



THE MILLINERY ASSOCIATION
OF AUSTRALIA INC

General Meeting 3 Minutes

Date: Tuesday April 30th **Time:** 7pm (Melbourne time) **Venue:** Zoom (on-line only)

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

Please join us on the Zoom Link:<https://zoom.us/j/4135698540>

Minutes for the March meeting can be found [here](#)

If you are unable to make the meeting please enter your details [here](#)

Zoom Attendees

Kate Mkell, Lauren Richie, Possum Ball, Rachel Henry, Amanda Smith, Delphine Nicholson, Bec Byass, Catherine Ellen, Sandy Forrester, Ginetta Rositano, Rachel Hensen, Mary Mohr, Sinead Howard, Alison Ipan, Lisa Hughes, Sharon Schneves, Kylie Heagney, Jo Petersen, Jo Honan, Sandy Aslett, Louise Macdonald, Helen Wilkinson, Linda Ford, Kylie Williams, Amanda Smith

Apologies

Kim Williams, Sue Younis, Annalese Fowler, Ann Boyle, Christine Waring, Georgia Skelton, Laura Dunnington, Meredith McMaster, Wendy Diggles, Michelle Cameron, Rose Hudson, Chantelle Westlake, Mjb Lalor, Leteisha Knecht, Amy Fowler, Lisa Bell, Cynthia Jones-Bryson, Jenny Lucas, Serena Lindeman, Wendy Scully, Belinda Osbourne, Oksana Caretti, Janelle Haffenden, Susan McArthur, Cessiah Alice, Alana English, Robin Rivett, Victoria Henderson, Jane Moy.

	Description	Time	Presenter
1	Welcome		
1.1	Hi everybody and welcome. As is tradition I will begin by reading the MAA's mission statement. <i>The Millinery Association of Australia is a not for profit organisation encompassing a diverse range of millinery, from traditional hats to costume. We provide members with opportunities for friendship, collaboration, networking and education. We host events that showcase quality millinery and</i>	10 min	Possum Ball

our professional and enthusiastic members unite to raise the profile of members.

ITEM 1. WELCOME

I'd like to welcome you to this, our third meeting, for 2019.

I've been away for the school holidays and I've had a really lovely break, but now I'm back working in full swing on my current collection, and even though Spring seems like it's such a long time away I know it's consuming all of our thoughts at the moment.

I want to thank the Committee Members for all the work they are putting into their roles and to also thank those of you who have stepped up for our Subcommittee positions on various projects that are currently on the go. We are very lucky to have such committed members.

Now, sadly for us, due to a new opportunity arising, Sandy Aslett has stepped down from the MAA committee. While it's very sad to lose her, and her experience, from the committee, we totally understand and respect her decision – we must all grab opportunity when it presents itself – so on behalf of all the MAA members I'd like to say thank you to Sandy for the last 2 and half years she has spent on the committee and we wish you well with your new adventures. Of course, Sandy is still going to remain an integral part of the QLD chapter and I'm sure we will be seeing her at various MAA events throughout the year.

Our committee member Wendy Diggles has taken on the role of organising guest speakers for our 2019 meetings. It was fabulous to have MAA member Neil Grigg as our guest speaker at our March meeting. I'm sure a lot of you are aware that last year Neil was organised to be a guest speaker but unfortunately we had problems with the sound so he couldn't do his talk - so it was great to finally have the opportunity to have him back - this time with sound - and the feedback from the members has been really positive.

