



THE MILLINERY ASSOCIATION
— OF AUSTRALIA INC —

General Meeting 1 Agenda and Minutes

Date: Tuesday February 26th **Time:** 7pm **Venue:** Multicultural Hub 506 Elizabeth Street,
Melbourne

Dinner TBA **AFTER** the meeting for those interested

Remember to wear a hat to enter prize draw to be drawn at the AGM.

If you are unable to attend please join us on the Zoom Link: <https://zoom.us/j/4135698540>

Attendees

Melbourne Multicultural Hub	Zoom
Possum Ball (P), Katherine Cherry (VP), Jo Peterson (OCM), Rachel Henry (OCM), Georgia Skelton, Rose Hudson, Chris Millane, Lauren Ritchie, Robyn Rivett, Diane Kilduff, Christine Martin, Kim W, Lisette Margini	Brenda Treasure, Jo Honan (OCM), Wendy Diggles (OCM), Ginetta Rositano, Linda Ford, Mary Mohr, Amanda Smith (OCM), Kylie Heagney, Delphine Nicholson, Irene Moore, Bronwyn Shooks, Sandy Forrester, Abigail Ferguson, Linette Teo, Lisa Watt, Elaine Mergard, Helen Wilkinson (T), Jane Moy, Alana English, Chantelle Westlake, Felicity Northeast, Lorraine Gill, Margaret Watson, Louise Swann(S)

Apologies

Sandy Aslett (OCM), Kylie Williams, Catherine Ellen, Christine Waring, Christine Lindsay, Amy Fowler, Elena Kornienko, Louise Macdonald, Annalese Fowler, Rebecca Carswell, Cessiah Athorn, Jennifer Michael, Laura Dunnington, Jennifer Bryan, Christiana Moore, Oksana Caretti, Sue Younis, Brenda Wilson, Di Robertson, Wendy Stone, Wendy Scully, Jennifer Wood, Sinead Howard, Alison Morgan, Kathleen Watson

	Description	Time	Presenter
1	Welcome		
1.1	Introductions	30 min	Possum Ball
1.2	Passing Minutes from Previous Meeting: taken as read, KC to update attendees names by next meeting.	1 min	Louise Swann
		1 min	Louise Swann
1.3	Business Arising from Minutes: none on-going	1min	Louise Swann
1.4	Welcome to New members Catherine Sykes NSW Returning Members: Tracy Mackinnon Qld, Ann Shoebridge NSW		

	165 members as of today Lost 13 members, gained 3, so well on the way to maintaining and hopefully building on the membership advances made by the 2018 committee.		
2.	Reports		
2.1	President – see attached.	10 min	Possum Ball
2.2	Treasurer – on track, incomings \$16930 membership fees, outgoings \$~15K Awon Golding classes, \$~5K Strategic Planning.	5 min	Helen Wilkinson
2.3	Social Media – reliving the Instagram and Facebook platforms, focus on transparency, community and connection. Looking to share uplifting stories. We have ~2K followers and 143 of those are members, have a wide reach. Look to comment on each others' posts to spread the reach. We have put together a schedule of topics for posts such as remote, hall of famers, and different genres. Consider putting up work in progress shots not just finished pieces. Please use these # on your posts to widen our reach. #millineryaustralia #millineryassociationofaustralia #collaborations #hatcommunity #hatmakersau #maamembers Also, photo editing apps you may wish to use: - Snapseed - Retouch - Quotes creator - White Boarder for Instagram - Layout - Repost (Instagram) - Preview	5 min 10 min	Rachel Henry As presented
2.4	State reports – Brenda Treasure (Lilly M) advised she is		



