



MILLINERY AUSTRALIA

Member Meeting Minutes

HELD: Monday, 28th April 2025

7.30pm AEST (Melb/Syd)

Time	Item
19:30	1. Welcome
	2. Apologies – Elizabeth Hemsley, Margaret Keeble, Felicity Northeast, Jane Moy, Liza Georgia, Fiona Eichler, Michele Cameron, Catherine Storm, Rebecca Share, Cynthia Jones-Bryson, Irene Moore, Gillian Andrew, Jo Peterson, Joanne Cooke
	3. Passing of March 2025 Meeting Minutes 3.1 Motion: to approve the Minutes of the March meeting Proposed: Kathy Campbell; First: Tracey Tau; Second: Christine Martin
	4. Treasurer Reports 4.1 Financial Reports - P&L & Balance Sheet – Overview 4.2 Hootsuite 4.3 Expense Reimbursement Form 4.4 Motion: to approve the Financial Reports and to ratify the payments made by the Committee Proposed: Sarah Mensforth; First: Georgia Skelton; Second: Serena Lindeman
	5. President's Report 5.1 New Fellow Member Welcome – Angela Sullivan 5.2 Block Library update <ul style="list-style-type: none"> Cataloguing is continuing with over 380 photographed and entered so far. Reminder that a new block library home is needed (was stated at the first meeting and by email on the 19th of April). Anyone interested in providing the next home or have ideas where they can go, email president@millineryaustralia.org before this Friday, 2nd May. 5.3 MAA Facebook Pages <p>"The Committee have voted unanimously to strengthen the Members Facebook page by eliminating the individual States Facebook pages for the following reasons:</p> <p>A): It is a great deal of work for the administrator. A new member has to be invited to both pages and then let in to both. If a member leaves the association, the administrator of the page must ensure that they are removed from both the Australian page and the State Page. The administrator needs to oversee all pages.</p> <p>B): Having separate pages for States has appeared to divide us rather than add extra support, which was their original intention. For example, if the Victorian members are having a get together and it is only posted on the Victorian fb members page, an interstate member who may be in Victoria at the time, will not have the notification and will miss out on that opportunity to connect with members from another State. It's good to remember that we are all members of the same association regardless of postcode.</p>

Time	Item
	<p>C): A member query is more likely to be answered on the Australian FB page as a larger percentage of members attend the gen meetings but please remember that official queries should go to the secretary's email.</p> <p>The Committee: with representation from Victoria, Qld and NSW, feel that the closure of the State FB page will help build Unity within our association. Therefore, all State Facebook pages will close May 31st after 5pm, this gives all States an opportunity to open another NON-MAA page if they desire. Unfortunately, the pages can't just be renamed as they are all under the umbrella of the MAA."</p> <p>5.4 Student Award Update</p> <ul style="list-style-type: none"> • 7 entries so far - 5 of them are student members who have all received a Fellow to mentor them. • Urge students to get their entries in as entries close May 10, and hats are due May 15. • There is still a little bit of time for student members to get a mentor for last minute advice. <p>5.5 Guest Speakers</p> <ul style="list-style-type: none"> • It is a big job to organise a volunteer guest speaker for every meeting and it can't be the burden of the committee alone. I ask all members to take on this responsibility by reaching out to your contacts. If you know someone that would be a good fit, but don't feel comfortable approaching them, please send their name contact details and area of expertise to the secretary email for further exploration by the committee. <p>5.6 Photography opportunity with Richard Shaw</p> <ul style="list-style-type: none"> • Richard has offered us a wonderful opportunity to have an individual photo shoot with him in early August. Each milliner will have around an hour to have approximately 6 hats or looks photographed. You could include yourself to update your portrait image. • The cost for each milliner will depend on what you bring as your contribution. For example, if you arrive with your own model styled, with make-up and hair done, the price will be less than if you want a model, styling and HMU provided for you. • Estimate the price will be between \$200 – \$400 per individual session depending on those factors. If you just want your own portrait done, we can price that for you. • An added bonus will be that Richard will have opportunity to submit any of these images for publication. Of course, you can opt out of this if you prefer. • If this event proves successful it may become an annual event for us. • Limited spots so if you wish to register your interest subject to cost, email president@millineryaustralia.org. before the 14th May. I • Recommend other States look for a photographer to do the same, or ask Richard to quote for you. It needs to cover costs so please put your costings to Sarah for approval. <p>5.7 Membership -> Categories & Pricing</p> <ul style="list-style-type: none"> • "The Committee feel we need to revisit the membership categories and pricing that was voted against last year. We want members to have the opportunity and time to consider any changes and voice concerns. Currently we have Fellow, Student and Associate members. The idea floated last year was to add a "Friends of MAA" category (name may not be exact). Currently an associate member appears on our website and has advertising, sponsoring and promotion opportunities. For this to be beneficial, an associate needs to have a business. So, although anyone is technically allowed to become an associate, the benefits of membership for an individual without a business are not there. So, we think a category for millinery lovers that are not in business but wish to be more

