Rivett, Kathleen Brenda Watson, Susan McArthur, Leteisha Knecht, Meredith McMaster, Alison Clark, Sue Younis, Irene Moore, Sue Woods, Rebecca Carswell, Jill Humphries, Wendy Stone. Rebecca Hanley, Jennifer Bryan, Bronwyn Shooks (33)
- 1.2. Minutes
  - 1.2.1. Pass Minutes
    - 1.2.1.1. Motion: Lauren Ritchie
    - 1.2.1.2. Second: Louise Macdonald and Sandy Forrester
  - 1.2.2. Business Arising from Minutes
    - 1.2.2.1. Question from Margaret Watson as to why the Committee Minutes following July last year were not available on the website
    - 1.2.2.2. Lauren response: A member has the right to request to view the minutes however the committee does not have to publish them. It was the decision of last years committee started but then discontinued to make these published - asked to find record of minutes when this occurred by Margaret.
- 1.3. Welcome from Cessiah Althorn and Lys Stevens

2. Reports
  - 2.1. President's Report
    - 2.1.1. See Attached
  - 2.2. Treasurer's Report
    - 2.2.1. See Attached
    - 2.2.2. Financial Summaries
    - 2.2.3. Review of 2016 Financials by Accountant Bernie
      - 2.2.3.1. Thank you to Margaret Watson for her assistance in finalising this
  - 2.3. Secretary Report
    - 2.3.1. Treasurer email has fully being handed over to Felicity, you can contact her on [treasurer@millineryaustralia.org](mailto:treasurer@millineryaustralia.org)
    - 2.3.2. Following on from Leighanne's post about updating please review your public profile on the MAA website <http://millineryaustralia.org/milliners/> if you need to make any updates or do not have a profile picture please send the details through to [secretary@millineryaustralia.org](mailto:secretary@millineryaustralia.org)
  - 2.4. Motion by Georgia that the reports be accepted into the minutes
    - 2.4.1. Second by Lys and Leighanne
3. Agenda Items
  - 3.1. Hats Off Millinery Convention - Adelaide - presented by Lorraine Gill
    - 3.1.1. Make you booking at <http://millineryaustralia.org/events/upcoming-events/hats-off-to-adelaide/>
    - 3.1.2. Event is 12.5 weeks away
    - 3.1.3. Bookings not progressing as expected which has caused a restructure of some of the classes
    - 3.1.4. Carole Maher is extending here classes to 14
    - 3.1.5. Social Events
      - 3.1.5.1. Winter Race Event at FOTF - looking to include a category for the older lady
    - 3.1.6. Elain Mergard wishes to have site position confirmed and confirmation of delegate numbers to be able to prepare items for delegate bags
      - 3.1.6.1. Lorraine to email confirmation of site
  - 3.2. Hats and High Tea in Brisbane - presented by Sandy Aslett
    - 3.2.1. Hats & High Tea - Brisbane Racing Club will be held on 29th April 2017 and this is an invitation to display your work that is exclusive to Millinery Association of Australia Inc Members.
    - 3.2.2. Registrations close Tuesday March 14th, register at [https://docs.google.com/forms/d/e/1FAIpQLSfq0UKe5zy1enkR5CRgH5jDqW5vyi-SmqB\\_DdohwOWpTsR3Gw/viewform](https://docs.google.com/forms/d/e/1FAIpQLSfq0UKe5zy1enkR5CRgH5jDqW5vyi-SmqB_DdohwOWpTsR3Gw/viewform)
    - 3.2.3. Location: Eagle Farm Tote Room
    - 3.2.4. Event Date: Saturday, 29th April 2017
    - 3.2.5. Time: 11.30am – 2.30pm (guests)
    - 3.2.6. Fee: \$200 per member
    - 3.2.7. Event Details