	<p>offering 10% off to MAA members on all orders, use the discount code: LMSMAA19</p> <p>There are also monthly offers that can be combined with this, eg free shipping, 2 for 1 etc.</p>		
3.	Events		
3.1	MAA Design Award & student award – see attached report Call for subcommittee, Lisa Watt on board, Jo Honan to mentor. Budget assistance from the MAA to ensure an outstanding event.	5 min	Possum Ball
3.4	Mentor program. Mentor program run in 2018, participants invited to provide feedback via anonymous survey. Overall positive feedback, with program to continue and be available to all new milliners, not just students. Will be run from March to December, monthly communications, guideline to be developed, not an internship, up and running by next meeting, all states to be involved. Contact Vice President for more information.	10 min	Katherine Cherry
3.5	Ekka – Wendy Diggles updated the membership on the MAAs sponsorship of Millinery competitions at the Ekka, \$400 prize money, plus a MAA membership fee. Equivalent prize money available to each state	5 min	Wendy Diggles
3.6	Hat Week 5th to 12th of July – see attached report Calendar added to the website – email details of millinery related events or education to the Secretary (until a form is in place)		
4	General Business		
4.1	Meeting schedule and locations for 2019 as listed at the base of the agenda (and minutes) – moving into a digital age Zoom, 4 face to face meetings – but encourage you to get together locally and zoom in for a bit of hands on millinery action.	5 min	Louise Swann
5	<p>Any Other Business</p> <p>Robin Rivett inquired as to future meetings (see list at bottom of this table)</p> <p>Rose Hudson advised that Vlad Stratuicuc (Spanish milliner) will be in Melbourne and welcome drinks to be held at Emerald Peacock on 14 March, 6.30pm.</p>		



	<p>Kathryn Cherry advised the committee is looking get Stephen Jones, MAA Patron onboard for a Zoom meeting hookup and that MAA will provide a present to SJ during London Hat Week (Wendy Diggles and Amanda Smith will be there).</p> <p>Possum Ball indicated she had attempted to contact Phillip Treacy for engagement with the MAA, no plans to be in Australia this year, but his people will let us know if this changes.</p> <p>Bec Bayss sought clarification regarding show sponsorship, ie prizes vs prize money and categories. KC sought to clarify.</p> <p>Women in Leadership Australia –</p> <p>This is the last and final call for all women currently working in the fashion and beauty sector to express their interest in the last portion of funding currently available.</p> <p>The fee support opportunity provides women with funding of between \$3,000 and \$7,000 to undertake a range of leadership development programs commencing in April and May.</p> <p>Women & Leadership Australia, industry stakeholders and partners want to take this opportunity to thank all of those for their previous support.</p> <p>To ensure equitable access to the remaining scholarship funds, the window for registering an initial Expression of Interest has been extended to March 22. It is important to note that it is uncertain when these grants will be available again; more information is available here: www.wla.edu.au/register</p> <p>We encourage you to inform Millinery Association Of Australia members and contacts of the final opportunity to register.</p> <p>On the back of the success of last year's #100daysforchange campaign, we are pleased to announce that interest in this important developmental initiative for the fashion and beauty sector is already strong, and we again thank you for your vital support and involvement.</p>		
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Please note remaining meeting dates for 2019 (Last Tuesday of each month except October)

Tuesday March 26th Zoom
Tuesday April 30th Zoom
Tuesday May 28th Multicultural Hub + Zoom
Tuesday June 25th Zoom



Tuesday July 30th Zoom
Tuesday August 27th Multicultural Hub + Zoom
Tuesday September 24th Zoom
Tuesday November 26th **AGM** 7pm Multicultural Hub + Zoom

Attachment – President's Report

GENERAL MEMBERS MEETING 1

TUESDAY 26TH FEBRUARY AT 7PM

ITEM 1. WELCOME (Possum Ball)

Hi everybody and welcome to the first MAA meeting of 2019.

Last time some of you saw me was at the AGM and I know I was a bag of nerves when I made my rambling acceptance speech!

I am so honoured to have been voted in as your president – and, yes, I know I had no competition but it doesn't make my pride in the role any less so.

When Rose first asked me if I'd consider nominating for President I have to admit I was not sure if I would be the right person for the position, but she then explained to me what the job entailed and why she believed I could make a good president.

I have to admit my biggest concern was whether you, the members, could respect such a relative unknown into a position that I, myself, held in such high esteem, but in the end the fact that Rose had not only complete confidence in my ability to do this job but actively encouraged me to nominate was enough to give me the confidence to put my hand up for nomination.

So here I am now the President of the MAA and I'm following in the HUGE footsteps of what are massively huge boots to fill. I really hope to be a good President and I certainly am committed to giving it my full effort.