Time	Item
	<p>involved than a subscriber could assist the association with support and a new income stream. I was against this last year as I felt what we were offering this category needed further exploration. As an idea the new category could receive, membership prices to events including a drink on arrival and perhaps an invitation to our gen meetings or at least the guest speaker portion when we have them. These are just thoughts and of course we are open to ideas on price and inclusions. If you have anything you wish to put forward on this matter please email the secretary for the attention of the committee."</p> <ul style="list-style-type: none"> • "Last year a fee increase was put to the members, but it was joined with the vote for the category change. Some members expressed that they would have approved a membership fee increase if it had been a separate vote. Apart from the \$5.00 Transaction Fee, membership fees have not changed since 2017 – 8 years ago and expenses have increased considerably since then. Unfortunately, but I think understandably, there needs to be a price increase in 2026 and the committee will bring our recommendations to the next meeting. We plan to keep the increase as small as possible adopting a small user pay increase where possible for example this year entrants for the design award are paying for the return postage of their entries. This contribution has helped towards our costs, without impacting members who did not enter the award. The priority of the association is "not to make money" but we do have a responsibility to the membership to cover costs which is becoming increasingly difficult." <p>5.8 What's on Around Australia – State Roll Call</p> <ul style="list-style-type: none"> • Who is in attendance by location: <ul style="list-style-type: none"> ○ VIC – 15 ○ TAS – 0 ○ ACT – 1 ○ NSW – 5 ○ SA – 2 ○ QLD – 3 ○ WA – 1 ○ NT – 0 ○ Netherlands – 1
	<p>6. Vice-President's Report</p> <p>6.1 Hat Walk - Wrap-Up of the Day</p> <ul style="list-style-type: none"> • Well-done to everyone for yesterday's Hat Walk. It was a challenge re numbers and weather. Social media was great. • Will put together a de-brief document, as a starting block framework for future years - > noting what was done/ forgotten/ good ideas • Unfortunate that Brisbane Hat Walk did not eventuate. We did all we could to find someone to head up Brisbane from our Members via direct email and a Facebook posting, but no takers. • Still to determine if outlay for badges has been recouped. SM will sort this out. • Members who might want a badge for 2025 Hat Walk – contact Tracey on VP email. • Weis Mauduit-Jansen (Netherlands) believes that 2026 date will be the Sunday after Easter Sunday (12th April????) – TBC
	<p>7. Other</p> <p>7.1 Design Awards – Jo Peterson (absent → GS)</p> <ul style="list-style-type: none"> • 42 entries for the DA • Many thanks for Jo, Lisa Watt and Anita Marshall for all their organisational efforts regarding the photo shoot, styling etc.

Time	Item
	<p>7.2 Design Awards Function – Rachael Hart</p> <ul style="list-style-type: none"> Confirmed function to be held at The Bank on Collins -> deposit already paid and date booked, so better to keep it there. No suitable and more cost-effective venues found out of the numerous locations assessed. For 2026, it is important to start locking in a venue now, as they book out early. More information and ticket sales is forthcoming. <p>7.3 Reminder to keep your membership & website information up to date – Secretary</p> <p>7.4 MAArvelous Millinery Retrospective – Sandy Forrester</p> <ul style="list-style-type: none"> Date: 17th May @ the Meat Market Reminder that tickets are available and that members should be purchasing them ASAP. 3 guest speakers: Katie Hall, MP – Creative Industries; Phillip Rhodes; Tom MacEvoy, social anthropologist & fashion archivist. Photographers on the day – any members who are good with the camera, please come along and ensure that the MA have some pics of the day. <p>7.5 Qld MA assets held at Wendy Diggles shop to be photographed and retrieved. Angela Sullivan volunteered to collect and store.</p>
	<p>8. General Business</p> <p>8.1 Open to Members</p> <ul style="list-style-type: none"> Catherine Kelly – many thanks to those who assisted at the Sydney Easter Show...was very successful, 2 full days of demonstrations and lots of interest in Millinery. Also, fantastic efforts by Kathryn Lee and Neil Grigg for organising the Sydney Hat Walk. Great turnout despite the torrential rain. Sandy Aslett – what is happening re MA sponsorship of EKKA in Qld? <ul style="list-style-type: none"> MS confirmed that sponsorship is \$200 for all shows this year. No email has yet been received from EKKA requesting sponsorship – SM and KC confirmed. GS to follow up with EKKA.
	<p>9. Next Meeting Wednesday, 28th May @ 7.30pm AEST Via Zoom & In-Person: Hawthorn Library 584 Glenferrie Road, Hawthorn, 3122</p>
20:13	10. Meeting Close