- 3.2.7.1. This event aims to showcase & sell exquisite Autumn/Winter millinery by the 2017 Financial Members of the Millinery Association of Australia Inc (both Queensland and Interstate) working in partnership with Brisbane Racing Club holding a Hats & High Tea for guests prior to the start of the Brisbane Winter Racing Carnival starting 13th May 2017 to 10th June 2017.
  - 3.2.7.2. Each participating local milliner will be supplied with a tressle table/tablecloth and will be invited to display 3 pieces in a catwalk display at the event plus have a static display from 10.30am to 5pm within the Tote Room as the Brisbane Racing Club has offered for all milliners to stay longer as it is a normal day of racing.
  - 3.2.7.3. Each Interstate milliner will be invited to send 5 millinery pieces including the 3 pieces in a catwalk display on the day and Elaine Mergard will address any sales from your table display from 10.30am to 5pm with the Tote Room.
- 3.3. Hat Walk presented by Georgia Skelton (swapped order of items)
- 3.3.1. Labour Day in Victoria and Tasmania is on Monday March 13th and Hats for Happiness is hosting a Hat Walk in Melbourne Victoria and Burnie Tasmania, Queensland was unable to support the event at this stage
  - 3.3.2. All invited to attend, see flyers attached
- 3.4. MAA Design Award presented by Louise Macdonald
- 3.4.1. This will be the third year the Design Award has run
  - 3.4.2. There will be a theme of evening wear
  - 3.4.3. Entries will be closing on June 26th - details to be confirmed
  - 3.4.4. Entrants will be exhibited and winners announced at HOTA Cocktail Evening
  - 3.4.5. Possible displays in Queensland, Sydney at the Ladies in Racing Luncheon
  - 3.4.6. Please take photos of the piece as you make it
- 3.5. Social Media presented by Leighanne Crocker
- 3.5.1. Please continue to share the information on Hats Off To Adelaide through your social media (Instagram: @hatsoffmillineryconvention)
  - 3.5.2. Working towards better SEO (Service Engine Optimisation) for the MAA website
  - 3.5.3. MAA now has a Pinterest account
    - 3.5.3.1. Pinterest information sheet soon available to members
  - 3.5.4. Blog - have enable Blog on MAA website
    - 3.5.4.1. Gives MAA own narrative
  - 3.5.5. Attended VRC Raceday, first event of Amanda Elliott in her new role, drafting congratulations letter to send on behalf of Association.
- 3.6. Date of Next Meeting
- 3.6.1. Members Meeting: Held on Tuesday April 4th at 7:00pm  
<http://millineryaustralia.org/event/member-meeting-march/>
    - 3.6.1.1. Agenda Items under development - e-mail secretary@millineryaustralia.org if you have a particular item you wish to present



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





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

## MAA Meeting #2

7/3/17

We all know about hats and we know what we like and don't like. Some of us call ourselves couture or bespoke, others don't. The work usually speaks for itself.

I'll tell you what I know.

When I was learning, there were three distinct types of millinery. Everyone knew where they stood.

There was model, semi model and ready-to-wear.

Model millinery was making a hat from scratch. The most glamorous of salons like those of Thomas Harrison or Ronald Bernarde here in Melbourne, were at the extreme upper end. They had gilt mirrors, leopard skin rugs chandeliers and a frightening pomposity. I'm sure the other capital cities of Australia had the same. There was one velvet upholstered chair in front of the gilt mirror. There were very few hats on display. The average woman was too nervous to enter. The milliner/manager of the salon would discuss madam's requirements, take her head measurements (if it wasn't already recorded in a book somewhere) write some notes and take small deposit. The manager would then go upstairs or behind a curtain to a workroom where 3 or 4 milliners worked. Discussions ensued about the client's requirements and the head of the workroom (a hierarchy never in dispute) set about making a block first for the client. The sparterie block sometimes took a week to make. The milliner then started making the hat from there. All trimmings were handmade but flowers were imported from Europe/France. They were never made like we make them today. There would be a first fitting, to make sure the hat was what the client had in mind. Two weeks later when it was completed the client was called for a final fitting and took her hat home. The average cost of a hat like was the equivalent of a week's wages. I know this because my mother had her going away hat made by Ann Austin in the Block Arcade and this was the procedure and what it cost.

So the average woman didn't usually go to a salon like that. They went to 'semi-model' milliners. These milliners could be found in the city, but they were in every shopping strip in every suburb too.