<p>1.2</p>	<p>This is now the stage of the meeting where I would welcome in our new members but unfortunately with our Secretary and Vice President not here tonight I'm afraid I don't have a list of any new members. So, if you are here tonight on Zoom and you're a new member please accept my apologies for not introducing you. I promise we will get around to it at the next meeting.</p> <p><i>Okay. I now need to pass the minutes into the agenda from our March meeting. I will start by asking if anybody has any requests for any changes be made to the minutes from our March meetings? No, great (or yes discuss further?!?)</i></p> <p><i>I will now ask for a member to put their hands up to second the minutes as passed?</i></p> <p>Rachel Henry passes minutes.</p> <p>Helen Wilkinson has joined the meeting but is not able to stay on for too long so before I go to guest speaker I will get Helen to address treasurer's report and guest workshop.</p> <p>Thank you Helen.</p> <p>Treasure report and Millinery workshop: Incomings \$410 membership fees, outgoings \$1082 for advertising ect.</p> <p>Bronwyn Shooks millinery workshop. Straw braid on sewing machine, 1 or 2 days you can choose. 1st day crown, 2nd day brim.</p> <p>Questions: Sandy Aslett - Where is she going and what states will she visit and will a survey be done to see who is interested? Helen Wilkinson - Yes, Still finalising details.</p> <p>Sandy Aslett- I see you are a member with the Aus fashion council - what are the member benefits compared to craft council?</p>	<p>5mins</p>	<p>Helen Wilkinson</p>
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	<p>RH - They will send us opportunities we can explore but I am unsure of the comparison as we have not looked into it.</p> <p>Business Arising from Minutes - None</p>		
2.	<p>Guest Speaker - Amanda Smith on experience at London Hat Week.</p>	20 min	Amanda Smith
3 3.1	<p>Reports</p> <p>President: I have a BIG report this month so please bear with me because I will go for a while!</p> <p><i>Social Media.</i> Rachel Henry has taken charge of our Instagram and Facebook pages and we need you to supply her with lots of photos of pieces you have made, work in progress or just a sneak peak inside your studio. She is not after professional photographs, just nice shots of what you're up to so we can keep our newsfeed flowing. Rachel's been doing a great job on social media and it's really good to see lots of fresh content being uploaded to the MAA pages. Please also don't forget to continue to use the hashtags as listed in the last newsletter.</p> <p><i>Talking about the Newsletter.</i></p> <p>We've now had two of our monthly newsletters and I just have to say how fabulous they have been. I am so thrilled that Jo Peterson put her hand up for doing a monthly newsletter. It's a huge commitment for Jo to take on and I'm very thankful. I know from all your feedback that you are also all enjoying the newsletter. I have been asked by Jo to put the call out to all of you, the members, for suggestions of topics you'd like to see in the newsletter. Perhaps a theme that could be explored over a few issues or a feature on different milliners across the country doing your amazing work. The newsletter will only continue to work if Jo is given lots of fresh content so I encourage you all to take the time to write a little note to Jo letting her know what you're up to or links to any millinery articles you have seen or even a new product you have heard about and</p>	10 min	Possum Ball



