



Annalese Fowler  
Minutes officer  
June 27 2018 Minutes  
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## 1. Introduction

1.1. Welcome to the 3rd Millinery Association of Australia Committee Meeting of 2018 held on Wednesday, June 27, 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, Wendy Scully, Rachel Henry, Rachel Dunnington, Jo Peterson, Katherine Cherry, Georgia Skelton, Rose Hudson, Annalese Fowler, Christine Martin, Phillip Rhodes, Catherine Ellen

**Zoom:** Kylie Heagney, Irene Moore, Kylie Williams, Enza Geddes, Dianne Robertson, Sandy Aslett, Helen Wilkinson, Julia Watson, Sandra Forrester, Jo Honan, Abigail Fergusson, Margaret Watson, Possum Ball, Juanita

**Apologies:** Christine Lindsay, Elaine Mergard, Christine Waring, Alison Morgan, Lauren Sutcliffe, Sue Younis, Catherine Kelly, Zia Pazza Headwear, Alison Morgan, Leighanne Crocker, Elaine Mergard, Jane Moy, Gillian Andrew, Kathleen Watson, Lauren Ritchie, Lorraine Gill, Louise Macdonald, Felicity Northeast

1.3 Guest Speaker – Catherine Ellen, The Essential Hat MIMC from conception to convention. A very informative presentation. Thank you Catherine.

### 1.4 Confirmation of Previous Minutes of the Previous Minutes

Georgia Skelton presented

Motion by: Rose Hudson

Second by: Katherine Cherry

No business arising from previous minutes

## 2. New Members:

Welcome to our new members:

Mostly students



### 3. Reports

#### 3.1. President's Report June 2018

Hello and welcome to our Zoom members from around the country and here in the room for this **June Meeting**. More than halfway through our year now, with only three more meetings to go after this. July is shaping up to be a big month, before I outline what's ahead, this is what happened since the last meeting.

On the 23<sup>rd</sup> of May, Lisa Bell, Felicity Northeast and I had our **VRC Meeting at Flemington** and met with the people who manage the partnerships behind the Oaks Day Millinery award. Caroline, Deidre, Christie and Lorinda. As you know, Myer are big sponsors of the carnival and have vice like control on the Fashions on the Fields including the millinery award judging panel. Last year, the judging panel consisted of 2 milliners, 2 stylists, 2 fashion writers and 2 Myer people. Myer chooses the judging panel, not the VRC, and because the VRC are so beholden to Myer as their biggest sponsor, the VRC tell us their hands are tied. We went into the meeting feeling confident and with a very attractive proposal. We offered to bring an international milliner out for Cup Week, so they could use this person for their own PR and we would make sure that person was on the judging panel. We offered a \$2000 cash inducement also as part of the prize money. We reminded them of how many members we have, how great our social media reach is with Facebook and Instagram and that we would like to have more of a say. We did our best. They gave nothing away. But they did say this year will be different, the old system of invitation to the Millinery Award will not happen. Everyone will have to apply, not sure how this will work unfold, they wanted to 'shake things up this year' and were looking for 'innovation, freshness and excitement'. They were interested in Student Award because they like us, understand the future of this industry is with the students. We left the meeting feeling flat. They promised they'd respond to our proposal one way or another. Lisa got a response and conference call with them two weeks later, where they confirmed they would guarantee spots in the semi-finals for the winners of the Design and Student award. Our aim was to get the top ten guaranteed spots in the millinery award but no luck there. All of this goes some way to explaining the withdrawal of facilities and refreshments for milliners in the Oaks Day award. We are pleased the VRC have granted the concession of the two millinery winners spots on Oaks day, but change is in the air, nothing will be as it was, no Myer Marquee at the races this year, and Myer are cutting back in lots of ways with store closures, staff cuts across Australia, so they're obviously thinking of creative ways to spend their money.