Within weeks of being voted in as the new committee we committed to sponsoring **MIMC 2019** - which of course is a fantastic collaboration for the MAA to be involved in. Lou Swann went above and beyond to get our gorgeous MAA tailors chinks organised to go the showbags. We were given the opportunity to man a trade table on MIMC Trade Day but as we were already committed to our Planning Meeting for that date Rose Hudson and Felicity Neil very generously donated their time and charm to man the MAA table as our official trade tables delegates – so thank you very much Rose and Felicity.

On the Saturday 9th and Sunday 10th of February the full Committee gathered in Melbourne from far and wide for our Committee Planning Meeting – a lot of us only meeting in person for the first time so it was great to put faces to names

.... and just as a reminder to you all your new committee members are:

Myself President, Katherine Cherry Vice President, Lou Swann Secretary, Helen Wilkinson Treasurer, and the extraordinary members (yes, that's what I'm calling them) being made up of Sandy Aslett, Wendy Diggles, Rachel Henson, Jo Honan, Jo Peterson and Amanda Smith.

Your 2019 committee has members from VIC, SA, WA, NT and QLD so the 2019 committee is truly the most geographically diverse committee the MAA has ever had.



We came into the planning meeting with a very full agenda and thankfully managed to find time to discuss all the items. We have got the ball rolling on a few tasks already and put in plan implementation tasks for others.

I can tell you that most of the committee walked away from the planning meeting with their hands full of “what to do” lists which is fabulous to see such enthusiasm.

As we begin work on our tasks I will make mention of them in future meetings as they are implemented - but there are a few tasks already underway which I’d like to make mention of tonight:

Rachel Henry put her hand up for “**social media**” and as you would all have noticed lately our MAA Instagram and Facebook pages have had lots of activity - so I definitely think we are all in safe hands with Rachel at the helm of our social media and look forward to seeing her daily posts (yes, she has committed to daily)! I encourage all members to please like, comment, copy and share the MAA’s Instagram and facebook post to get as wider reach as possible. Rachel will be addressing this later in tonight’s meeting so you’ll all find out a lot more about our social media action plan when she talks a bit later.

Lou Swann and Amanda Smith have put their hands up to update our **MAA webpage** and hopefully keep it a lot more interesting so people keep going back to check it for updates. Jo Honan, Amanda Smith, Wendy Diggles, Helen Wilkinson and myself are going to do some research into all the local shows happening in our states and Lou will also make sure that these dates appear in our calendars in the private area.

However, we encourage all members to let us know of any upcoming shows or competitions you know that are happening in your part of the country so we can add them into our calendar as well. It would be fabulous to see our MAA calendar nice and full in 2019.

Remember the old **quarterly newsletters** well they are back in 2019 and boy are they back in a big way. Jo Peterson has not only put her hand to on newsletter duties but she has committed to producing a MONTHLY newsletter in 2019. I take my hat off to her for such outstanding commitment and look forward to reading our monthly “If The Hat Fits” newsletter as I’m sure you will be too. As with the calendar of events if there are any articles, photos or stories you would like to see in the newsletter please email them to Jo as I’m sure she will also be on the look out for content. Well done, Jo, thank you.

The **Mentor Program** was introduced in 2018 was a great success. Katherine Cherry has volunteered to organise the Mentor Program again this year. Katherine will be addressing the meeting a bit later tonight so you’ll hear more about it then. Thank you, Katherine.

2019 will see the return of the biannual **Hall of Fame Award**. Lou will be sending out the voting forms via email in April. We envision the Hall of Fame Award will be announced during the Design Award cocktail party but that’s yet to be confirmed. We will update all members further on this matter at our April meeting. Lou will also be updating the Hall of Fame page on our website to include biographies on all our Hall of Famers – I will be doing research in to this in the coming months and will probably be pestering you for information, tidbits and stories on all our past Hall of Famers so we can do a short bio of them all in our Roll of Honour List.

Royal Queensland Show

Wendy Diggles has been approached from the Royal Queensland Show to see if the MAA would like to sponsor their millinery categories. We have agreed to a \$400 sponsorship over four categories. It’s very



much the same as we have always sponsored the Royal Melbourne Show's millinery competition and I have to say it's very exciting to see the MAA now being involved with QLD's show. Wendy will be addressing the meeting tonight to tell us all the exciting details.

Amanda Smith has undertaken to put together a survey of members where we will be asking you, amongst other things, about workshops and the way the MAA communication channels work. I will get Amanda to update you further on this at next month's meeting.

