

MILLINERY Matters

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA

A Note from the President

Exciting News for the Quarter!

Our Block library is now open for business, welcoming both members and student members. Approximately 500 blocks have been catalogued and are currently housed and managed by Vice President Tracey Tau at The Essential Hat on Glenferrie Road, Malvern. This trial period will run until the end of the membership year. If you haven't joined yet, please email Sarah Mensforth for an invoice.

In July, our members supported a worthy cause by donating hats, helping to raise a total of \$12,660 for the town of Croki in NSW, which was devastated by floods earlier this year. Congratulations to Bec Bayss and Andrea Cainero for their tremendous efforts, and to Lisette Margini for sharing her past experiences in running these events with the team.

Eight of our members participated in a fantastic photo shoot with Associate member Richard Shaw. The day was a huge success, with styling provided by The Essential Hat and Alyshia Marshall. Five milliners had editorial looks created for them by Lynette Pater. I will share some images with you in our next Millinery Matters.

As I write, Ekka is in full swing, and I have no doubt that our participating members are shining.. Concurrently members are preparing for The Melbourne Royal Show and the Spring Carnival.

I am pleased to confirm that our Patron, Mr. Stephen Jones, will be joining us for an exclusive members-only event on December 4th. His visits are always highly regarded and well-attended . The committee are brain storming on how best to celebrate his visit.

Next month, our guest editor will be Hall of Fame member Phillip Rhodes. With his wealth of knowledge, It promises to be a worthy read.

Your 2025 Committee



First row-Executive Committee

Georgia Skelton-President, Tracey Tau-Vice President, Kathy Campbell-Secretary, Sarah Mensforth-Treasurer

Second row-Ordinary Members

Joanne Cooke, Sandra Forrester, Serena Lindeman, Amber Louison-Suwal, Jo Peterson, Julia Watson

Our own JoHonan Judging FOTFat Port AugustaCup



A bit of history, I grew up in this area, completed my nursing training, met my husband and had both of my kids here! Even though we moved lots as children and then after my marriage, I feel this, of all the many towns I have lived in, is home.

This is my 14th year of being involved in FOTF at the Port Augusta Racing Club. We have a small fashion committee who organise the events at three race meetings a year. We have devised a great scoring system to ensure fairness and continuity.. This has been adopted by many of the country clubs in SA. I also have millinery stalls at 2 of the 3 race days and sponsor the competition.

I love being part of this community and being able to provide affordable custom headwear to race goers in the area.

My fellow judge in the pic is Lyn Coffey, who is a long time entrant in FOTF and has transitioned to a competition judge. She is great, stylish, lives in Port Augusta, promotes the competition by providing info to competitors and the local community and businesses, and collects sponsorship!

We couldn't do without her, even though she gets super nervous every time.



Her Excellency the Governor of SA, Frances Adamson was in attendance wearing a burgundy swirls headpiece



The young girl who won was surrounded by her sisters who couldn't have been more excited for her.



Gwenda's gift.

Life member, now retired member of Millinery Australia, Gwenda Baker recently donated her hat collection of approximately 150 hats, antique adornments and fabrics to the South Australian National Trust. A good percentage of the hats were Gwenda's own creations but she had collected hats from family and friends so her collection spanned from mid-late 1800s to 2010.

The National Trust celebrated this gift at a fashion parade held in Ayres House in May this year entitled "Where did she get that hat?" As the first parade sold out quickly, a second was scheduled for the morning of the same day.

Although a very tiring day for her, Gwenda thoroughly enjoyed meeting up with fellow milliners and experiencing the joy of attendees seeing hats of yesteryear to present day. An article regarding the parade appeared in the National Trust newsletter.



Please like me !

by Jo Peterson

Over the past few months, our social pages have been buzzing with brilliant content - and it's all thanks to you!

From the inspiring entries in both the Student and Design Awards, the unforgettable Gala to behind-the-scenes snaps and stunning professional photos, we've been celebrating the art of hat-making and the incredible talent of Aussie milliners for all to enjoy.

Meanwhile, the Millinery Australia Block Library (MABL) has been weaving its own kind of magic. We've loved sharing its evolution through reels, stories and posts - and it's clear you have too! The engagement from around the world has been phenomenal. MABL has now officially found its new home and is already inspiring creativity far and wide.

As we head into spring racing season, we'd love to see what you're working on! Whether it's sneak peeks from your workbench, spring launches or finished creations - don't forget to tag us using **@millineryaustralia** or **#millineryaustralia** so we can share your work and keep spreading the hatty love.

