



Annalese Fowler
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1. Introduction

1.1. Welcomed to the 1st Millinery Association of Australia Committee Meeting of 2018 held on Tuesday March 20. Thanks to Larry (Rose's son for assisting with set up)

1.1.1. Meeting Begins at 7:00pm

1.1.1.1. Attendees Catherine Ellen, Jill Humphries, Lizette, Georgia Skelton, Rose Hudson, Felicity Northeast, Jo Peterson, Sandy Forrester, Katherine Cherry, Belinda Osborn, Jo Honan, Suzanne Williams, Oksana, Lisa Bell, Elaine Mergaard, Catherine Kelly, Lynette Lim, Alison, Leteisha Knecht, Enza Geddes, Diane Kilduff, Robbie Rivett, Kylie Heagney, Julia Watson, Rachel Henry, Cathy Chivers, Kim Williams, Lizette Margini, Karen Goodman, Leighanne Crocker

1.1.1.2. Apologies: Chris Mullane, Margaret Watson, Louise Macdonald, Susan McArthur, Juanita Henry, Sandy Aslett, Helen Wilkinson, Christine Martin, Phillip Rhodes, Wendy Scully, Christine Waring, Bronwyn Shooks, Johanne Guerin, Victoria Henderson, Lauren Sutcliff, Irene Moore, Kim Williams, Zia Pazza

1.2. Confirmation of Previous Minutes of the Previous Minutes

Georgia Skelton presented

Motion by: Robbie Rivett

Second by: Rose Hudson

No other matters arising

2. New Members:

Welcome to our new members:

Belinda Osborne,

Greta von Berg,

Mary Mohar,

Lizette Margini (student of the year from Melbourne Fashion Institute)



3. Reports

3.1. President

Hello and welcome to a new year with the Millinery Association of Australia.

The committee has been very busy on all sorts of projects since our January project meeting. As you would have read in the newsletter and in various Facebook posts, we have had some personnel changes since January with Lauren Ritchie resigning her position as Vice President due to work opportunities in the UK and Annalese Fowler stepping down as Secretary due to work commitments with a new job. We thank both these women for their contributions to the Committee. Lisa Bell is now our Vice President and has been busy working on a number of projects for us, some really exciting initiatives she will reveal a bit later.

Georgia Skelton took on the daunting role of Secretary which was a bit overwhelming at first but has mastered the technology in a few short weeks. The role of Secretary these days is not simple. The secretary is expected to send bulk email via Mail Chimp to members, know how to add documents like a blog post or newsletter to the website and add new members names and details to our Google docs data base. I'll admit here now we took Lauren Ritchie's technical talents for granted, because we sorely missed her IT smarts in the last few months. Having said this, Lauren was always available on the other side of the world in a different time zone to help and advise Georgia. Lauren has been amazing.

So, 2018 is shaping up to be a year like no other. The Committee is excited to be working on a raft of new projects, our own or as affiliate partners with others.

The Spanish Millinery Association is keen to affiliate. If our members travelled to Spain, they would be welcomed there by local milliners, same goes for Spanish milliners visiting here. We would link up with association and guilds around the world, to the benefit of our members.

In no particular order a few projects include the MAA Design competition, this year held in June in Adelaide and administered by Jo Honan. Jo will tell you more about that in her report a bit later. At our January planning meeting Jo put her hand up to take this on and as a national organisation, we welcomed the opportunity for Adelaide members to host it this year.

We are also excited to announce a student competition for secondary and tertiary millinery and short course students. The tiered membership system was voted in last year with our rule changes and so we decided in order to encourage students to join the MAA we needed a competition to entice them. Georgia Skelton will oversee this.

Hat Week Australia is coming in July 2018. This is a week of millinery events and workshops run by Carole Maher and Kim McMillan. This inaugural Hat Week is based on the very successful London Hat week model. The MAA decided to support this event by hosting cocktail parties in the major learning hubs of Melbourne and Sydney and possibly Brisbane where milliners can get together and socialise. The theme is Winter White. The biggest concentration of MAA members reside in these cities and so this was



the reason those cities were chosen. I am scouting around for suitable venues for 100 thirsty milliners.

Kim will tell you more later about HWA.