Emerald Peacock - Rachel Henry and myself have put our hands up to be the coordinators this year's Millinery Salon at The Emerald Peacock.

On 21st of February we had our first meeting with Char at The Emerald Peacock. This was a very positive meeting with Char keen to proceed again this year with A Millinery Salon.

We have tentatively marked Sunday 15th of September as the day it will be held this year (pending there are no other big Melb events that will clash with that date).

I must start by saying that Char has requested that myself and Rachel are the only contact points she has in regards to the organisation of this event - apparently last year MAA members were sending her and Aaron emails directly instead of going through Rose and it was not coming across as professional and was time consuming for them.

As I say it was a very positive meeting and The Emerald Peacock are keen to see this event and their association with the MAA continue for many years to come.

At this stage the plan is for 9 tables to be set up for our members. As with last year the owner's wife is planning to have her Kira Hair Accessories table set up and Char is looking into having one additional handbag/accessories table. So the event will have 11 tables in total with 9 of them going to MAA members.

How they would like to proceed with this year's event:

They would like the MAA to provide nine different members from those that attended last year's event.

They would like to see a rotation of our members from year to year. Even though personally I am disappointed as I would have loved to have another selling table set up there this year I completely understand their request and have agreed that's how we will proceed.

We propose to put out a call to MAA members to express their interest in having one of these tables and if more than 9 members apply the names will be drawn out of a hat to choose our 9. If we do not get more than 9 applications for selling tables then those that had tables last year will be invited to apply for any remaining spots and again it will go down to a draw of chance.

There will be stipulations that our members must adhere to.

- 1) Social media has to be implemented and followed up by whoever gets tables. This is very important as last year it was felt that only about half of those selected to have tables at the event were actively promoting the event on their social media. (Rachel Henry is happy to offer advice regarding social media postings.)
- 2) Char had received lots of positive feedback last year about the few walking models she had walking around the room and would like to take it further by ensuring each milliner brings their own model with them. So it will be requested that each table brings an addition person along to



walk the room wearing their pieces with visible pricetags. By no means does this mean you need to hire models – just bring a friend along and they can do this task for you.

- 3) Milliners must bring extension cords, mirrors, a lamp for each table (lighting was an issue last year) and have their business name clearly displayed by a banner or sign with ample business cards to go into showbags and have on their tables.

The event is proposed to run from 1pm to 5pm with milliners given access from 11am to set up.

The cost of entry to guests will be the same as last year - \$55 – and this includes cocktails and canapes.

They have asked the MAA to once again provide door prizes. Last year Rose generously donated one of her pieces.

Door prizes are used on social media promotions and absolutely get more feet through the door.

Our proposal is for the MAA to offer three door prizes this year and we will be asking those who are successful in securing a table to put their hand up to volunteer to make these door prizes with MAA paying for materials you use.

Char has requested high res photos to use in advertising. We have offered her access to all the Design Award and Oaks Day photos from 2018 to choose from (with credit given to the MAA and the photographer).

Char will organise all the advertising and printed material and she will start promotions 3 months before the event.

She has suggested a teaser for the first advertising – something like “Guess what’s coming back bigger and better” - - - honestly she is so good at all the social media stuff I say we leave it up to her and just repost whatever she comes up with.

We have also said that after this year’s Design Award we will supply her with the photos for use on her Instagram and advertising.

Interstate milliners - last year Rose volunteered to man a table for any interstate milliners that wanted to send their pieces down – however this year I am unable to offer to do this as I have committed myself to sharing hostess duties with Char. So this year interstate milliners will need to either be in Melbourne or make alternative arrangements for another member or friend to man their selling table.

I feel really positive about this event. I’d love to see similar events happening in other states and absolutely put a call out to all the interstate members to make inquiries about getting one up and running in their respective states.

HAT WEEK AUSTRALIA - We have been asked if we would once again sponsor Hat Week in 2019. Last year we hosted a cocktail party to officially open HWA and I see no reason why this would not be the case again this year. The committee will discuss and make plans at our next committee meeting so when I see you all again in April I will have more details to share with you all.