Magda Urban in East Brighton, Marie Therese Ward in Brighton, Elizabeth of Kew at Kew Junction, Belle's Bonnets in Howie Place and Stella Long in the Block Arcade, where I worked. Every time you meet some who says, 'my grandmother was milliner, or my aunt was a milliner', they usually worked in little hats shops like that. The women who trained me as a junior had her first hat shop in Kew in High Street. She had a fabulously successful business which she put down to a bus stop out the front. Women waiting would come in a browse. She made a fortune in the days when women wore hats every day. In these shops, the hats were blocked by hand but machine finished. Machine zig zagged wire in the brim edge, machine sewn bind on the edge. Machine sewn trimmings. A bit of glue, here and there. Bought flowers, premade lining sewn in. These were everyday hats for the average woman. Semi model because they were half handmade and half machine made.



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

The final category is ready-to-wear. These were hats blocked on a hydraulic hat press. Metal hat blocks, heated by either gas or electric element could produce many blocked hat shapes per hour. Machine sewn edge and bind, machine head ribbon inside, with simple trims either stitched or glued on. These hats were sold at Myer and David Jones and every little frock shop in the suburbs. Hats for church, hats for weddings, hats for work, hats for every day. People now sneer at ready-to-wear. It has developed a bad name in the last couple of decades. Some call it the 'hot glue brigade' and I admit, there are some shocking examples out there. But is ready-to-wear so bad? Think about it. Shouldn't there be an affordable option for every client who walks in the door? If I worked in a factory, on a low wage, why shouldn't I have a nice option for Oaks Day when I only go to the races once a year? I tend to think of ready-to-wear millinery as a 'gateway hat' for the 16-year-old that wants to go to Emirates family day with a group of school friends. Have an option for her, she could be your customer in a few years when she is earning a wage. What about the mother who wants a pretty headpiece for a daughter to wear to a family wedding and can't afford the prices we charge? Before we get too snooty, look around the room, we're all wearing ready-to-wear, aren't we? Why are we snobs about headwear but not clothing and shoes? When did millinery become so precious?

There should be a market for every budget. There is nothing wrong with a well-made semi model hat. It's when people charge model and semi model prices for ready-to-wear that is we get into strife.

The accessory buyers at department stores and fashion labels are generally young women who didn't live through millinery's heyday. They don't know high quality, they are interested in the 'on trend' styles and looking at the bottom line. It's up to us to educate them and our own clients about quality, across all levels of millinery.

Millinery has become so rarefied. Milliners vie with each other over who uses glue and who doesn't. So long as the product you put out there is the very best work you can do, realistically priced, what does it matter what type of millinery you make?

Go forth and create beautiful work at all times.

## **Treasure notes for member meeting March/2017**

**Audit/ review:** completed by b& S bookkeeping, see attached report and recommendations

Lists a number of recommendations; which are being implemented presently

**Bank Accounts:-** closed Brisbane account

Operating accounts now\1. Working acct

2. savings acct

3. Adelaide acct (to be closed after Hota financials finalised)

**Xero accounting system:** All records (200plus) have been entered from the start of this financial year (1 nov 16) and reconciliation on all accounts up to date .

-receipts from MAA fees sent through xero

**Email:** I am now receiving and sending emails from treasurer@millineryaustrali.org

**Financial reports:** see attached 1. **profit** and loss nov16-jan17

2. profit and loss feb 17

3. balance Jan 17

4. balance Feb 17

-Include from the start of the financial year

Reports now include all accounts (not just melb)

## MILLINERY ASSOCIATION OF AUSTRALIA INC. - REVIEW REPORT - 2015/16

Further to my review work on the MAA 2015/16 financials I note the following points to be taken up with the new treasurer/committee.

### REPORT

- The Excel reporting is insufficient & inefficient. I recommend an online, cloud-based software & this has since been implemented. Benefits include – cloud based online, full reporting, auto bank feeds – all bank accounts, multi users, full online document filing, member invoicing & receipting, member database, event reporting
- Adelaide & Brisbane bank accounts were essentially unreported for the financial year. There were transfers made into these accounts from the Melbourne Trading account and these transfers were allocated to the Functions/Events expense category. This does not reflect accurately the true expenses incurred or whether the amount transferred was actually expended. No movement in those bank accounts were recorded and the net effect on the reported results would be...

