



THE MILLINERY ASSOCIATION  
OF AUSTRALIA INC

**General Meeting 5 Agenda**

**Date:** Tuesday June 25th **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/s/4135698540>

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

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

**Zoom Attendees**

Possum Ball, Katherine Cherry, Carole Maher, Abigail Ferguson, Alana English, Bec Bayss, Bronwyn Shooks, Chris Mullane, Christine Martin, Delphine Nicholson, Elaine Merguard, Enza Geddes, Ginetta Rositano, Helen Wilkinson, Georgia Skelton, Janelle Hafenden, Jo Peterson, Julia Watson, Kylie Heagney, Lauren Ritchie, Lisa Bell, Lisette Margini, Lys Stevens, Sharon Screurs, Tracey Mackinnon, Victoria Henderson, Brenda, Catherine Ellen, Amanda Smith, Jo Honan, Louise Swann, Linda Ford, Wendy Diggles, Mary Lyster Robinson, Rose Hudson, Analese Fowler, Oksana Caretti, Lisa Hughes, Elena Kornienko, Brenda Treasure

**Apologies**

Catherine Sykes, Louise Macdonald, Margaret Keeble, Lorraine Gill, Alison Morgan, June Edwards, Laura Dunnington, Sabine Pedder, Rach Henry, Margaret Watson, Cessiah Athorn, Wendy Scully, Mary Kingsford

	Description	Time	Presenter
<b>1</b>	<b>Welcome</b>		
1.1	Welcome & new members Mission statement read, welcome to the 5 <sup>th</sup> meeting of the year, thanks to committee and subcommittee members for contributions. Welcome to new student member Michelle Robinson.	5 min	Possum Ball
1.2	Minutes of May meeting accepted Jo Honan, seconded Jo Peterson.	1 min	Louise Swann
1.3	Business Arising from Minutes - none	1 min	Louise Swann



<b>2.</b>	<p><b>Guest Speaker - Carole Maher</b></p> <p>Carole talked about the background to Hat Week, this years program, the desire to have Hat Week hubs all around Australia, her class on new materials incl paper cloth. Hat Week will be even bigger in 2020. Only a few spots left in some of this years classes, so get booking, details on the Hat Week website, classes include handbags from hatblocks, using braid and thermofelt, wire flowers . Reminder about the MAA Gala Cocktail event, Richard Shaw class on making your work pop in photographs.</p> <p>Carole has always had an interest and focus in new materials and this works well with travel to source new materials. Challenge in combining travel and new material testing and sourcing with making hats and meeting client deadlines.</p> <p>Carole defines success by the satisfaction of her clients. The advice she'd give to new milliners is to learn as much as you can, learn the basics.</p> <p>Carole closed by indicating that teaching a class at hatweek is open to anybody anywhere on anything, just contact via Hatweek Australia website and they will work withyou to set it up, promote the class and manage ticket sales.</p>	20 min	Carole Maher
<b>3</b>	<b>Reports</b>		
3.1	President – see attached	10 min	Possum Ball
3.2	Secretary – Thankyou for your Hall of Fame nominations, there were 31 submissions with 11 individual nominees. Winner will be revealed at the Gala. Currently sitting with 174 members, 11 more in total than at start of year.	3 min	Louise Swann
3.3	Treasurer – see attached	5 min	Helen Wilkinson
3.4	Social Media – no report		
3.5	State reports – Vic: Essential Hat having a garage sale of millinery goodies on Sun 14 <sup>th</sup> July. Bronwyn Shooks class filling up fast (4/5 August and 10/11 Aug).	10 min	As presented Katherine Cherry