Just last week the winners of the 2018 **Design Award** were announced at a cocktail party in Adelaide, organised and hosted by our South Australian members. We would like to thank Jo Honan, committee member, for her wonderful organisation of this event, held outside Melbourne for the first time. The excellent standard of photography, the beautiful model and the fantastic millinery all culminated in a great looking and hugely successful Design Award. A record number of entries were received with a huge prize pool divided between the winners. Thanks also to the judges, for taking the time out of your busy working lives, Lorraine Gill, Phillip Rhodes and fashion editor at the Adelaide



Advertiser, Anna Vlach for the careful consideration required. You chose a true representation of Australian millinery from three different states. We are a national organisation, it's official!

**The Winner** was **Rachael Henson** of Canberra, who took out first prize.

Congratulations. **Second prize** went to Adelaide milliner **Oksana Caretti**, fabulous that a home-grown milliner from SA and one who had studied at TAFE under Lorraine Gill was awarded a prize and **third place** went to **Kylie Williams** of Gladstone in Queensland.

**People's Choice** was awarded to **Lisette Margini**. Jo will tell us more about the winners in her upcoming report. Events like this don't just happen by themselves, a hardworking team was behind Jo and I'd like to thank them all too.

Our **Winter White Cocktail** party is just around the corner. On Sunday week, the 8<sup>th</sup> of July, we are hosting a social event for us as members and any milliners in town for Hat Week Australia. The evening is by us and for us. Partners and friends welcome, but only MAA members get the discount. Amanda Elliott is our guest speaker. We're thrilled this inspirational woman, the first female Chair of the VRC has agreed to attend our event, she has made time in her very busy schedule to speak to us about her role with the VRC and her plans for the future. It would be great if as many Melbourne members as possible are there to hear her speak.

The Top Ten Design Award hats featuring the winners will be on display at the cocktail party. The winner of the Student Award will be announced, a selection of their work will be displayed as well. There will be giveaways and a very special announcement on the night, you'll need to be there to hear it first. Rydges on Swanston in Carlton are asking about numbers and dietary requirements, please let me know via our Facebook page if you have an issue with any foods. Please book your tickets soon, we need to know numbers for catering.

**Royal Ascot** has come and gone for another year. Many Australian milliners sent hats to the X-terrace Pop Up shop or had clients hats at the track. Members attended included, Felicity Northeast, Louise McDonald, Lauren Ritchie, Ana Pribloyeva, just to name the few. All looked wonderful.

On the topic of **milliners overseas**, time to give a shout out to some of our best Australian milliners taking their work to the world this year. Louise McDonald has recently taught in the Netherlands, Ireland and will in September head to the USA to teach in Tennessee at Millinery Meet Up at Arrowmont School of Arts and crafts where she will be joined by Phillip Rhodes and Galina Koford. Some of our member suppliers will be there too, Darryll Osborne of Hat Blocks Australia and Brenda Treasure of Lily M Hats. A veritable antipodean onslaught! The committee is very proud of these milliners and suppliers and appreciate the impeccable standards they are taking to the world.



The **RASV Masters of Millinery** competition is on again. This is an invitational category of the competition of the Royal Melbourne Show and will be judged on Friday the 7<sup>th</sup> of September. Keep an eye out for an email from me. Anyone can enter the open categories, so there's something for everyone. Please go to the RASV website for all the details.

**Finally, Exciting news!** We have decided to bring a renowned international milliner to teach masterclasses at the end of the year. Regardless of the VRC's plans, we wanted to have our own series of workshops for our members. Our plan is to have this person here for Cup week, as our guest, available for PR for us, and maybe offer them to the VRC but we haven't totally decided on that. The two-day master class would be held on the weekend immediately after Oaks day on the 10<sup>th</sup> and 11<sup>th</sup> of November. This weekend was chosen to capitalise on everyone in town for the races. Expressions of interest welcome. Please let us know if you would be interested in attending Masterclasses. We're letting you know now so you can make accommodation and flight arrangements in plenty of time.

I look forward to seeing Melbourne members and other milliners who can attend the Cocktail Party, the only big social event outside of Cup Week for members. Until then, have a great month, work hard and stay warm.

Thank you.

### 3.2 Secretary Report

Firstly, apologies for the presentation of the agenda this month. I had a few IT dramas this week.