Melb Interest acnt	+ \$300
Adelaide acnt	+\$2800
Brisbane acnt	+\$3600
- Separate reports on functions/conventions did form part of official annual report, but they should be incorporated into the main ledger and financial report.
- Expanded reporting should be introduced. This should include expanded accounts structure and reporting. Both revenue & expense accounts should be more specific and financially be accurate in reflecting the operations & events.
- “reimbursements” do not reflect true allocations of expenses. The reimbursement (usually to committee members or event organisers) should be allocated in the general account structure to reflect the actual type of expense incurred.
- “tracking” reporting should be used in the Xero software. This will give specific reporting capability to account for specific events both for revenue & expenses.
- Pop-up shop reporting can be streamlined. One difficult aspect of the review was the matching of eftpos receipts to actual banking without the source eftpos documentation, and the corresponding cost of those eftpos sales.

Thank-you to the outgoing Treasurer, Margaret Watson, for her assistance in providing the documentation and information necessary to complete the review.

Bernie Cooper

Mt Eliza, Vic

Bach Bus (Acc)

22 February 2017

Institute of Public Accountants



# Profit & Loss

---

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

	Jan-17	Dec-16	Nov-16	YTD
<b>Income</b>				
200 - Membership Fees	1,080	2,300	8,440	11,820
210 - Sales - Pop Up Shop	-	-	9,915	9,915
220 - Sales - Functions & Events	1,392	522	-	1,914
221 - conference fees	29,940	-	-	29,940
230 - conference-sponser	800	-	-	800
231 - conference-trader	1,620	-	-	1,620
260 - Other Revenue	-	-	5	5
270 - Interest Income	12	17	12	41
<b>Total Income</b>	<b>34,844</b>	<b>2,839</b>	<b>18,372</b>	<b>56,055</b>
<b>Less Cost of Sales</b>				
311 - Conference - Functions	-	1,100	-	1,100
320 - Pop Up Shop - wages	-	-	3,163	3,163
324 - Pop Up Shop - Hats	-	-	22,079	22,079
325 - less: Hat Commission	-	-	(133)	(133)
328 - Pop Up shop expenses	-	-	(50)	(50)
<b>Total Cost of Sales</b>	<b>-</b>	<b>1,100</b>	<b>25,059</b>	<b>26,159</b>
<b>Gross Profit</b>	<b>34,844</b>	<b>1,739</b>	<b>(6,686)</b>	<b>29,896</b>
<b>Less Operating Expenses</b>				
400 - Advertising	-	1,927	-	1,927
404 - Bank Fees	67	77	349	493
413 - computer/web	137	-	-	137
423 - Events - Social	1,914	-	(150)	1,764
460 - Photography	-	-	674	674
461 - Printing & Stationery	-	214	214	428
480 - Travel - National	362	-	352	714
<b>Total Operating Expenses</b>	<b>2,480</b>	<b>2,219</b>	<b>1,439</b>	<b>6,137</b>
<b>Net Profit</b>	<b>32,365</b>	<b>(480)</b>	<b>(8,125)</b>	<b>23,759</b>