	<p>SA: Bronwyn Shooks class locked in for 18<sup>th</sup>/19<sup>th</sup> August Royal Adelaide show, applications for entries close end June (show in August).</p> <p>NSW: Royal Easter Show in Sydney has welcomed the MAA's sponsorship for 2020. Bec to meet with show reps in August, focus on students and men's hats.</p> <p>Qld: update on the Blue Moon hotel luncheon, Ekka planning well underway, demonstrations at the Ekka, Wendy and Elaine to attend the Gala in Melbourne.</p>		<p>Jo Honan</p> <p>Bec Bayss</p> <p>Elaine Merguard</p>
<b>4.</b>	<b>Events</b>		
4.1	<p>MAA Design Award &amp; Student Award – update</p> <p>Design Award top ten announced: Laura Dunnington, Alana English, Rachel Henry, Jo Honan, Brenda Lui, Jo Peterson, Amanda Smith, Brenda Wilson, Lindsay Whitehead – see President's report attached for more.</p> <p>Student Award judging complete, thanks to Georgia Skelton for hosting and to the judges. Six finalists selected, to be announced this week, winner announced at the Gala.</p>	5 min	Katherine Cherry
4.2	Gala Event –as per President report (attached)	2 min	
4.3	<p>Royal Melbourne Show – millinery demonstration at the show, we need 2-3 volunteers please (requires working with children pass), contact Katherine</p> <p>Embolden Festival 1<sup>st</sup> September – see attachment – contact Katherine if interested in participating</p>	5 min	Katherine Cherry
<b>5</b>	<b>General Business</b>		
5.1	Mentor Program – running behind, look out for information via email (to those who've applied)	20 min	Katherine Cherry
5.2	Hatlines Magazine – see attachment – contact Katherine to be on the subcommittee		
5.3	<p>International Committee collaborations – well underway, see recent email with the New York newsletter.</p> <p>Rose Hudson off to New York and talking at their September Milliners Guild meeting.</p>		



6	Any Other Business? Reminder of the Code of Conduct and congratulations to the top 10 in the Design Award!	5min	Possum Ball
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Please note remaining meeting dates for 2019 (Last Tuesday of each month except October)

Tuesday July 30th Zoom

Tuesday August 27th Multicultural Hub + Zoom

Tuesday September 24th Zoom

Tuesday November 26th **AGM** 7pm Multicultural Hub + Zoom

President Report

## **GENERAL MEMBERS MEETING - TUESDAY 25 JUNE at 7PM**

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

### **ITEM 1. WELCOME**

I'd like to welcome you to this, our fifth meeting, for 2019 and I want to thank our fabulous Committee, and subcommittees, for all the hard work they do for the Association - always with a smile on their faces (well mostly LOL)

It actually only seems like it was just a few weeks' ago we were at our last meeting at The Hub – time is certainly flying by this year – and I can tell you the committee have been busy busy!!!

There is a bit to get through tonight in my report so I am going to make my opening short and sweet and move straight onto passing the minutes into the agenda from our May meeting.

### **ITEM 3 REPORTS**





### 3.1 PRESIDENTS REPORT

Something I forgot to mention at last month's meeting was that very sadly Amanda Smith had stepped down from her position on the 2019 committee. For those members who don't know Amanda, she is, I believe, geographically our most isolated MAA member, living and working in the Pilbara Kimberly area of Western Australia. Amanda is holding down two jobs as well as working furiously to get her millinery business up and running and something just had to give and unfortunately it was us. Though Amanda was not on the committee for very long we are all delighted to have gotten to know her, she is a fun and vibrant lady and we have missed having her around these last few months. Good luck, Amanda, we look forward to following your millinery journey as one day if you ever find some spare time to rejoin us it would be pleasure!

This leads me to announce that we have a new committee member. Sharon Schreurs has joined us on Committee 2019.

A little bit about Sharon - Sharon Schreurs was born in Scotland and after stints in London, Finland, Hungary and Singapore she has finally settled in Melbourne, Australia with her husband and two children, where they grow celery and leeks. Having been an oncology nurse for 17 years she recently graduated from Kangan Institute, Melbourne with a Cert. 4 in Millinery and won Kangan's "Most Outstanding Student 2018". She came second in the inaugural 2018 MAA student millinery award where her Octopus' Garden piece eluded to the damage being done by human waste to our sea life. And at the end of last year she was asked to represent Victoria at the Business of Fashion Expo in Hong Kong where she collaborated with the Indigenous artist, Lorraine Brigdale, to create a piece which represented the Australian Outback. She has also worked for Kim Fletcher for two Spring Carnivals.

Now she is embarking on her own millinery career and working towards establishing a small clientbase. She enjoys writing and works best when working with others, so is enormously excited about being a part of the Millinery Association of Australia team and making a contribution to the continued advancement of this organisation.