Another very busy month for me and to be honest I have found it difficult to keep on top of everything. I apologise for any tardiness of my duties but I assure you I am doing my best and striving to catch up over the next week.

I have added an achievements page to our website and emailed all members for their contribution to the site, to date only a few have taken up the opportunity.

My request from last meeting for volunteers to mentor our new members had an overwhelming response of zero and I am grateful to Kathryn Cherry for taking over this endeavour.

At committee request I have re worded our application form for membership. This was as a result of receiving many questions, incomplete and or confusing applications. I am hoping that this may lessen the workload of back and forth emails to applicants. It will be up on the website next week for you to all see and a copy is at the sign in table tonight. The qualifications and procedure for membership have not changed.

I would once again ask members to look on the website or read the minutes for information prior to emailing the secretary. It is important to remember that the secretary ( me ) is the servant of the MAA not of the individual members.



If you cannot find something on the website and you feel it should be, please let me know and it will either be added or put to the committee for inclusion.  
I understand that things can be overlooked but please at least try first.

Hat week Australia is upon us and if you haven't got your tickets to our cocktail event please do so now.

Members get a discount using code MAA-HWA-2018. Please invite a friend or your partner.

I would like to take this opportunity to announce that I will not be standing for re-election to the committee next year and ask anyone who would like information about the role of secretary to contact me for information or a chat.

It's a wonderful opportunity to get to know the members of the association and to make strong bonds and friendships.

Thank you

### 3.3 Treasurers Report

1. Phillips workshop-to invoice
2. Insurance DUE 30 June last year we paid total \$2026, there will be 3 policies, ass liability public and products liability and personal accident, its due the 30th June
3. Cocktail party Adelaide Association to subsidise \$20/member (student and fellow)

### 3.4 Social Media Lisa Bell

Lisa away

### 3.5 State Reports

3.6 Queensland – Nothing to report at this stage. Congratulation all the winners and especially Kylie from QLD

### 3.6 Design Award Report

Jo Honan

I didn't quite know what I was letting myself in for, when I offered to take on the Design award this year, at the MAA planning meeting in January.

I am sure most of you thought, who is this Jo Honan? I am new to the MAA, only in my second year of membership, a Milliner for around 6 years. But, as the saying goes, "trust me I am a nurse", (I am!), and I set to work.

I asked lots of questions both of my interstate and local members, I got some answers, and back in about March, started the search for the things I needed.

After a few calls and emails and quotes I found Lee Knowles from The Headshot Creative to take the Photos. He gave me the details for Rebecca Burton, makeup artist, and we were on the way. Just needed a head and shoulders to wear the hats. Finesse Models booker Melissa, was the go to girl! She suggested I look at their website and choose a model! Not so easy! I was having my hair cut at MABE hair, by Martin, and he



helped me make a choice. We decided Celeste Ryan was the one, and I am sure you will all agree she was great. While I was there I mentioned that the hairdresser we had organized was now not available, and he offered the services of Jade and Ben. It was all coming together.

Back and forth questions and suggestions and opinions arrived from the MAA committee. Some useful, some not, but I ploughed on. Budgets were decided, costs estimated, judges organized, locations, dates and times decided. My fellow SA members and I were meeting monthly. Help was offered and gratefully accepted. We started making lists and schedules.

Exec Committee members Georgia, Felicity and Lisa were behind the scenes advertising the Awards, updating website information and, updating budgets. Rose was on the job chasing sponsors. Local sponsors were sourced too, and generously gave their support. Other National, and International sponsors also came on board.

Lorraine Gill had a great idea, ask if the MAA would support Phillip Rhodes, judge ,to stay a couple of days and hold a workshop. They agreed, places filled quickly!

SA members started meeting fortnightly. We decided we should have a cocktail event to announce the winners. Louise Swann agreed to coordinate this. Perhaps ambitiously, we decided we could sell 50 tickets, and Lou set forth.

Entrants were trickling in slowly. My plan was to start a daily facebook post a few weeks before the cutoff date. It started in earnest, more entries arrived daily, until a new record was reached, 42 MAA members paid their entry fees for this years Awards.