We are in talks with the VRC to work on some projects together. All too soon to announce anything, but an exciting Oaks Day proposal from us is currently on the table and if we can get what we're asking from them it'll be a win-win-win situation for all of us. We'll keep you posted.

We have the RASV Royal Melbourne Show Millinery competition on again in September and the Oaks Day comp in early November. At Flemington on Oaks Day we will again have a professional photographer to photograph your model. A brilliant idea suggested to us by new member Lisette Margini was to have a Member's Choice Award this year. We take the Oaks Day images, post them online for us all to see and each member milliner casts one vote for a hat other than their own. A top ten will be chosen and from there a winner decided. The milliner with the most votes from his or her peers, gets a prize. The other top 9 get something too. Winner and placegetters announced at AGM.

On the subject of photographers at the races, some people missed out on having their model's photo taken on Oaks Day 2017. The reason for this was we decided before Oaks Day that milliners could be photographed with their models. And while this was a great idea at the time, Lee Sanders took twice as many photos leaving half as much time to photograph everyone. My apologies to those who missed out. It won't happen again. We are looking at using a different photographer this year, Richard Shaw's quirky bright images might be a good alternative.

This year has a different feel already. Change is in the air. People are changing the way they work. The notion of a traditional workroom is morphing into online sales, less facetime with clients, and mixing things up more. Some are going to the work, instead of waiting for the work to find them.

Others are hiring hats out in the dozens and the influencers are just wanting more for free. It's time to limber up. Time to think about the best way you can make your business work for you. It's all very well to have a 'passion for hats' but you must pay the bills too.

Whichever path you choose, may it be a successful one for you and I wish you all a fabulous 2018 in millinery.

4. Secretary's report

When I first joined the association Christine Martin was the Secretary. I remember thinking what a big job she had and she seemed to know all the important stuff around the association. I made a mental note to myself not to ever volunteer for this position. Hi I am Georgia Skelton, your new secretary.

I was told that along with the job would come a few plastic tubs filled with information. I hoped that the tubs referred to were ice cream tubs, but when Rose and her husband struggled to both fit them in the car and carry them in, I knew I was in trouble. These tubs contain the history of the MAA so I will treat them with respect. The committee feel some



of this history should be shared with not only our membership but with the public via our website. This will take some time to sort through and is not a job that at this stage can be handed over. Members' privacy and privacy laws must be considered. Please be patient with this task, it may take a year or two to complete and I may need to call on our founding members for assistance as the project unravels.

I have been working on updating our website with image thumbnails for our gallery and our find a milliners page. If we are to appear professional this area needs to look engaging. I have added a few images to the milliners' page, however I urge every member to look at their own bio and email me any updates along with a photo to represent your brand.

Please remember that if you change address throughout the year it is important to let me know. I had a number of membership cards undelivered which costs time and money to re-produce.

I have been updating our members' information database. I ask any of you to email me the names and details of any older member who does not use email, so I, with the help of Helen Wilkinson can put in place a snail mail contact procedure. Our senior members are too valuable for us to lose contact with them. Helen has offered to help me start a mentor programme and once established, she will be helping our senior members to keep in touch and our junior members to be welcomed and engaged.

Our "life member" area of the website does not do justice to the award and the efforts by those who have won them. I would like to add a photo and a brief bio for each winner. I am sure I would find details about each winner in "the tubs" but to speed this up I would like to ask for assistance from members that helped vote at that time. If you can assist me by emailing me a short paragraph about a winner of the award I would appreciate it. If I get a few for each I can collate them into a story.

I have started putting our events on our website. If any interstate members have an event they want to run please email me and it will be put to the committee for inclusion on our website. It can be as simple as a meet at an art gallery and a drink afterwards.

Thanks to Juanita Henry and Leighanne Crocker our Milliners Tip book is back but bigger and better. I will forward an email to you all shortly but to get the ball rolling please start to write down your favourite millinery tips along with photos or a sketch. Juanita will collate all the tips and Leighanne Crocker is going to turn it into an e- book. This will help raise some funds for the MAA while providing members with some valuable education.