To help relieve our secretary's workload Sharon has taken over processing all our new member applications. It's an absolute delight to welcome Sharon to the team.

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Rachel is unable to attend tonight's meeting – it's actually her daughter's school concert – so I will be including the Design Award and Gala Evening updates into my report;

I will start with the DESIGN AWARD!

There were 43 entries this year and they were all pretty amazing I must say. The Richard Shaw photoshoot was done last week – and whilst we don't have the photos back yet the sneak peaks he showed us look amazing! Hopefully it won't be long until we can have all





the photos emailed out to the entrants and pictures of all the pieces up on our webpage so the People's Choice can be opened up.

The judging was completed last Tuesday. The judges were myself, MAA member and Hat Magazine editor Lauren Ritchie, Creative Director/Stylist/Presenter Philip Boon and Curator/Stylist Virginia Dowzer. I'd really like to thank Lauren, Philip and Virginia for joining me on the judging panel. We had a fabulous day and were all just so impressed with the quality of the pieces entered this year.

The prizes are amazing this year.

**First Prize:**

\$1500 cash prize!

One year's membership to the Millinery Association!

A Richard Shaw photography package – it's a 2 hour photoshoot with 15 post production photos included!

A vintage dome and hat stand from Hatters Millinery Supplies!

Entry to MIMC 2020!

Biz Chicks Package – they will work with you with your marketing strategy, designing your brand, logo, colours, etc!

This prize is new since our last meeting – millinery.info has offered the winner of the 2019 Design Award a podcast as part of their monthly podcast series, they are also gifting the winner a patron support package for the year with the winner's name to be mentioned in every podcast episode for the year.

And most importantly the all important SASH!!!!

**Second Prize:**

\$500 cash prize!

One year's membership to the Millinery Association!

B Unique Millinery Weekend Blocking Retreat!

\$100 Hatters Millinery Supplies voucher!

And the SASH!!!!

**Third Prize:**

\$250 cash prize!

One year's membership to the Millinery Association!

\$200 House of Adorn gift pack!

\$150 The Total Package gift voucher!

And ... a SASH!!!!

All our Design Award finalists have also been gifted an afternoon tea at MAA Hall of Fame member Waltraud Reiner.





Display time for the Design Award top 10 has been very generously offered by MAA member Catherine Ellen in The Essential Hat windows, along with lowering her commission to 35% for any pieces that are sold.

Millinery.info will be posting all the Design Award entrants images in the Millinery.info gallery.

I think you all have to agree that is a VERY impressive list of prizes for this year's Design Award.

I would like to thank Richard Shaw, Hatters Millinery Supplies, Biz Chicks, Milinery.info, B Unique Milinery, House of Adorn, The Total Package, The Essential Hat and Waltraud Reiner for being our sponsors of the 2019 Design Award.

And, of course, all our entrants will also receive a lot of social media exposure on the MAA's social media pages.

There is also another very special prize for one of our Design Award Top 10 that our very clever Vice President Katherine Cherry came up with – so I will quickly pass you over to Katherine for this exciting announcement (PATRON'S PICK) ... HOW ABOUT THAT!!!

I am now so pleased to now announce our Top 10.

The top 10 will be part of a static display at our Gala Evening where the Top 3 and Winner will be announced on the evening.

So, in alphabetical order, here are the 2019 Design Award Top 10.

- . Laura Dunnington
- . Alana English
- . Rachel Henry
- . Jo Honan
- . Rose Hudson
- . Brenda Lui
- . Jo Peterson
- . Amanda Smith
- . Lindsay Whitehead
- . Brenda Wilson

Congratulations to you all!

Hope to see you all at our Gala Evening where the top 3 and People's Choice will be announced.

Now talking GALA EVENING I'll now move onto my next topic which is the GALA EVENING.

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There's only 11 sleeps until our GALA EVENING and I don't know if you're excited but I am SUPER EXCITED!





The subcommittee have done an amazing job securing the magical venue that is Mon Bijou (beejou) in Flinders Lane Melbourne City.

Tickets are capped so I absolutely encourage you all to get online and support the association by buying tickets to this, our premier event of the year.

