



Annalese Fowler
Minutes officer
Members Meeting 2_18 April 2018
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1. Introduction

1.1. Welcome to the 2nd Millinery Association of Australia Committee Meeting of 2018 held on Wednesday, April 18, 2018 at the Kathleen Symes Martin Library in Carlton.

1.2. GS read out purpose of association

Meeting Begins at 7:00pm

Attendees Lisette Margini, Christine Lindsay, Alison Morgani, Georgia Skelton, Rose Hudson, Rachel Henry, Annalese Fowler, Felicity Northeast, Lindsay Whitehead, Diane Kilduff, Robin Rivett

Apologies: Enza Geddes, Katherine Cherry, Kylie Heagney, Wendy Scully, Sandy Forrester, Cynthia Jones Bryson, Brenda Lui, Kim Williams, Lynette Lim, Christine Waring, Kylie Williams, Ann Boyle, Laura Dunnington, Catherine Ellen, Alison Clark, Irene Moore, Sue Younis, Lys Stevens, Rebecca Maree, Christine Martin, Sandy Aslett, Helen Wilkinson, Phillip Rhodes

1.3. **Confirmation of Previous Minutes of the Previous Minutes**

Georgia Skelton presented

Motion by: Robyn Rivett

Correction from previous minutes: Di Robertson and Rachel Henson attended.

Second by: Annalese Fowler

No other matters arising

2. New Members:

Welcome to our new members:



3. Reports

3.1. President

Plans for 2018 as outlined as last meeting.

MAA design

Student competition

Correspondent VRC

Venue MAA March cocktail party in July

- 3.2 Hat Week Australia: Kim and Carole approached Rose to meet to discuss new promotion and business venture in early January 2018. Weren't expecting us to be involved would like some involvement. Anything that is good for millinery is good for members. In our planning meeting and discussions we wanted to participate in it by way of hosting a cocktail party for our members and members that are in town over this time. Looking at figures and numbers want everyone to come. Looked at a new venue in central Melbourne close Melbourne central station.

This is a week of millinery and social events that Carole and Kim have created as private business partner. MAA is a partner supporting the event, based on London Hat Week event.

Any millinery event is good for millinery, in line with our policy we haven't actively promotion hat week it their show. Association will be promoting cocktail event. Other suppliers and MAA suppliers are welcome to be a part of this event to show and display their brand and services. Opportunity to wear winter wear.

THEME is winter white.

Working on a date 6/8 July 2018. Friday which is prior to the event, Sunday and Tuesday nights the week of the event are alternative options. Need numbers for it to go ahead.

RH asked attendees for preferred night Friday – Seemed to be the general consensus. Cheaper on the Sunday. First workshop in on the Sunday. Tuesday night is the other option.

Carole Maher waiting to hear from for Sydney event, Carole like the idea of that for Sydney people. EDM to be emailed to members with details.

Open event out to millinery, artists, general public to increase numbers. Suppliers won't be able to sell but will be able to a part of it.

- 3.3 The issue of copying millinery has arisen again.

Code of conduct for members to view is under our website under membership drop down tab, or click this link. Refer to talk we had a members at a members meeting



in 2017 that discussing copyright and related issues. Zeitgeist, the spirit of the time, trends, styles and fads at a particular time. There is nothing new millinery the difference now is social media which influences us all the time. Subliminally we are taking things in all the time.

3.4 Sad news over the past few days.

Helen Wilkinson our committee member for Northern Territory, her Dad past away. She will be travelling to Melbourne soon to arrange details for her family. We send her our condolences.

Mary Locke recently passed away. Michelle Cameron, her friend the committee send sincere sympathies to Mary's family and Michele at this time.

4. Secretary

Nothing report this month. Google form know how to do Google forms. If anyone thinks they can't be secretary because they don't have any skill don't stand back.

160 members current, few members that haven't been approved Student comp bringing in applications. More members, more money more we can do.

5. Treasurer:

Balance sheet – no change over the month.

End of March. Minimum ins and out \$300 in\$ 600 out.

