



Annalese Fowler
Minutes officer
July 31 2018 Minutes
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- Present: Karin Goodman, Louise Macdonald, Diane Kilduff, Chantelle Westlake, Rachel Henry, Wendy Scully, Laura Dunnington, Annalese Fowler, Lisette Margini, Rose Hudson, Katherine Cherry, Felicity Northeast,
- Zoomers: Possum Ball, Christine Martin, Helen Wilkinson, Bec Bayliss, Dianne Robertson, Delphine, Sandy Aslett, Jo Peterson, Lauren Ritchie, Sandra Forrester, Elaine Mergaard, Bronwyn Shooks, Kylie Hegarty, Rachel Henson, Abigail Fergusson, Cathy Chivers, Kylie Williams, Irene Moore
- Apologies: Enza Geddes, Catherine Kelly, Catherine Ellen, Lys Stevens, Robin Rivett, Margaret Watson, Leighanne Crocker, Michelle Cameron, Marea Bright, Gillian Andrew, Lisa Bell, Georgia Skelton

Presentation by Rachelle Unreich, available on Zoom if you would like to view her talk.

1. Business arising from previous minutes:
No matters arising
Motion - Rose
Second - Louise
2. No business arising from previous minutes
3. Welcome New Members:
Chantelle Westlake
Lisa Watts – winner of student award
4. President Report:
Hello and welcome all here in the room and on Zoom to this July meeting of the Millinery Association of Australia at the St Kilda Library.

Many thanks to Rachelle Unreich for giving up her evening to come and talk to us tonight.

A run down on what has happened since we were here last.

The Winter White Cocktail party to celebrate Hat Week Australia was held on July 8. We had a lovely night with 55 people attending. It was a great mix of members and milliners in town for HWA. Amanda Elliott, Chairman of VRC was gracious and warm in her speech about millinery and milliners. The top ten Design Award hats were on



display along with the People's Choice winner. We had the top three Student Award winning hats on display as well as the winner of an encouragement award (\$200 cash from the estate of Mary Lock). We had a rolling slideshow throughout the evening of all the hats and the sponsors. Kim McMillan of Hat Week Australia and House of Adorn spoke about Hat Week and her hope that this should be something that grows each year offering millinery classes in each state. We wish her all the best.

Big thanks again to Jo Honan for organising the Design Award and Georgia Skelton for initiating and running the inaugural Student Award. Both events were very successful this year with over 20 students enrolling as members in their category of the Millinery Association.

Speaking of which, we have 170 members in our association now. I remember stating in my speech last year at the Stephen Jones event, we had 143 members, so that's a significant jump.

Speaking of Stephen Jones, we were thrilled to announce him as our Patron at the Winter White cocktail party. This was something that didn't happen over night. It was first suggested to me when he was here last year and we sent him a proposal over three months ago. He was busy with Ascot and that little wedding they had in London so he was slow getting back to us but when he did it was with a resounding yes! It means he will mention us and promote us when possible, and we in turn promote him and his work/exhibitions. When in Australia, he will come to functions we host, when possible, and he may even attend a meeting once a year via Zoom - better behave ourselves at that meeting! His being our Patron raises our profile on the world stage, I've had quite a few international millinery friends comment on his Patronage. I'd like to thank Kim Fletcher who smoothed the way a bit with Stephen also. Thanks Kim. Lisa Bell wrote the brilliant proposal he couldn't resist and a rather wonderful press release too, thank you Lisa for all your hard work.

We are in discussions with our International tutor and very close to sealing the deal. Thank you to those who sent their expressions of interest. The overwhelming response was from Victoria, and this is to be expected as we have the greatest number of members, with Queensland second. We are nutting out a travel plans for the tutor and can give you firm dates once we know her availability in November. Our international tutor is the very talented London based milliner, Awon Golding. Her work is playful, innovative and fun. I think you'll all really like what she has to teach. If we get the numbers in South Australia, she will travel there, if we get numbers in NSW she will travel there too. She is a definite for Melbourne and Queensland at this stage. <https://awongolding.com/>

The invitations to the Royal Melbourne Show's Masters of Millinery have been sent, there are also other open categories you can enter if you wish. Top prize includes a year's complimentary membership to the MAA, a cash prize, a blue ribbon and a certificate.

Finally, all of us have an eye on the future and concentrating on our work and businesses so it is with a touch of sadness, I would like to announce all positions of the executive committee of the MAA at the AGM will be open. Felicity and I have held our positions for two years, Georgia, took on a huge job this year and Lisa has now



twice been a Vice President. All of us need to get back to our own worktables and concentrate on our own businesses again after devoting so much of our time to the MAA. It's time for others to step up. We have put everything in place, now others must run with it.

