



Lauren Ritchie
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Member Meeting 3 2017

1. Introduction

1.1. Welcomed to the 3rd Millinery Association of Australia Members Meeting hosted on April 4th 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, Catherine Ellen, Leteisha Knecht, Christine Martin, Christine Lindsay, Margaret Watson, Karin Goodman, Enza Geddes, Jo Smith Peterson, Irene Moore, Katherine Cherry, Sabine Pedder, Marea Bright, Lindsay Whitehead, Rachel Henry Ana Pribylova(Zoom), Delphine Nicholas(Zoom), Ginetta(Zoom), Rebecca Carswell(Zoom), Kathleen Watson(Zoom), Catherine Kelly(Zoom), Kim House of Adorn(Zoom), Daryl Osborne(Zoom), Sandy Aslett(Zoom), Julia Watson(Zoom), Alison Clark(Zoom), Di Robertson(Zoom), Linda Ford (Zoom) Total 34 (Zoom 14)

1.1.3. Apologies: Rebecca Share, Phillip Rhodes, Lindsay Whitehead, Serena Lindeman, Tess McLoughlan, Sue Drerup, Margaret Keeble, Laura Dunnington, Wendy Stone, Kylie Williams, Rachael Henson, Penelope D'Alton, Joanne Rolfe, Cessiah Alton, Jill Humphries, Jennifer Bryan, Sue Younis, Rebecca Hanley, Victoria Henderson, Lynette Lym, Christine Waring, Cathy Chivers, Michelle Cameron, Wendy Scully (24)

1.2. Minutes

1.2.1. Pass Minutes

1.2.1.1. Motion: Lauren Ritchie

1.2.1.2. Second: Christine Martin

1.2.2. Business Arising from Minutes

1.2.2.1. Margaret requested response to publication

1.2.2.1.1. Lauren has responded to this privately and articulated that if a member wishes to view the minutes of the committee meeting they have the right to request them. The reasons for them no longer being actively published and have been explained

1.2.2.1.2. Margaret was not satisfied with this response

1.2.2.1.3. Louise stated that the reason minutes are not published arose from several occurrences - over a series of redactions, draft of budget being used



in an attack and previous committees have had confidential nature of previous discussions that have not been privi to the members.

- 1.2.2.1.4. Motion by Georgia that decision to keep offline but of course if anyone would like to see minutes can contact the executive - Rose second

1.3. Welcome from Enza Geddes Rachel Henry and Julia Watson

2. Reports

2.1. President's Report

- 2.1.1. See Attached

2.2. Treasurer's Report

- 2.2.1. See Attached

2.3. Secretary Report

- 2.3.1. Hope the new format of the minutes is providing some delight to your inbox

- 2.3.2. There is a new printable available on how to share a Facebook Event that will be send out with the minutes (see link in email)

- 2.3.3. Last year there was a Hat of the Week Campaign run on the social media of the Association and we are going to set this up again.

- 2.3.3.1. Please consider the quality of the images you submit, a professional photo is preferred but not essential, ensure it is in focus and has good lighting

- 2.3.3.2. There is no order of preference in the way they are posted, first in first scheduled

- 2.3.3.3. Please provide the business name, name of model and photographer so they can all be credited appropriately

2.4. Motion by Georgia that the reports be accepted into the minutes

- 2.4.1. Second by Christine

3. Agenda Items

3.1. Hats Off Millinery Convention - Adelaide - presented by Lorraine Gill

- 3.1.1. Event Run down - Trade Day Sunday, welcome cocktail party, race day closing, classes throughout the week with Masterclasses to following Monday and Tuesday

- 3.1.2. - Facebook Events - Cocktail Party and the Race Day - click interested

3.2. Hats and High Tea in Brisbane - presented by Sandy Aslett

- 3.2.1. 15 milliners taking part, 4 interstate

- 3.2.2. Thank you to Lauren to prepare advertising - Facebook Event created and how to share event, schedule posts in series of meet the milliner on the event