The Secretary job is a big one. We now have around 160 members. As our membership grows the secretary job increases. In order to keep this role a voluntary one, the job must remain manageable. Therefore throughout this year I endeavour to find jobs within the secretary role that can be shared or handed over to an ordinary committee member or general member. Last year, the secretary Lauren Ritchie and ordinary committee member Leighanne Crocker shared social media. This year Lisa Bell our Vice President has taken over this position.

The minutes have been given to ordinary committee member Annalese Fowler, with ordinary committee member Kathryn Cherry backing her up. The job is to take the minutes, write up, email them and put up on the website.



The members Facebook page has been handed over to ordinary committee member Kathryn Cherry, to administer the approval, decline and removal of non- paying members.

The data base admin has been shared with the treasurer Felicity North East and ordinary committee member Kathryn Cherry to update details as they are advised of them.

All Melbourne committee members are now sharing the setting up of the meeting. With the introduction of Zoom it is necessary that we have more than one person able to set up the screens etc. in case someone is absent.

Without this kind of division of labour the Secretary job is too much for a volunteer to be expected to do. The alternative is to either pay someone, which the association can not afford or rely on finding a secretary that is able to devote the enormous time required.

If anyone is dissatisfied with my performance in this role I ask you to email the president or myself directly, as I would prefer to tackle things head on and look for solutions rather than hearing it from a 3rd party. Please remember I will always do my best and I am a volunteer.

In closing I would like to thank Rose and the Committee for trusting me with the responsibility of Secretary. I would like to also say a heart felt thanks to Lauren Ritchie for the many emails she has sent me with instructions and support.

All the best for 2018

4.1 Correspondence: None to report on.

4.2 Royal Ascot Pop up shop – details to be circulated

4.3 Community center – made about milliner – details to be circulated

5. Treasurer

PDF Version available on request

5.1. AGM financial. \$61,000.00 in the bank.

5.2. November 1, 2017

5.3. Gained membership \$15,000.00, spent \$6,000.00 of this

- Photographer 2017 at VRC
- Printing and stationery
- Prizes and donation
- Rent for room
- PO Boxes
- Subscription
- Conference for 2 day for committee, airfares to accommodate all members

5.4. Still \$60,000.00 in the bank

5.5. Decided this year we should start spending on projects we might be able to gain and profiting us as milliner 5- 8000 of this. Will be looking at projects that benefit members

5.6. Interest rate for our 60 000 the committee has decided put 35000 in a long term deposited for 3 to 4 months to increase ROI.



5.7. Signatories are being changed will be rose, felicity and Georgia (Lauren and Annalese suspended)

6. Social Media Lisa Bell

6.1. Branding document

6.2. Social media strategy

6.3. Any professional photos on social media please email to Lisa Bell e:

6.4. Lisa to add a link on Facebook for ease

6.5. Sponsorship document to present to the VRC

6.6. Trying to connect with people who know Lisa and key stakeholders for introductions to develop different angles.

6.7. Proposal targets oaks day milliner competition. Not presented to VRC yet we would like to have a say in judging panel. We need to offer something solid as ROI (return on investment) propose to have an international millinery or industry specialist or administration assistance. Cash component might get it over the line.

6.8. Australia Turn Club NSW – who knows who and getting an introduction? Got a really strong connection. Will investigate further with a meeting. Nerida Winter is the milliner of choice. Lisa will explore further

7. State Reports

7.1. Queensland - presented by Brenda on behalf of Sandy

7.1.1. Hats and High tea at Sofitel at Brisbane center blind high tea for no attendees. Great catering.

7.1.2. Brisbane race Course club invitation for MAA members to attend Sofitel girl's day out. Event cancelled due to bad weather. Thanks to all involved for assistance.