# Profit & Loss

---

## Millinery Association of Australia Inc All events 1 November 2016 to 28 February 2017

	brisbaine high tea	hota adelaide	Unassigned	Total
<b>Income</b>				
conference fees	-	49,849	-	49,849
conference-trader	-	1,620	-	1,620
conference-sponser	-	800	-	800
Interest Income	-	-	51	51
Membership Fees	-	-	13,180	13,180
Other Revenue	-	-	5	5
Sales - Functions & Events	400	-	1,914	2,314
Sales - Pop Up Shop	-	-	9,915	9,915
<b>Total Income</b>	<b>400</b>	<b>52,269</b>	<b>25,065</b>	<b>77,735</b>
<b>Less Cost of Sales</b>				
Conference - Functions	-	1,100	-	1,100
less: Hat Commission	-	-	(133)	(133)
Pop Up Shop - Hats	-	-	22,079	22,079
Pop Up Shop - wages	-	-	3,163	3,163
Pop Up shop expenses	-	-	(50)	(50)
<b>Total Cost of Sales</b>	<b>-</b>	<b>1,100</b>	<b>25,059</b>	<b>26,159</b>
<b>Gross Profit</b>	<b>400</b>	<b>51,169</b>	<b>7</b>	<b>51,576</b>
<b>Less Operating Expenses</b>				
Advertising	-	1,927	-	1,927
Bank Fees	-	-	540	540
computer/web	-	302	150	451
Events - Social	-	-	1,764	1,764
General Expenses	-	-	305	305
Insurance	-	-	218	218
Photography	-	-	674	674
Printing & Stationery	-	214	333	547
Subscriptions	-	-	550	550
Travel - National	-	-	2,050	2,050
<b>Total Operating Expenses</b>	<b>-</b>	<b>2,443</b>	<b>6,583</b>	<b>9,026</b>
<b>Net Profit</b>	<b>400</b>	<b>48,727</b>	<b>(6,577)</b>	<b>42,550</b>

# Balance Sheet

---

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

31 Jan 2017

31 Jan 2016

### Assets

	31 Jan 2017	31 Jan 2016
<b>Bank</b>		
Adelaide Savings...495964	22	-
Adelaide Working Acct...495956	31,345	-
Brisbane...379637	2,606	-
Savings Acct...399478	21,051	-
Working acct...110275	16,309	-
<b>Total Bank</b>	<b>71,333</b>	-
<b>Current Assets</b>		
Accounts Receivable	(440)	-
<b>Total Current Assets</b>	<b>(440)</b>	-
<b>Total Assets</b>	<b>70,893</b>	-
<b>Net Assets</b>	<b>70,893</b>	-
<b>Equity</b>		
Current Year Earnings	23,759	-
Retained Earnings	47,133	-
<b>Total Equity</b>	<b>70,893</b>	-

# Profit & Loss

---

## Millinery Association of Australia Inc For the month ended 28 February 2017

	Feb-17	YTD
<b>Income</b>		
conference fees	19,909	49,849
conference-trader	-	1,620
conference-sponser	-	800
Interest Income	10	51
Membership Fees	1,360	13,180
Other Revenue	-	5
Sales - Functions & Events	400	2,314
Sales - Pop Up Shop	-	9,915
<b>Total Income</b>	<b>21,680</b>	<b>77,735</b>
<b>Less Cost of Sales</b>		
Conference - Functions	-	1,100
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>-</b>	<b>26,159</b>
<b>Gross Profit</b>	<b>21,680</b>	<b>51,576</b>
<b>Less Operating Expenses</b>		
Advertising	-	1,927
Bank Fees	47	540
computer/web	315	451
Events - Social	-	1,764
General Expenses	305	305
Insurance	218	218
Photography	-	674
Printing & Stationery	119	547
Subscriptions	550	550
Travel - National	1,335	2,050
<b>Total Operating Expenses</b>	<b>2,889</b>	<b>9,026</b>
<b>Net Profit</b>	<b>18,791</b>	<b>42,550</b>

# Balance Sheet

---

## Millinery Association of Australia Inc As at 28 February 2017

28 Feb 2017

29 Feb 2016

### Assets

	28 Feb 2017	29 Feb 2016
<b>Bank</b>		
Adelaide Savings...495964	22	-
Adelaide Working Acct...495956	51,089	-
Savings Acct...399478	23,667	-
Working acct...110275	14,305	-
<b>Total Bank</b>	<b>89,083</b>	-
<b>Current Assets</b>		
Accounts Receivable	600	-
<b>Total Current Assets</b>	<b>600</b>	-
<b>Total Assets</b>	<b>89,683</b>	-
<b>Net Assets</b>	<b>89,683</b>	-
<b>Equity</b>		
Current Year Earnings	42,550	-
Retained Earnings	47,133	-
<b>Total Equity</b>	<b>89,683</b>	-