34 Lurline St became the place to be, as the delivery man and the ladies at the post office were asking questions about what was in all these boxes. I took the month of June off my nursing job to give my all.

Starting Tuesday 12<sup>th</sup> June, my house was a hive of activity. The last of the boxes arrived, sigh of relief, Di Robertson and I carefully opened, and labeled, all of the boxes and hats. My spare room was full!

Wednesday 13<sup>th</sup>, early, Lee, Rebecca, Celeste, Jade and Ben arrived for the job in hand. My lounge room became a photography studio, and my dining room a hair and makeup salon. First Shaylene Clancy and then Oksana Caretti arrived to help. It all went smoothly, and was finished around lunchtime. Time for Cuppas and Biccies. Hats were returned to their boxes, ready for judging on Friday.

Thursday 14<sup>th</sup> was spent cooking, tidying, and cleaning up Dannys shed for the weekend workshop.

Friday 15<sup>th</sup>, early morning pickup from the airport, Phillip Rhodes, whom I had not met before. I said I would be in a silver SUV, he said he would be in Forget me not! Wasn't sure if it was the flower, or the colour, but we found each other immediately! Home to Lurline Street for the judging. Lorraine Gill and Anna Vlach, Fashion Editor for "the Advertiser" Newspaper arrived soon after. Shaylene was also there and Oksana arrived with cakes for lunch.



Out came the hats again, Judging commenced. Repeat viewings were requested, and decisions were made. Winners were placed in sealed envelopes, ready for the reveal at the cocktail party, only the judges knew who they were. Georgia was notified who the top ten finalists were, and she began organizing the peoples choice award. Lunch was heated, and served with Champagne. Shaylene then stayed and helped with setting up Dannys Shed for the workshop.

Saturday 16<sup>th</sup>, and Sunday 17<sup>th</sup> Phillips workshop. What can I say, hard work, fun, food, dogs, chat, and lots of tea and coffee. Catering by my friend Cheryl and my husband Danny.

Monday 18<sup>th</sup>, Hats transported to TAFE SA for display. Assisted by Mary Lister Robinson, Kaz Clarke, Lou and Lorraine. Display set up and ready for viewing.

Thursday 21<sup>st</sup>, Georgia phoned me with the Peoples Choice winner . It was put into an envelope and sealed ready for the announcement. The Cocktail party, had our 50 Guests! They included Darryl and Renee from Hat Blocks Australia, Celeste, our model, Lee the Photographer and Judges Anna and Lorraine. House of Adorn and MAA members and friends donated goods and vouchers for a raffle, and the champagne for the guests. TAFE students paraded their work, then the finalists hats were paraded. Winners were announced via live facebook event. We were excited to have one of our own, Oksana, in second place, and claimed Rachael Henson , in first place, an ex South Aussie, as ours too! Congratulations also to third place getter, Kylie Williams. Nearly done!

Saturday 23<sup>rd</sup>, We were in the Paper! Thanks to Anna Vlach, one of our Judges for the writeup

Monday 25<sup>th</sup>, in the afternoon, assisted by Lorraine and Carolyn Graves, the boxes were again filled with the hats, and transported back to Lurline St.

Tuesday 26<sup>th</sup>, All hats were carefully packed, boxed, taped and addressed, with the assistance of Di. I then transported all of the finalists hats and the Vic members hats to Pack and Send for transport to Georgias house.

Wednesday 27<sup>th</sup>, Oksana arrived to help transport the remaining hats to the post office. They are winging their way home to you now.

So thanks must go to The MAA Committee and their families, MAA SA members and their family and friends, Judges, photographer, hairdresser, makeup artist, and workshop and cocktail party attendees.

Thanks to all of the entrants, and congratulations to the finalists and winners

And last but not least thank you to our sponsors, The Millinery Association of Australia, Hat blocks Australia, The Total Package, Adelaide Molding and casting, Hatters Millinery, The Australian Duster and Feather Superstore, The Hat Magazine and Hatlines Magazine

So who's doing it next year? Start thinking about it, it is great if we can share it around and make the MAA a truly National organization! We all need to trust that it can be a success wherever it is held!