When I first stood as president nearly two years ago, I worried I didn't have enough committee experience. I surprised myself. All those years of school fetes, trivia nights, sports days, all counted for something. Getting along with people, fundraising, problem solving, making compromises, and yet all the time, thoroughly enjoying myself. I'd like members here and watching from interstate to think about what you might be able to offer the committee and the association. I can promise you you'll make great friends and achieve things you didn't think possible. We have been so fortunate to have such a fantastic team of women last year and this year who made change possible. The things we've achieved! I feel very proud of our efforts. We learnt so much on the job, and we all pitched in and helped each other when needed, as Georgia said, we're like sisters on Christmas Day, with everyone contributing and working together. Please have a think about what you can give back to the Association, you won't regret it.

Thanks

Emerald Peacock Update

The Emerald Peacock Millinery Salon will be held on Saturday the 6th of October from 1-4pm. There are spots for 8 milliners to showcase and sell their millinery to a captive audience of 80 women. To be in the running for one of these coveted spots, the Emerald Peacock asks that you have a website, Instagram and Facebook identity as they intend to choose the eight. It is a Melbourne event so priority will be given to Melbourne milliners, but we will also have a table for interstate milliners that I will be looking after. We will need to limit the amount of millinery you send, more details soon. Have a look at the Emerald Peacock Instagram page to see if you think your work would be a good fit for them.

5. Secretary
No Report

6. Treasurer
June 2018 profit/loss and Balance sheets attached.
June/July Report
End of June
Net \$2800.00 end of June \$68000.00

Paid over 50 bills

July

Brief overview of the MAA Design Award and the Adelaide workshop
\$1500.00 extra from MAA for prizes and then rest of the money supported the Millinery Association design award would come from the entry fee.

Adelaide workshop also supported the design award still a few hundred dollars in front which will cover some postage still outstanding. Will have a surplus.



Also through we would be support eh student design competition. Charging very little for students to promote them joining the association over 22 paid, we actually gained money, paid all the money from our funds. Have a small amount of that money that went towards winter event. \$300 extra still in account. Winter White event came out even.

We have extra number students joining the association to they could join Adelaide workshop and new members joining. Budgeted more but not envisaged this many. We have a surplus for this year. This money will sponsor the international tutor making classes a bit cheaper. Also put towards travel costs.

\$35,000.00 has been rolled into a term deposit again.

7. State reports

7.1 Qld State Report presented at the MAA Members Meeting.

Proposed Q Milliners High Tea -expected for Spring/Summer 21st Sept 2018

Email was sent to all Q members and it was disappointing that we didn't get the support or return email responses that were needed to hold this event for the Spring/Summer Q Milliners to showcase their latest in millinery. Well I suppose we will have to work hard in 2019 to bring Q members back to the forefront. I was really looking to enhance on the Autumn Winter High Tea that was held in May as a successful event.

Q Facebook - I can see that posts are working as there were 17 who had seen the Zoom meeting was being held.

Q members will be attending the MBFF on the 28th August for a social gathering high tea & drinks

I wish each state all the success leading up to the Spring Racing Season, looking forward to seeing new designs.

Q Members are looking forward to hearing all about Sofitel Girls Day Out; Design Awards showcase dates, VRC Oaks Day

Jo Honan – nothing

7.2 Northern Territory - Helen Wilkinson
Darwin cup on Monday, race 6 for the carnival.
Have a couple that is interested in joining. So will keep pushing.

7.3 Lisa Bell – no report

Motion to pass state repots – Rose



Seconded – Louise Macdonald

8. MAA student design report – Georgia Skelton
Inaugural was Georgia's idea she did everything. Did the most amazing job. Thank you Georgia.

Whole lot of new member's whole crop of new talent we are very nervous.

Hat Magazine and Hatlines have taken photos and have done their story; Lizette got the cover (People's choice award for MAA Design awards)

9. Student MAA Mentorship -Katherine Cherry
A pilot trial for this year, more mentors than mentees.

Have 5 mentors

Can't match state for state so match with Victorian Milliner
Have changed some of the terms and conditions which are available on the website, please ensure that you review these.

Will do a post survey for 2019 for any ideas and suggestions going forward with it.

Thanks to all who have participated.

Great idea and as simple as entering a hat competition don't know what to do and how to do it.

10. Education

Calendar published on website.

If you have a workshop/course you wish to have published on the website, please send details through to education@millineryaustralia.org

11. Emerald Peacock

The most glamorous venue.

Millinery Salon 6 October 1 04 pm spots for 8 milliners to sell showcase to 80 women

To be in the running must have Facebook, Instagram, and website

Priority to Melbourne

Rose will host a table to interstate members

Have a look at Emerald Peacock Instagram page – here is the link:

<http://theemeraldpeacock.com/>

<https://www.instagram.com/theemeraldpeacock/?hl=en>

Audience 20, blonde and drinking a cocktail

Can't assume they are not into bespoke millinery

They will be there all afternoon

Be told to bring dressed to try on with dress and hats

Deadline one week



What you need to know:

- Send through your bio, with hi-res photos and headshot of yourself to send to Rose who will send to Peacock. Organisers will select who goes into the show.
- Must have own point of sale terminal
- No fee to participate
- Email to : president@millineryassociation.org
- Deadline for submissions is COB Wednesday, August 8
- MAA will do a Facebook post for members

Hope 2019 will be bigger with more milliners and people

Girls Day out/Paris Lane by VRC is not happening at all.