- 3.2.3. Hat Academy, thank you to Elain - front page on Hat Academy newsletter

- 3.2.4. Rose to travel to Brisbane to attend event

- 3.2.5. Flyers to be printed to share at the BRC milliners market

- 3.2.6. Lily M hats donated 100 hat brooches

- 3.2.7. Looking to add more to the goodie bags

- 3.2.8. Thank you to Wendy Diggles for arranging models, beauty and hair

- 3.2.9. Logistics on sending interstate hats to Brisbane - still awaiting to be able to confirm event



- 3.2.10. Ticket sales - 1 week ago sold 10, need to hear updated number from BRC
- 3.2.11. Currently in credit for the event

- 3.3. MAA Design Award presented by Louise Macdonald
 - 3.3.1. Expect email over the next week
 - 3.3.2. Thank you to sponsors
 - 3.3.3. professional model and photographer
 - 3.3.4. Entries need to be in June 19th
 - 3.3.5. Winners to be announced at the Hats Off Millinery Convention
 - 3.3.6. Take photos as you make
 - 3.3.7. All hats on display at TAFE SA
 - 3.3.8. Finalist hat to be exhibited in Brisbane (also to include Queensland participants), Sofitel in Melbourne over MSFW, Sydney Women's in Racing
 - 3.3.9. Entry fee \$75 per entry - not a money making venture, covers fee of professional photography fee and freight
 - 3.3.10. Why to enter
 - 3.3.10.1. Creative challenge
 - 3.3.10.2. Promotion of your brand
 - 3.3.10.3. Professional image of work
 - 3.3.11. Question: are we able to be notified of the colour of the models hair
 - 3.3.11.1. Response: hoping for mid brown model, will confirm

- 3.4. Hall of Fame - presented by Lauren Ritchie
 - 3.4.1. Nominations will be open soon
 - 3.4.2. All members are invited to consider nominating a fellow member who has made a contribution to Millinery and the Association.
 - 3.4.3. Will be presented at the Cocktail Event in Adelaide on July 9th

- 3.5. Social Media presented by Leighanne Crocker
 - 3.5.1. Huge amount of social media for the promotion of HOTA
 - 3.5.2. Congratulations to all who have updated their images and content on the directory, thank you to Georgia to contacting those members who were missing details
 - 3.5.3. Thank you to those participating in the social media, placing your designs leaves a statement as to your aesthetic
 - 3.5.4. Pinterest, Facebook, Instagram, Linked In - engage with the opportunity
 - 3.5.5. Blog is now active - the first post was about the new committee, get to know your committee and see their diverse background. More posts to come
 - 3.5.6. Updates to the website - 2016 MAA Design Award on the homepage, better social media plug ins, now have a sign up box to public subscribers to become part of our database and opportunity to nurture the possible tiered membership
 - 3.5.7. In the members areas - information for members only, link to Zoom.us how to log on and how to do meeting, add Facebook Event share how to, Pinterest how to. Working creating an archive



- 3.5.8. Letter received from Amanda Elliot the Chairman of the VRC in response to letter of Congratulations - add extract, invited to meet with executive general manager
- 3.6. Other Business
 - 3.6.1. Jo Honan - -as a student we didn't find out about the Association and came through word of mouth - there is a great opportunity to connect with these students
 - 3.6.2. Kathleen- will there be an opportunity to promote the Association at the HOTA
 - 3.6.3. Felicity -Congratulations to Ana on her recent success in Dubai - only about 4 stands in the mall, almost rained out
 - 3.6.4. Sandy - Any opportunity to link with Dubai - asked about last year but challenging to talk with the organisation, not sure how else to pursue ongoing, possibly best to speak with Kim Fletcher as she has other
- 3.7. Date of Next Meeting
 - 3.7.1. Members Meeting: Held on Tuesday May 2nd at 7:00pm
<http://millineryaustralia.org/event/member-meeting-may/>
 - 3.7.1.1. Agenda Items under development - e-mail secretary@millineryaustralia.org if you have a particular item you wish to present
 - 3.7.1.2. Join via Zoom at <https://zoom.us/j/527341548>



4th of April

Presidents Report

Good evening and welcome to members present and joining us on Zoom. Welcome to new members present here in Melbourne tonight, Enza Geddes and Rachel Henry who are attending their first meeting. I hope it's not your last!