7.1.3. MAA banner printed and ready to use at next event
Artisan Gallery 208 design awards to be show cased booked book out for 2018/2019. We hopeful to have some MAA members

6.1.4 High tea/luncheon to brainstorm new ideas.

8. South Australia – Jo Honan Design Award

MAA Design Award 2018

Theme

Spring Racing

Entry fee

\$80

Entries close Friday 8th June

Judging Friday 15th June

Winners announced Thursday 21st June, Winner, Runner up and Peoples Choice

Judges are: Phillip Rhodes, Milliner, Lorraine Gill Milliner and Anna Vlach, Fashion Editor, The Advertiser



9. Helen - apologies
10. Bronwyn – apologies
11. WA – need a rep
12. Act – need a rep

- 13 Events: Hat Week – Lisa Bell
 - 13.1 MAA host welcome cocktail party in Melbourne. In the process of securing a venue well as details of events. To be included static display and suppliers at the event. To take place across the country. May have in other state dependent on numbers.
 - 13.2 2018 MAA Design Award – Jo Honan
 - SA is taking on the design award 2018
 - Meet once second meeting I April
 - Deadline 11 June 2018 (last day to receive hats0
 - Three judges, Philip Rhodes, Lorraine Gill. Anna Blache fashion editor of the Advertiser
 - Photographer in SA, photograph Leo Knowles at Jo House
 - View/download by Friday June 15 judged can view photos as well.
 - Local TAFE still in negotiating
 - Trying to upgrade uptake and recognized as something worthwhile
 - Play a type of hats include an event at TAFE pending their agreement announce winners, 21 June 2018. Invite local members, judges and potential members
 - Models to be confirmed, quote received expensive
 - Professional versus amateur, professional model makes all the difference to the overall product.
 - Vote unanimous for professional photographer
 - Judging Friday 15 June
 - Quote was \$500.00 for professional model.
 - Theme – Spring Racing, Felicity added to be used for PR for MAA in the run up to and through Spring Carnival.
 - Hair and make up to be finalise
 - Costs per entry to be finalised
 - 2017 \$80 per entry
 - Email to be drafted and EDM send out via mail chimp this week.
 - 13.3 Student Award across all states knows a fashion school or a high school that does textiles; please forward details to Georgia with contact person. To drive student tier.
 - 13.4 Cash prize from MAA \$1500.00 will increase dependent on numbers registered
 - 13.5 Postage from Adelaide



14 Bendigo Trip Katherine Cherry



Katherine Cherry shared a link.
March 24 at 10:39am · Melbourne, VIC

Event: Marimekko exhibition. Bendigo art gallery.
Date: Sunday 20th May.
Cost: \$15 adult, \$12 student
Train from Southern Cross (own expense) time tbc.
Brunch / lunch / diner in Bendigo (own expense, tbc depending on ticket times for exhibition)
Please make payment to the MAA bank account by Friday 6th April with surname details.
Thanks, Katherine



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- Trip to Bendigo to see the Marimekko Exhibition:
- Date: 20 May,
- Sunday train from Spencer Street Station
- Details on Facebook from Spencer Street Station
<https://www.facebook.com/groups/membersofmillineryassociationofaustralia/permalink/1812253232153348/>
- Money to be paid by 6 April to MAA bank please reference your surname when making payment

15. International competition
Chart made up, Katherine will post Facebook with a link on website with links.
Causaude next one opening and the Royal Melbourne Show

16. Kim McMillan – House of Adorn
Hat Week
Thank for MAA for support. Australia 2nd week of July 2018 first event of its kind for team. Launched official website and event done a few weeks ago.
Need to encourage people to book into events and workshops. Waiting for finalize events.
Charity of choice for disadvantage youth organising gala event for Melbourne for the closing of the event. Workshop for disadvantage young students would any in the MAA is interested in volunteering their time for a few hours. Kim to post on social media.

Events in NSW, Tasmania, Victoria, Qld (Brisbane)
NT hoping WA and SA investigating take up.

Carole Maher involved. Back on board at the end of the month.
Some of the questions posed to Kim from Members



- How are they promoting this?
- Launch via HOA to database
- Social media
- Supporters hat magazine, hat academy, hatlines, MAA.
- Where do profits go?
- Don't envision any profits in first year. If there, monies will remain with Hat week for set up expenses for following year.

As soon more events are finalised this can be communicated to all.

Association to communicate details as they become available to members.

17. First table Sale tonight:
Few things for sale to members. Buyer collected the money from seller will donate 10% to MAA for tea and coffee at committee meeting.

Zoomer if you are interested, postage must be included.

- 18. Date of Next Meeting** - Committee Meeting: Wednesday, April 18 at 7.00pm at Kathleen Symes Library

Meeting concluded at 8h30pm