All about social media

What prospects are for milliners that take part – they have mailing list with a corporate clientele aged between 30, 45 and 50. All the women that go to the races So they have a full 8 weeks to promote event through their channels.

New for them a testing ground.

There is not much else on offer.

VRC is very interested in MAA looking after the permanent exhibits in new stands.

Stephen Jones is not coming out for spring racing.

N official word as who is opening it, Lexus is now the main sponsor not Emirates.

Sandy – if this successful can look at doing this in a bigger way so that interstate milliners can showcase a table to their own. Rose replied possibly. Owners own the Seamstress in Melbourne.

Discussion regarding millinery opportunities in the lead up to Spring Race:

It seems interstate milliners are not getting an opportunity in Melbourne anymore? There is nothing happening with fashion week were sort of like at a loss. Can we work towards interstate milliners to come to Melbourne? What about Melbourne milliners going to Queensland. It's a great shame for a lot of milliner to meet and sell their hats to a captive audience than a licensed venue. Sandy can you can come down you can have you whole table. If I have 5 QLD milliner can't send 20 hats. Was waiting on Sofitel. Jill suggested a good venue in Queensland that could host something, MAA will support there's no reason why you couldn't.

Anytime Melbourne milliners are welcome.

Recent event were for Queensland milliner to feed off Wendy's good work.

With some of the support for the members, in May and we going to try to one in summer.

Any other state can come up if we know were going to get the support.

Sandy can send through a proposal.



12. International Tutor

Awon Golding is the proposed milliner for post Melbourne Spring Racing national workshops.

International milliner in NSW what kind of numbers do you need to have a NSW workshop? It was only yesterday that I sent the email with the details. It's up to her to say how many in a classroom, minimum of 8, maximum 12 with a helpers. I know we had 1 x response from NSW. If we get the number we will be sending her. NSW members could come down to Victoria. Bec you will have to ring around, maybe with ACT members. Lisa Bell rep for NSW, Albury Milliners strong band of border milliners between Melbourne and Sydney.

2x workshops in Melbourne 1 cup week and 1 later on.

Sandy – what are looking at getting her to teach – ideas for 2 workshops? Awon still to send details.

QLD are very vigorous with their numbers.

Jo Honan has assured she will get the numbers in South Australia.

Please note: The association is in negotiations finalising Awon's commitments. The exact details such as dates, workshop topic, materials, venue, cost, etc. will be confirmed to all members in due course via Mail Chimp and on our Facebook page.

13. General Business

Agricultural show in and around Australia – Jo Peterson, many millinery competition, agricultural show in local area might a good opportunity to promote your millinery. My local show actually made a category for millinery for that year. Good way for upcoming milliners to local people at a grassroots level.

14. 2019 Committee

All positions are now open for 2019, please think about.

- President
- Vice President
- Treasurer
- Secretary
- 5 x general committee members

Felicity a few people have expressed an interest and have a few skills that will allow them to do a course of some kind. We do have budget for these things. We have day to day expenses that we spend each year that's static. As more people become members its revenue we different things to do.

If you wanted to be treasurer we can put through a Xero course to learn the ropes.

15. Other general business



Sandy – Dates for Melbourne still a go 20 August to 2 September, Brisbane, NSW not happening. Then posted back to Sandy.

VRC Oaks Day No word from VRC. Historically I get in mid-August. No new information til August. They have given 2 of prize winner the preliminary awards, Rachel Henson and Lisa Watt both a ticket to prelim finals on Oaks Day. The rest of don't know. VRC are tight lipped with no information.

16. Meeting closed at 8.33pm.

Attachments:

1. Profit and Loss
2. Balance sheet



Profit & Loss

Millinery Association of Australia Inc 1 June 2018 to 30 June 2018

30 Jun 18

Income	
Conference-sponser	200
Interest Income	8
Membership Fees	255
Other Revenue	30
Sales - Functions & Events	2,415
Total Income	2,908
Gross Profit	2,908
Less Operating Expenses	
Bank Fees	47
Consulting & Accounting	47
Total Operating Expenses	94
Net Profit	2,815



Balance Sheet

Millinery Association of Australia Inc As at 30 June 2018

	30 Jun 2018	30 Jun 2017
Assets		
Bank		
Adelaide Working Acct...495956	-	36,016
Savings Acct...399478	18,298	32,966
Term Deposit	35,000	-
Working acct...110275	15,031	16,497
Total Bank	68,330	85,479
Current Assets		
Accounts Receivable	-	220
Total Current Assets	-	220
Total Assets	68,330	85,699
Net Assets	68,330	85,699
Equity		
Current Year Earnings	16,221	38,566
Retained Earnings	52,109	47,133
Total Equity	68,330	85,699