In the last month, we've attended social gatherings together, The Ladies in Black matinee of the 18th March and I've posted details of My Fair Lady tickets for June performances on Facebook. There have been race meetings a plenty, the Adelaide Cup, which was a colourful affair and best outfit winners looked lovely. There was the Mornington Cup two weekends ago where Victorian members attended, including our treasurer Felicity Northeast and just last weekend, Championships Day in classic black and white dress at Royal Randwick in Sydney. Many members posted images of their hats adorning the heads of the champagne society. Well done to all.

Hall of Fame voting document is almost ready to go out all members. Lauren, our secretary will email you a voting form you can fill out online and return, any members without access to computers will have a hard copy posted to them. The Hall of Fame Award is given to a member who has a record of service with the millinery association. It is an Australia wide award, so think hard about a worthy recipient in your state. The award will be presented at the Cocktail Party of Hats Off to Adelaide. At this point there are so many worthy recipients around the country who are not eligible because they are not paid up members. A shame, because some of these people, who's names have come up in Hall of Fame discussions cannot be considered.

I will be attending a meeting in Sydney this year. A date hasn't quite been settled on, but when the Vice President, Catherine Kelly invited me, I said I was more than happy to meet and greet NSW members. I'd like to hear your ideas, your concerns and your enthusiasm for a bigger MAA presence in the Sydney millinery scene. It would be lovely if Canberra millers could attend too then we could have a right old knees up.

On the subject of travel, I am also attending Hats and High Tea in Brisbane on the 29th of April. This sounds like a fabulous event, Sandy Aslett, Alison Clark and Brenda Wilson are behind this lovely day at Eagle Farm races, an afternoon of hats and delicious cakes, I'm hoping. I note with curiosity, we will preview the latest winter trends in millinery, what constitutes winter in Brisbane? 23 degrees and sunny? Not sure my idea of winter and yours is the same, but I look forward to finding that elusive summery/winter ensemble.

Correspondence. This topic has arisen a few times and I was remiss not to mention it in my previous reports. This is how it will work. First, some history. In the past when correspondence was received, it was copied, filed and read out at meetings. Some of this correspondence were simple queries about where materials could be found, other times it was notifications of events or invitations to take part in craft shows. All was relevant and usually millinery related, but not all was urgent or



worth keeping. Like everything, times have changed and we must keep up. The volume of correspondence (often a one or two line email enquiry) has increased dramatically. Not everything should or will be kept. Please understand a huge amount of email comes in and not everything is important and pertaining to the best interests of all members. Lauren reports getting up to 70 emails a week considered 'correspondence'. She will not respond to all, nor will she be reporting all. I support her in this. Her job is getting bigger by the day, and in a convention year when there is so much to do, even more so. We will be releasing all the important correspondence to you as it comes in. One item I can present to you now is The Royal Melbourne Show have invited us to take part in the millinery Award there again this year in September. There is an Invitational Masters of Millinery Category, where the President of the MAA invites milliners to enter, and there are the open categories where milliners of all levels of experience are encouraged to take part, with the novice category gaining popularity in the last few years. I do hope you will all take part in this.

Finally, we are progressing with our amendments to the model rules and implementing tiered membership. We hope to introduce partnerships with other organisations, but we cannot move forward with this until the rules are amended to include these changes. Leighanne and Lauren will be working together on the drafts to have ready to present to you the members to vote on. We cannot move forward as a progressive association without these changes. There is an official time frame of 28 days' notice of which we are bound by the association rules to adhere to. Once the girls give us the nod as to when the 28-day period commences, so begins the countdown. If this happens in May then we will be ready to vote in June. We want to have this rules business resolved this year.