The cost is \$55 for members and \$75 for general public. Discount codes have been emailed out to all members that you use when purchasing your tickets online.

Ticket price includes unlimited drinks (I believe it's wine/champagne/beer), finger food and the subcommittee has put together gift boxes for all attendees with an amazing assortment of discount codes and promotional material.

This is a great chance to meet up and have a drink with your fellow members as we celebrate the start of Hat Week Australia.

The dress code for the Gala Evening is "Cocktail".

The Top 10 Design Award and Top 6 Student Award pieces will be set up for viewing as a static display.

During the evening there will be a lucky Gala door prize of a double pass to the Mornington Peninsula Hot Springs and we have a bottle of champagne for the most dashing dressed gent of the evening!

We will have the announcements of our Student Award Winners, Design Award Winners and the announcement Hall of Fame member of 2019.

Guest judges Phillip Boon and Virginia Dowzer will be in attendance on the evening as will most of your 2019 committee.

It's going to be such an amazing evening and I hope to see as many of you there as possible.

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The Emerald Peacock A Millinery Salon is being held on Sunday 15<sup>th</sup> September and those members who were successful in their application to host a table on the day were notified in early June via email.

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Again this month I just want to take the time to remind all members that we have a Private Facebook Group For Fellow Members and if you're not already part of this page I encourage you to put in a join request; it's a great way to keep in touch with other members - and also, I just wanted to remind you all that we have a MILINERS DIRECTORY on our webpage. If you haven't already please send a photo and short bio to our secretary if you'd like to be included in this directory.

Well ... that brings me to the end of my President's Report. We now move onto





## ITEM 6 ANY OTHER BUSINESS

Before I close the meeting I need to make mention of the Millinery Association of Australia's Code of Conduct. All of our members when they join the Association agree to adhere to the codes and standards of the Association. It is important for all members to remember that as members of the Association the manner in which you speak and behave does not just represent you and your brand but reflects on the Association as whole. I encourage all members to visit our webpage and refresh yourselves with our Code of Conduct and Rules pages.

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Treasurer's Report:

### Profit and Loss

#### Millinery Association of Australia Inc 1 May 2019 to 31 May 2019

	31 May 19
<b>Income</b>	
Interest Income	7
Membership Fees	900
Other Revenue	2,810
<b>Total Income</b>	<b>3,717</b>
<b>Gross Profit</b>	<b>3,717</b>
<b>Less Operating Expenses</b>	
Bank Fees	47
General Expenses - Committee	230
Prizes and donations	489
Subscriptions	47
<b>Total Operating Expenses</b>	<b>813</b>
<b>Net Profit</b>	<b>2,904</b>





# Balance Sheet

Millinery Association of Australia Inc

As at 31 May 2019

31 MAY 2019

## Assets

### Bank

Savings Accnt...399478	18,372.77
Term Deposit	35,373.77
Working acct...110275	7,055.97
<b>Total Bank</b>	<b>60,802.51</b>

### Current Assets

Accounts Receivable	85.00
<b>Total Current Assets</b>	<b>85.00</b>

### Total Assets

60,887.51

## Net Assets

60,887.51

## Equity

Current Year Earnings	(8,423.95)
Retained Earnings	69,311.46
<b>Total Equity</b>	<b>60,887.51</b>

## Bronwyn Shooks Masterclasses: Hosted by MAA at Torb and Reiner

August 4 <sup>th</sup> and 5 <sup>th</sup> August	August 10 <sup>th</sup> and 11 <sup>th</sup>
Phillip Rhodes	Lisette Margini
Rose Hudson	Katherine Cherry
Chris Mullane	Laura Dunnington
Enza Geddes	Sharon Dale
Annalese Fowler	Chantelle Westlake
Irene Moore	
Lynette Lim	
Christine Martin	
Michele Cameron	
Georgia Skelton	
Helper: Mdm P Possum	Helper: Jo Peterson





# Hatlines Magazine



Owned, and published by the Hat Association of The Netherlands.

4 editions per year.

Produced in English and Dutch.

600 copies to 11 countries worldwide

The magazine is made by milliners for milliners, as well as for everybody else who loves to wear or just look at hats.