<p>would like her to investigate – perhaps a fashion exhibition or show that is happening in your part of the world that you’d like to see a write up on. It’s really important that we all chip in to help Jo find content to keep our newsletter full and fresh.</p> <p>Facebook page – advertising.</p> <p>There has been a blanket ban on advertising of any kind on our Private Members Facebook page and the current committee has decided to lift this – but just to a degree.</p> <p>We now encourage all our members to post about any workshops they have coming up and would like to share amongst the members.</p> <p>We will also be letting our Associate Members know that if they have any sales at their stores we will happily post these up in our Private Page – for example “So and so have a 15% off for members this month” or “So and So are offering reduced consignment fees to all MAA members.”</p> <p>Whilst we still have a blanket ban on individual members advertising items they have for private sale we will allow you to put up a post directing members to your private page – no photos, no prices – for example an acceptable post would be, “I am cleaning out my workroom, lots of bits and pieces and a few blocks. Contact me for more information.”</p> <p>We know it’s treading on uncharted waters and I have made a commitment to watch all content posted very carefully.</p> <p>We hope that this improves our Private Page Content and keeps you all logging onto our facebook page regularly to keep abreast of any workshops, classes and sales that are taking place. After all sharing is caring!!!!</p> <p>Design Award & Student Award.</p> <p>Our Design Award and Student Award committees consist of Rachel Henry, Jo Peterson, Chris Mullane, Lisa Watt, Lisette Margini, Katherine Cherry and Georgia Skelton. Rachel will be addressing the meeting shortly regarding</p>		
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<p>where their planning is up to but I just wanted to make mention of how amazing it is all coming together. As you all know Hat Week Australia is taking place this July and we were asked by Kim McMillan if the MAA would once again host a cocktail party to welcome the start of Hat Week. Our Design Award and Student Award subcommittees have come up with the fabulous of idea of hosting one huge premier event rather than many small events and thus they are planning a gala event to be held which will incorporate the announcement of the Design and Student Awards and also our Hall of Fame recipient. I think it's a great concept and what an amazing night it's going to be. As I said Rachel will be addressing the meeting a bit later and will fill you in on more details. The subcommittee are doing so much work putting together this event, it's a LOT of work they have taken on, and I just want to say they have my full support and confidence that this night is going to be something amazing!</p> <p>It would be wonderful to see as many members as possible enter our Design Award. The theme is exciting and I can't wait to see what you all come up with.</p> <p>Now I'll move onto The Emerald Peacock A Millinery Salon.</p> <p>The Emerald Peacock are very generously putting together this amazing event again this year to be held on Sunday 15th September. Time is to be confirmed, but if I remember correctly, it was roughly an 11am set up for a 1pm opening last year.</p> <p>The MAA is being provided 9 selling tables and I'd like to now ask for any members who are interested in hosting a selling table on the day to contact me via email – president@millineryaustralia.org – to register your interest.</p> <p>They have asked for a rotation of members from last year so priority will be given to members who did not have a table last year, however if I do not receive more than 9 applications I will then ask the members who were there</p>		
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<p>last year if they'd like to come back again. If I have more than nine members apply I will draw the names out of a hat.</p> <p>I have had a Melbourne member ask me if they could share a table space with an interstate milliner and I see no problem with sharing of tables, it would need to be a private agreement between the milliners involved but that's absolutely fine with me.</p> <p>The only condition The Emerald Peacock have put on our members is that they must be active on social media and agree to post lots of advertising posts for this event.</p> <p>They have also asked the MAA to provide three headpieces as door prizes so you must be willing to make one of these if your name is pulled out of the hat for this task – the MAA will cover all material costs involved.</p> <p>It was a fabulous event last year and I'm so glad that it's locked in to become a yearly event on the MAA calendar.</p> <p>It's about the sash.</p> <p>I'm very excited to talk about this new item on the agenda, it's something that I have been discussing with Em from It's All About The Sash who has approached me to see if the MAA would help them to put together an Australian Racing Fashion on the Fields Standard - a Spring/Summer and Autumn/Winter millinery directive to be used by all judges and Fashion on the Field Forums.</p> <p>As you are all well aware there is always lots of debate on various forums and groups about what is appropriate for each season. There are lots of entrants that dress by the weather rather than the season and it confuses judges, organisers and entrants – and milliners!</p> <p>We have been asked to put together a definitive guide based on the seasons that will be disturbed amongst all clubs that host Fashions on the Field.</p> <p>In Em's words – "The Millinery Association of Australia is regarded as the peak body of its kind in Australia and has</p>		