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,

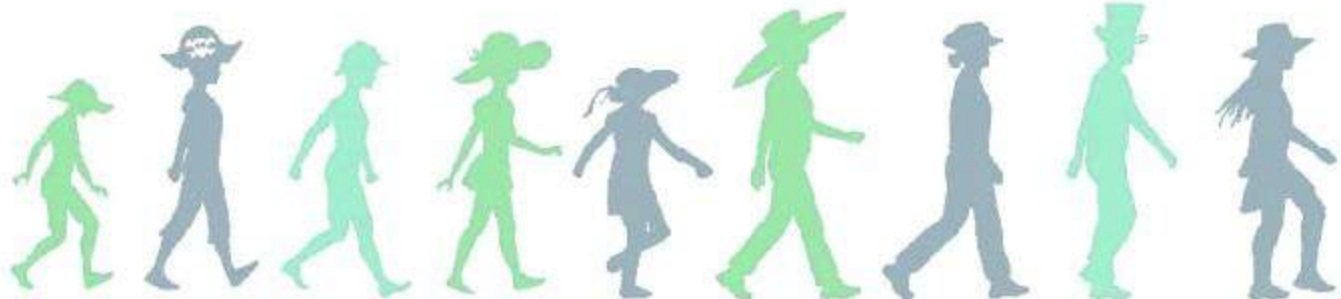
Location: TAFE SA Adelaide City Campus  
Contact: [convention@millineryaustralia.org](mailto:convention@millineryaustralia.org)

Book now at:

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







## HAT WALK for Mental Health First Aid

Labour Day 2017  
Monday 13 March 11am  
Federation Square  
Wear your happiest hat!

**H**at lovers unite to show support and help raise funds for Hats for Happiness Inc. mental health projects.

**U**nite for a walk to the Arts Centre and enjoy a byo picnic lunch.

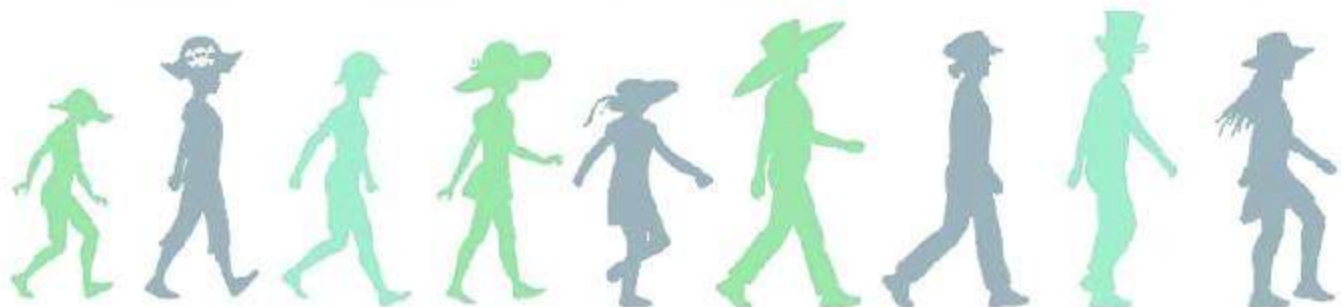
**W**e will be passing the Hat so dig deep for this worthy cause.

**A**ll welcome, the more the merrier.

Hats for  
*Happiness*  
Inc



THE MILLINERY ASSOCIATION  
OF AUSTRALIA INC



## HAT WALK for Mental Health First Aid



# HAT WALK for Mental Health First Aid

BURNIE TASMANIA BURNIE TASMANIA BURNIE TASMANIA BURNIE TASMANIA BURNIE TASMANIA

**Labour Day 2017**  
**Monday 13 March 12 Noon**  
**Makers Workshop Burnie**  
**Wear your happiest hat!**

**BURNIE TASMANIA**

**H**at lovers unite to show support and help raise funds for Hats for Happiness Inc. mental health projects.

**U**nite at The Makers Workshop at 12 noon for a walk along the Waterfront Boardwalk.

**W**e will be passing the Hat so dig deep for this worthy cause.

**All welcome, the more the merrier.**



# HAT WALK for Mental Health First Aid