I will also just quickly mention **storage of MAA documents and items** – since becoming president I have had banners, tubs, documents and all manner of MAA items come into my possession and I am aware at this stage that there are a few more tubs that are coming in my direction. It has been decided that the MAA will lease a small storage area close to the CBD so that all items are easily available for the committee to access. So tonight I am putting out a call to all of you who have any items that you have been storing for



the MAA to contact me and we will gather all our goods to be stored together. A stocktake of all items will be undertaken before they go into storage so that we have a comprehensive list of items.

As I said in my earlier there were many, many, items discussed, planned and/or implemented during our first committee meeting. I will not bore you with the amount of work the committee has put into relationships, memberships, form updates, cards, postcards, webpage, social media, treasury, budget, finances, potential guest speakers, potential guest tutors, workshops, sponsors, calendars, education, advertising, updating our MAA google drive, future meetings and just lots of brainstorming as a whole – but I can assure you all your new committee has been working very hard behind the scenes and we are all enthusiastic, motivated and looking forward to a successful 2019 for the MAA.

Thank you.

ITEM 3 EVENTS

ITEM 3.1 MAA DESIGN AWARD & STUDENT AWARD (Possum Ball)

DESIGN AWARD

Design Award 2019. As you know the Design Award left Melbourne last year and was very successfully held in Adelaide. The Executive Committee made an offer to our QLD members to see if they would like to take over the reigns this year but unfortunately, they feel they are not in the position to do so. So in 2019 the Design Award will be making a return to Melbourne!

The Design Award is the premier MAA event for the year and we look forward to making it a bigger and better event every year. Last year Jo Honan was in charge of the SA subcommittee and has made a fantastic report on her experience. We will keep her report in the committee's google drive and every year it will be added to as the event take place so we end up with a very comprehensive "how to" guide for Design Award.

I am now putting the call out for 8 to 10 Melbourne members to form a subcommittee for 2019's Melbourne Design Award to be held in July. Rachel Henry and myself will be organising the Design Award subcommittee and are looking for members to volunteer to assist. I have created a private facebook group that the Design Award subcommittee will use to correspond. Jo Honan has volunteered to be a mentor from afar and is happy for us to ask her any questions we have with regards to putting the event together. Lisa Watt has already jumped on board and we are so please to have her join our subcommittee as not only is she an extremely talented milliner but I've recently learned she's also a photographer – very handy skills to bring into the committee indeed! The MAA has committed to giving DA19 all the budget assistance required to make the event a fabulous showcase. I urge all Melbourne members to please consider volunteering to be on the Design Award subcommittee for 2019 as without member assistance we simply cannot put this event together.

Please have a think about it and you can contact me privately with any questions you have.

So as you have just heard we are yet to confirm a date for DA19 but I'm very pleased to announce that we have organised a theme for DA19 and that theme is drum roll please let me pronounce this correctly CHIAROSCURO.

What is CHIAROSCURO I hear you ask????

It's an Italian word for "light-dark". In art it is the use of strong contrasts between light and dark, usually



bold contrasts affecting a whole composition. It's also a technical term used by artists and art historians for the use of contrasts of light to achieve a sense of volume in modelling three dimensional objects and figures. Artists well known for their use of CHIAROSCURO include Rembrandt, Caravaggio, Vermeer and Goya.

The committee would like to thank Lou Swann for the suggestion of using CHIAROSCURO for our DA19 theme – it's a very clever word and open to some brilliant interpretation in millinery terms. And even though I'm not sure I'm pronouncing it correctly and I look forward to seeing all your fabulous creations! The entry price \$80 which is the same as last year and the prize money will be \$1500 first prize, \$750 second prize and \$200 third prize and of course lots of social media exposure is offered to all entrants. As with last year there will be a professional model photo shoot with and high-resolution photos supplied to all entrants.

The STUDENT COMPETITION will be also making a return in 2019 and I'm very pleased to say that Katherine Cherry and Georgia Skelton have formed a subcommittee to take on this task.

The theme for SA19 is URBAN LANDSCAPE.

What is URBAN LANDSCAPE? URBAN LANDSCAPE represents an attempt to describe a town or city through ones experience, memory or imagination.

It's going to be fabulous to see what our clever student members create using this theme and it's certainly open to such a broad interpretation. I can't wait to see all the entries!

At our next meeting in April Katherine will address all members further on dates, prize money and all other details for Student Award. If you have any questions or comments about the SA19 please direct them to Katherine.

Talking of Katherine I will now hand you over to her to address the next item on the agenda – mentor program.