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<p>extremely high respect from the wider fashions on the field community.”</p> <p>I think it’s very exciting for us to be involved in setting the standards for these competitions. I am thrilled to be leading this subcommittee and would like to ask for members with fashion on the fields experience to assist me in putting together this guide – we will cover Autumn/Winter appropriate fabrics, Spring/Summer appropriate fabrics, various trims, feathers, etc and which season they are appropriate for. The guide we create will be distributed to all racing clubs that host fashions on the field events. This guide and the MAA logo will be forefront at all these events held across Australia. It’s such an honour for the Association.</p> <p>Please let me know via private message or email if you’d like to be involved in this think-tank. I must say it’s considered a pressing matter as they would like to get the guide as soon as possible so you would need to commit to a Zoom meeting or two next week. I’d love to put together a subcommittee of three or four members to work on this with me.</p> <p>Now, this leads me to Part 2 of the request the MAA has received from It’s All About The Sash. As well as putting together a comprehensive judges guide they would also like to put together a list of MAA members from each state that are available to judge fashion on the field events in the various states across Australia. As stated above the MAA is held in very high esteem within the racing fashion community and they would love to have our members assist with judging events.</p> <p>Our basic idea at this stage is to put together a MAA rep in each state that has a list of their local members who would like to put their hands up to judge, it can then be done on a rotating/availability system. Em has told me that there are even clubs out there who will pay to fly members and give</p>		
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<p>3.2</p>	<p>them accommodation for certain events so it does sound like an exciting thing to be a part of.</p> <p>If you would be interested in judging Fashions on the Field in your state please contact me and I will put together a list of names to be used in your state.</p> <p>I see this as a fabulous opportunity for our members to be involved in fashions on the field and I'm very excited and honoured that we have been asked to be part of this.</p> <p>State reports</p> <p>Jo Honan - SA Meeting to discuss workshop in next week.</p> <p>Bec Bayass - NSW Nothing to report, following up this month with Royal Ag show to get involved for next year.</p> <p>Sandy Aslett - QLD report</p> <p>14th April 2019- Traditional Trade Fair.</p> <p>On Sunday 14 April Elaine Mergard and Mary Mohr organised a display at the Traditional Trade Fair held at the Old Petrie Town Historical Village which is just to the north of Brisbane. This day is held once a year in conjunction with their usual Sunday Market. The Village is an amazing facility and well worth a visit. Check out their Facebook page.</p> <p>The Traditional Trade Day is more about promotion rather than selling especially for millinery. There was a lot of interest and a steady stream of visitors.</p> <p>Elaine demonstrated making a Swiss braid boater hat. She also had a display for small hats designed for dolls and furry friends which aroused a lot of interest.</p> <p>Mary brought along a display of hats. Some were traditional construction, some used modern materials and some were made by a friend's mother in the 1960s. Between us we had some millinery materials and tools so we could talk about how millinery items are constructed. We explained how we became milliners, our work as milliners and how to become a milliner through TAFE qualifications, short and online courses. We also demonstrated how to select and wear a millinery piece. We also promoted the Millinery Association of Australia and its various membership categories.</p>	<p>10 min</p>	<p>As presented</p>
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<p>Brisbane Ekka Reminder: Qld Members are also supporting the Brisbane Ekka Millinery Competition in conjunction with the MAA as a sponsor</p> <p>Reminder: Brisbane Ekka Millinery Competition Applications closing date: Friday 31st May 2019</p> <p>Entry Delivery Dates: Wednesday 17 & Thursday 18th July - Qld members are prepared to collect and repost MAA member entries for any out of towners or interstate entries.</p> <p>Also the Ekka will sell hats at 25% commission.</p> <p>Details of the delivery address to Qld & cut off date for MAA members will be published soon.</p> <p>Link to competition: https://www.ekka.com.au/competitions/arts-cookery/creative-arts-crafts</p> <p>Australian Wearable Arts Festival being held on Friday 24th May 2019 in Eumundi on the Queensland Sunshine Coast. Description: Explore the wild and wonderful world of wearable art at the Australian Wearable Art Festival – entries closed 28th April A too late</p> <p>High Tea with Harold Guinsberg Mimi Millinery. Qld Members shared their company with long standing and well known Harold Guinsberg from Mimi Millinery to celebrate his 93rd birthday. Surprise High Tea was held at Kerri Craig Emporium in Brisbane Arcade.</p> <p>Brisbane Racing Club</p> <p>Qld Member Kate McKell has been selected to join the Fashion Committee for the Brisbane Racing Club. Kate was also one of 15 in a Special Mention in the 2019 HATalk competition recently. The judges made mention of those shortlisted for their workmanship, originality & interpretation of the competition theme. Congratulations to Kate !!!</p>		
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	<p>Wendy Diggles advises that the guest speaker for May is Qld burlesque star Lola Montgomery (Lola the Vamp). Lola has a PhD in Burlesque and will talk about Millinery and stagecraft.</p> <p>Lily M Millinery Supplies has gone thru re-branding and now the new name is B Unique Millinery A I guess u all have received an email and I would say Brenda will be in touch with the Secretary to have the Associate member details changed.</p> <p>Sandy Aslett personal message: Thank you to everybody who messaged me, it was very thoughtful and now I will assist with all that is happening up here in Qld.</p>		
<p>4. 4.1</p>	<p>Events</p> <p>MAA Design Award & Student Award</p> <p>It's a pleasure on behalf of the MAA committee to announce that the registration for The Design Awards 2019 is now open.</p> <p>With the success from last year's theme of 'Spring Racing' A theme for this year has also been set.</p> <p>Chiaroscuro- the treatment of Light and shade. What does this all mean I hear you ask.? Well Chiaroscuro- treatment of Light- Reflect, shine, gloss, translucent. Shade. -Dark, shades of colour, density, weight. texture, shadow, emotion. And dare I say it.....Black and white. The theme has been set as a trigger point for interpretation. So, the possibilities are truly endless.</p> <p>Competition Details: Please see All relevant information for dates and terms & conditions on our website in the EVENTS heading.</p> <p>As with each year that the competition grows so does the vision of the MAA. It's in all of our interest to deliver the very best opportunities for our members to showcase their work and this year is no exception. With the possible reality</p>	<p>5 min</p>	<p>Rachel Henry</p>