Balance – same as March 2018 .60 000

Looking into paypal, looking at overseas people paying through this platform.

6. Social Media Lisa Bell

Trickle of photos over social media this week.

Received a few we do have some from the MAA as well. Been trying to rank it up a bit on the feeds.

Looking for studio photos, from any members. Please email them to her, here:

Also can you send your favorite tool of the trade send a photo to Lisa? It can be your scissors, hat block, use your iPhone photo and send to Lisa. There is a story behind the item in the photo and can tell a bit of story behind it.

7. State Reports

7.1. Queensland – None



7.2. South Australia – Jo Honan Design Award

8. Design Awards MAA

SA members met on Monday over dinner, distributed jobs.

Well under way

Organised for event,

Philip going over, felicity thanks for organising

Function on the Thursday, prizes announced, members to be has offered to take that over

Weekend workshop with Phillip for SA members.

8.1 Student Award

Elaine thanks for promoting on school page. Everyone who has been sharing post.

Few enquiries if international open to students.

Conditions of entry, Association are returning the hats kg limited on the box for return postage.

It will be learning experience.

Will tweak from learning for 2019

Not sure of the number of entries

GS to coordinate at her house

GS to announce the judges next week

Be good for the association to have some new blood.

Any questions?

Jo or Georgia to explain the size of the box and where the presentation will be

JO – presentation announcement:

8.2 Cocktail party at TAFE invite judges who fashion edit, Lorraine gill member, Philip Rhodes, Anna. Trying to get tafe more interested in millinery, so including staff and people at Tafe.

Working out how to make that announcement maybe stream something live. TBA
21 June.

8.3 Size of package due to postage interstate, cost best practice and cost there size limited listed 50 x 44 x35, Australia post box preferred to use so uniform size. No larger than this size.

More Melbourne hats going interstate, Jo to send non touring to GS, cheaper, can pick up from GS home or from committee meeting.

Student competition announcement as the hat week maa cocktail party this way we hope to see some more tickets, parents, etc. Good meet and greet with new people.



Any questions?

1. Design award how it came about as Spring Carnival? After last year there was a survey sent out 30 responses. Looked at responses and a couple said they wanted a race theme. That could sell after the competition. Lisa having good professional photos to use for the trend report and use on social media. 2019 invite people ideas earlier and have a vote for next year.

Promote the millinery association as the wearing of hats almost keep away from spring carnival. Our efforts need to go into people wearing hats the rest of the year. All been done in Adelaide I wondered if spring racing is in Melbourne wondered if there should have some Adelaide based theme.

The theme was chosen before the state was decided upon. Jo put her hand to run the event and competition as a national organisation we were happy for a Jo to take it on. It is broad spring racing we were all crying out for a trend report this way we will have 40 people with images and data. Perhaps in future a Derby day theme, black and white hats could be made outside of that. CE.

Too late the change the theme. Will have discussion earlier next year. Evening wear in 2017 stretched people.

9. Tips book

Email sent out

Leanne Crocker volunteered to help to put in an eBook

Deadline 29 April to submit fav tip

If possible some photos/artist with sketches

Make is something that represents the brand that people will buy and read.

Every milliner that puts in a tip will be credited.

Working on content at this stage

Will work out how we get out

Lisa will check cover to ensure in line with branding.

10. Other general business:

11. Queensland sponsor:

At a millinery marketing tonight

Events that they are doing through MAA as a sponsor, Wendy Diggles looking at private event for a, High tea.

MAA sponsoring printing costs

Promoting MAA

At least 12 involved and few others going to join association on the back



12. State reports:

- 12.1 Helen - apologies
- 12.2 Bronwyn – apologies
- 12.3 WA – need a rep
- 12.4 Act – need a rep

13 **Guest speaker:** Rebecca Weaver, Hat talk magazine editor, link on website for audio and presentation.

14 **Date of Next Meeting - Committee Meeting:**
Tuesday May 15th 7pm St Kilda Library 150 Carlisle, St Stkilda

Meeting concluded at 8h05pm