## MAA Proposal



Part of formalising collaborations with International Associations.

MAA has been offered to contribute to Hatlines.

Australian Content.

Will be translated from English into Dutch.





# MAA Proposal



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 our professional and enthusiastic members unite to raise the profile of millinery in Australia



## Member Benefits



Australian content.

Showcase Australian MAA members, events, millinery to the rest of the world.

Fellow and Hall of Fame members will receive 1 complimentary copy per year (rotated through issues).

Education.





# Costs to MAA



MAA will include 1 complimentary magazine to each Fellow and Hall of Fame member per year (TBC).

Includes postage (KC committed to organize until end 2020).

Cost from Membership fee.

Approx. \$23 per issue.

Cost to MAA approx. \$3500 per year.

Survey members and reevaluate end 2020



## Next Steps



### Subcommittee Required to go ahead:

Expression of Interest by Friday 12<sup>th</sup> July please to:

[vicepresident@millineryassociation.org](mailto:vicepresident@millineryassociation.org) AND  
[newsletter@millineryaustralia.org](mailto:newsletter@millineryaustralia.org)

1. Why
2. Commitment for 2019 and 2020? (can be part)
3. What article/s would you like write (excluding large events – already covered by Hatlines).

September edition 1<sup>st</sup> with MAA content reserved.  
Needed to be prepared by end July.

4 pages for each edition, ideas wanted from all members please.

Concerns e-mail VP please.





# **Embolden Festival: St Kilda Town Hall**

**Sunday 1<sup>st</sup> September**

Embolden is an annual festival challenging ageism and building respect for older people. Embolden is hosted by the Celebrate Ageing Program.

**MAA is excited to be part of this. It fits well with our Philosophy.**

The highlight of the festival is a Fashion Parade that we are going to both join and support. 250+ attendees to the Festival.

## **A Fashion Parade called SPUNK**

*Spunk is an attitude - it is about courage, determination, pluck, spirit, strength, fortitude, guts and grit. A spunk is also a sexually attractive.*



## **Embolden: A Fashion Parade called Spunk.**

Proposal: We would value the opportunity to work with Millinery Australia to present a Runway. The models could be Milliners or models of the Milliners choosing ... or could be sourced by the Embolden Team.

### **What we would offer in return is:**

- Display information about your organisation on our website, at the Embolden event and in the resources developed
- Take a series of portraits of the models wearing hats (by a professional photographer) and provide high resolution copies to you electronically for your use
- Produce a media release about the collaboration – and a story about a milliner if appropriate
- Promote the collaboration on social media and tag your social media
- Provide complimentary registrations for the fashion parade for all milliners.
- We believe that the in kind support (hats) provided by Millinery Australia will help us to achieve our goal to build respect for older people ... because the hats will add stylishness to the models ... and the social media and other media this will attract will raise awareness of our work – and your beautiful hats





# **ABOUT A FASHION PARADE CALLED SPUNK**

- All the models were 65+ and we focused on beauty as an attitude.
- We asked our models to tell us what their cat walk attitude was – and how they could take their catwalk attitude into everyday life as a protective factor against ageism.
- It's about not waiting for the world to be less ageist - it's about living our lives to the full right now.
- The Fashion Parade challenged the ageist misconception that beauty is limited to youth. We suggest that beauty changes as we age – but is not less. We wanted to show how older people have grace, style and a sense of play.
- The 2018 Parade celebrated 38 models of a range of body shapes, genders and skin colours – and many people looked at the models on the night and in the photos and films taken and said: I want to be that person. This statement is one of appreciation and respect for older people – and a gentle indication that change is possible (and an enormous task).

MAA will have it's own runway with approx. 6 milliner models, or their friends.

We will also help style other groups if requested with millinery / hats that we may have available to loan.

E-mail Katherine on VP, and I will forward you some information.



## **Royal Melbourne Show: Open Bench.**

Thursday 26<sup>th</sup> September

- Day of Millinery Demonstrations at the show.
  - 2-3 Volunteers to help plan, and on the day.
  - Looking for safe ideas for people to have a go.
  - Organisers to be in touch with more details soon.
- 
- Let Katherine know on VP e-mail if interested.