Rose asked Rachel to talk about her hat:

Inspiration for the hat – the thing was spring racing wanted to make a nice spring hat. Everyone talking about brims so did a brim /Strawberries and flowers is spring it's that simple. Wanted to make a nice spring hat that would give the association a nice picture to use for media and potentially for some stories for spring racing.

I intend to stick to traditional millinery material. Sinamay with some dye. Edge was just tip dyed, center sinamay some silk flowers. Strawberries, racello braid strawberries and bit of satin covered sinamay with some stitching on it. Back the securing of the hat sits a half base as it sits on an angle. Base is an ombré dyed based. Thanks to the association and all the sponsors. Thank you to the judged and Adelaide for their fabulous hoisting of the event.

Oksana – Second place.

Combination of stencils and hand painting on the sinamay. Does it have a name, Blue toppers. Replicate the facets of the stars. Spring racing theme there is also a racing horse and jockey on the top o the hat that has been painted.

Back view – tried to make a turban originally out of silk abaca. Just made wired headband wrapped in black tulle and attached to the hat.

Kylie Williams – Third Place

Halo in buntal.

Similar to Rachel inspired by spring carnival, Replicate eucalyptus flower. The flower made from scraped of other projects from other hats. Took a lot of time not materials flowers from an abaca cloth hand dyed to bring out pink colour, Dior net, Gum nut, Dior net covered in gold leather. Leaves are tin, technique I learned from Brenda recently. Adapted to my piece worked

Back some gold tin gum leaves on the back to match it. Just a whole brim like Breton brim made of espaterie and silk, edge of brim has been rolled, perfect role around the edge.

People's Choice – Lizette

White sinamay hat with magnolias.

Similar to the other heard spring and though to blossoms. Worked with similar colours earlier in the year. Wanted to make magnolias that looked out they were opening up. Inspired by piece of fabric. Took me ages to work out the way to make the flowers. Loved the colour that was my thing.

- 4 Student competition
- Georgia Skelton running
- Honored to be running
- 25 entries, hoping for 10





Cut off day Friday, at 5.00pm 29 June 2018

Prizes – A weeks' worth experience with a milliner, Catherine Ellen and

Hoping if winner in different state members will be able to mentor

Prize – Oaks Day VRC automatic Entry

Tuesday during

Catherin Ellen, Rachel Henry, Sandy Forrester and Rose joining for lunch. Interview from each to post on Facebook.

Felicity half of 25 students have become members.

This was a way of building of member's base

Almost 170 members to the association.

Announced at the cocktail party winner and second place. Depending on the stand might come up with an encourage award.

I will take photos on a mannequin so members can see the standard of entries. Standard is varied so are the qualifications. Almost cert IV, one young girl who has never done millinery in her life. Want to encourage them to continue on the journey of millinery

#### 5 Student MAA Mentorships – Katherine Cherry

GS spoke about the young ones helping the older ones on social media and other platforms. We have some members that aren't on Facebook; we have a lot of friendships on Facebook with older ones missing out on opportunities on technology and make a real community.

#### 6 International Millinery Competitions

Will be on the website under "upcoming events"

KC has added a few links about competitions. Have to do your own work to see deadlines.

Refer to MAA website for details or click this link to view

#### 7 Education tab

Up and running with email address

education@millineryaustralia.org up and running

Email to go out on mail chimp this week with pro forma that must be filled out with details.

Please fill out details of the course, date, name of organizer, course name with a link to either social media or website platform with details about the course.



Space on the calendar is very limited to I can only fit limited information on the calendar.

Final words from Rose Hudson

Where is everyone please participate on social media, meetings.  
We have a hard working committee

Georgia mentioned days and venues for 2019 meetings:

1<sup>st</sup> Tuesday of month at St Kilda

1<sup>st</sup> Wednesday of month at Carlton

- 8 Emerald Opportunity  
More details to follow.
9. Sofitel Girls Day out? Sandy Aslett – GS we do not know what they are doing what Sofitel are doing. RH as soon as we know we will let the members know
10. Meeting closed at 8.23pm.  
Next month's meeting is on Tuesday, July 31, 2018 at St Kilda Library.