<p>of our industry competition being the panicle of our competition calendar. An outreach to alien millinery within the fashion industry has been considered. And with this reflection in mind I'm very pleased to announce our judging panel.</p> <p>Judges: Possum Ball- MAA President and Milliner. Virginia Dowzer- Creative Curator and Stylist. Lauren Richie- The Hat Magazine, Editor and Content Creator, Millinery Info, MAA Member and milliner. Philip Boon- Stylist Impresario.</p> <p>Judging criteria: Design/20% Wearability /20% Originality/20% Quality of workmanship/20% Interpretation of Theme/ 20%</p> <p>I'm also pleased to share that We have Photographic extraordinaire Richard Shaw on board and All entrants will be photographed on a live model with professional hair and makeup included.</p> <p>Prize list:</p> <p>An extensive prize list is being comprised and many Sponsors are still being confirmed.</p> <p>But this is what I can share with you so far. Prize monies of a grand total of \$2250(spread across 1st,2nd,3rd) generously donated by the MAA. One Full years MAA membership. Photo package from Richard Shaw. T&C apply. Entry into MIMC (thank you to the The Essential Hat) lily M blocking Course. Hat blocks Australia voucher. The total package Hat week AUSTRALIA. Hat magazine subscription. Peninsula Hot springs. Champagne MAA Design Award 2019 Sash.</p>		
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<p>4.4</p>	<p>(I'd like to add here that if any members have contacts that could be potential sponsors towards our event please don't hesitate to contact myself Rachel Henry or Jo Petersen, we are always happy for help to make our prestigious event even more national.)</p> <p>To celebrate our industry and our achievement this year we will be doing it in style with a Grand Final Millinery Gala. THE MAA will be hosting an exclusive cocktail party to bring The Design Award and the Student Award competition together.</p> <p>This event will be the grand finale of both competitions, With announcements of all winners of each competition and the announcement of this year Hall of fame nomination. We are also excited to be using this event to welcome delegates attending Hat Week AUSTRALIA.</p> <p>This prestigious event will be held on the <u>7th July</u> at Monbijou, (http://www.monbijou.com.au/html/index.html) on Flinders lane in Melbourne's CBD. Set amongst the clouds high above Melbourne's laneways. This is a penthouse space with breathtaking panoramic views across the city skyline. It's a perfect way to come together, sip champagne, network and enjoy what makes our community great.</p> <p>More Information regarding this event will be available shortly.</p> <p>Louise Macdonald- Is black and white a restriction? Possum Ball - No shades a contrast of dark and light. Mary Morh - entry fee cost? Very expensive. Why don't we subsidise? Can the committee please think about the expense. Possum Ball - We will discuss as a committee and get back to you. Rachel Henry: Cost goes to the photographer, model ect - if we dont get 60 entrants cost are not covered. Jo Petersen: Cost of the entry is the same for every entry. Mail in a round hat box to save costs.</p> <p>Student Award - Cost of entry is \$30 for student members</p>	<p>5 min</p>	<p>Jo Petersen</p>
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	<p>\$55 for non members</p> <p>Judges are: Katherine Cherry Marea Bright (Hall of Fame) Di Kilduff</p> <p>Prizes include: MAA \$500 cash MAA one year membership Hat Academy voucher \$200 Hat Blocks Australia voucher \$200 Total Package voucher (value to be decided) Mary Lock Encouragement Award \$200 (to be updated as prizes are confirmed)</p> <p>Questions: Sandy Aslett : Do they have to be a member of the MAA? Jo Pettersen: Non Members Entry fee \$30 non member: \$60 Students of millinery all welcome Bec Byass - Idea tour the top 3 designs as racetracks ect?? Essential hat will be displaying top ten. Catherine has generously dropped commission to 35% to top ten and has offered a wonderful sponsorship package.</p>		
4.5	<p>Mentor program</p> <p>Normally Katherine would be updating us on the Mentorship Program but as she is not feeling well tonight she has asked me if I would thank the following members for putting their hands up to be part of our mentorship program, Christine Martin, Lauren Ritchie, Jo Peterson, Rachel Henry and Wendy Diggles. Of course if anyone else here would like to put their hand up to join the mentorship program as either a mentor or a student please contact Katherine via email – vicepresident@millineryaustralia.org</p>	2 min	Possum Ball on behalf Katherine Cherry
5	General Business		
5.1	Hall of Fame	5 min	Possum Ball