I'll end my report by saying my head is absolutely buzzing with all the things on the go at the moment, we have so much to look forward to. But let's also take a minute to remember why we're all here. It's because our love of millinery has brought us together. Here we are, a group of people who may or may not have been friends in the outside world, but we're here because of the hats. That's the reason why we gather together once a month.

The hats.

That's all that matters in the end.

Rose Hudson

Balance Sheet

Millinery Association of Australia Inc As at 31 March 2017

31 Mar 2017

Assets

Bank	
Adelaide Savings...495964	22
Adelaide Working Acct...495956	52,006
Savings Acct...399478	23,679
Working acct...110275	16,239
Total Bank	91,947
Current Assets	
Accounts Receivable	370
Total Current Assets	370
Total Assets	92,317
Net Assets	92,317

Equity

Current Year Earnings	45,183
Retained Earnings	47,133
Total Equity	92,317

Profit & Loss

Millinery Association of Australia Inc For the month ended 31 March 2017

	Mar-17	YTD
Income		
conference fees	90	49,939
conference-trader	888	2,508
conference-sponser	1,050	1,850
Interest Income	25	76
Membership Fees	200	13,260
Other Revenue	-	5
Sales - Functions & Events	2,400	4,714
Sales - Pop Up Shop	-	9,915
Total Income	4,653	82,267
Less Cost of Sales		
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)
Total Cost of Sales	-	26,159
Gross Profit	4,653	56,109
Less Operating Expenses		
Advertising	-	1,927
Bank Fees	47	587
computer/web	88	539
Consulting & Accounting	1,250	1,250
Events - Social	(440)	1,324
General Expenses	-	305
Insurance	-	218
Photography	-	674
Printing & Stationery	305	852
Rent	650	650
Subscriptions	-	550
Travel - National	-	2,050
Total Operating Expenses	1,899	10,925
Net Profit	2,753	45,183



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

Book now at:

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





MILLINERY ASSOCIATION OF AUSTRALIA INC

HATS & HIGH TEA

EAGLE FARM RACECOURSE
SATURDAY 29TH APRIL 2017
EXCLUSIVE TO THE TOTE ROOM

CONTACT: ALISON CLARK 0407 507 717



Indulge yourself in a sophisticated day at the 'Hats & High Tea' for Women in Racing. The event showcases "Exquisite Millinery" by Australia's Leading Milliners and previews the latest in Designer Headwear perfectly timed ahead of the 2017 Brisbane Autumn Winter Racing Carnival starting in May. On arrival sip on quality sparkling wine, take advantage of the Pamper Station with goodie bags and raffles on the day.

Guests will adore the latest Winter trends in Millinery with an opportunity to chat to the designers up close and personal for friendly help and advice. Select the best hats for your racing outfits whilst you browse socialize and shop. Prepare to be dazzled and style yourself with flair and originality ahead of the Brisbane Racing Carnival.

Package Includes:

- High Tea with a variety of delicate finger foods
- Tam Wrigley - TV Personality & Host of the Wine O'Clock Show
- Parade of the latest in Autumn Winter headwear
- Millinery stalls
- Pamper Station by Velbella Hair & Beauty
- Private bar with cash and bar tab facilities
- Private tote, plasma tv's for race viewing
- Free Car Parking area & entry to the racecourse

Event Details:-

Where: Eagle Farm Tote Room


Date: Saturday 29th April 2017

Time: 11.30am - 3.00pm

Opportunity to stay on for the normal race day after 3pm

Dress: Racewear

Price: \$99.00pp (including gst)





Millinery Association of Australia presents

MAA Design Award 2017



The Total Package
Factory 2 / 3-5 Quest Court
Craigieburn Vic 3064