<p>The nomination forms were emailed to all members last month and we would encourage you all to please take the time to fill out the form and nominate a member who you would like to see receive our 2019 Hall of Fame Award. We will make the announcement and presentation at our Design and Student Award Gala Evening.</p> <p>To be eligible to be nominated for the Hall of Fame Award the nominee must be a member of the Millinery Association of Australia and have made a contribution to millinery and the association.</p> <p>Talking Hall of Famers – in February I put out the call to the members to help assist me with putting together biographies of our Hall of Fame recipients. We'd like to have updated biographies on our webpage and also feature articles on our Hall of Famers in our monthly newsletters.</p> <p>The Millinery Association of Australia Hall of Fame recipients are:</p> <p>1999 – Tania Robinson</p> <p>2001 – Ted Maggs</p> <p>2003 – Jim Preston</p> <p>2005 – Mary Lock</p> <p>2007 – Peter Jago</p> <p>2009 – Gwenda Baker</p> <p>2011 – Jean Carrol</p> <p>2013 – Waltraud Reiner</p> <p>2015 – Marea Bright</p> <p>2017 – Elaine Mergard</p> <p>I'd like to thank Kaye Dolman for emailing me a very thorough biography on the life and career of our 2008 Hall of Fame recipient Gwenda Baker. Keep an eye out on the newsletter as it will be featured in an upcoming issue.</p>		
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	<p>This leads me to once again put the call out to you, the members, for information on our other Hall of Famers – you can message or email me president@milineryassociation.org it really would be great to have comprehensives bios on such esteemed members kept in our database.</p>		
6	<p>Any Other Business? Questions: Sandy: Jo Ramsey application? Secretary is away. Committee meeting unable to vote due to low numbers. Tricky month for committee due to many people travelling ect. . Do you offer her half a year? Should we look at this? PB will contact her and send her apologies. Encourage people to join Sub committee for FOTF standard. please contact possum asap.</p> <p>8.13pm close of Meeting</p>	5min	Possum Ball

Please note remaining meeting dates for 2019 (Last Tuesday of each month except October)

- 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