Let's keep the spotlight shining bright on Australian millinery - together.



Hat adventures in the south of France

By Louise Macdonald

I recently spent two weeks in the south of France; Lyon and Caussade.

While in Lyon I visited the Atelier Musee du chapeau. It's out of Lyon and the hour long bus journey from Gorge De Loup neighborhood in Lyon was easy to navigate. It was well worth the trip, for two reasons.

The display of about 100 hat entries in the museums biennial competition. This years theme was "The art and manner". Design a hat that is inspired by a piece of art. There were entries from all over the world and at least 4 Australian milliners .. including MAA members Lauren Ritchie and Wendy Scully . The hats were really well displayed, placed at different levels that highlighted the work on the individual hats. At the entrance of the exhibition there was a video showing the judges, Stephen Jones, Wies Mauduit , Alexandra Chamalliard and Charlotte Croissant discussing their reasons for selecting the winning pieces. You'll find photos of those selected by the Jury on the museums website. 15th edition "The art and manner" - Atelier Musée du Chapeau

The second reason I enjoyed the museum visit was the display and tour (in French... thanks google translate) of the historic hat machinery downstairs. The tour focused on how felt hoods are made, from rabbit fur, to shaping and felting the hood ; how the different finishes (fur felt, velour, melusine) are created, to dying and stenciling .



My second hat adventure was to take part in the Les Estivales du Chapeau de Caussade which runs over Bastille Day weekend every year in this little town 45 minutes north of Toulouse. it opens on a Thursday evening and finishes on the Sunday.

It was the second time I've participated in this fun local event. The first time was in 2014 and I swore I must go again! Caussade has a history of hat making. There are two hat factories there. In 2014 they were offering tours over the weekend, which I found fascinating. Alas, they were not on offer this time around.

This year I was invited to participate at the festival under the umbrella of The Hat Magazine, to demonstrate some hat making techniques alongside some other European milliners : Cristina De Prada, Denise Innes Spencer, Mary Jane Baxter, and Loes De Wolf.

It was hot... 30 degrees doesn't sound hot does it? But it was humid! But not as hot as last year they told me! I comment on the heat as we're outside in the city square demonstrating! There are about 20 other stands under marquees set up by the festival organisers. It's here that hat business owners display and sell their wares. I enjoyed meeting Dennis from Plooy, the millinery supplier in the Netherlands . He had some great vintage materials which I had to purchase and get sent home! No room in my suitcase... I was travelling "light" !





One of the reasons I enjoy this festival is because it's a community event. Those of us participating are offered accommodation with locals, I stayed with Janine and Bernard who were 5 minutes walk from the town square. Each evening we were invited to dine with the festival community in the Sports Hall where a 3 course meal with wine is offered



There's is an international hat competition at the festival. On Saturday evening a parade of all the competition entries are showcased along with singing performances, dancing routines and an over enthusiastic MC! It's not a slick corporate affair... but a local festival where the whole community volunteers to create an annual event that reflects its history and community. I was honoured to be a recipient of their hospitality and loved the opportunity to connect with other milliners and traders .



Wendy Scully entry in the Hat Museum competition



**Craft prize –
Chazelles-sur-Lyon city
Marthe DUMAS - FRANCE
Influenced by pointillism.**



Lauren Ritchie's entry in the Hat Museum competition... influenced by Escher.

The Milliners 4 Recovery

by Bec Bayys

2025 auction was all about Aussies helping Aussies who were going through a hard time after floods had devastated the mid-north coast area of NSW in May.

After putting the call out to fellow milliners, asking if they would like to donate a hat or headpiece to be auctioned to help raise money, I was overwhelmed by the response. Over 50 Milliners offered to donate headpieces and cover the cost of postage to the buyer. Funds would be split between the 20 permanent residents of the small town of Croki, NSW.



Helping me on this fundraising journey was Andrea Cainero, her sister Bianca, who has a small holiday house in Croki and acted as the point of contact between M4R and the town of Croki, Jo Ramsay, and Kim Johnson. I am so thankful to them for helping me make this the success that it was.

M4R had coverage across social media channels, channel 10 news, 2GB Radio nationally and ABC radio nationally. At the end of the auction we had raised \$12,660 with \$615 going to each permanent residence after costs were deducted.

Here are some of the amazing facts from the event:

63 auction items - 130 individual bidders - 421 bids - \$500 - highest bid (international bid)

Instagram stats:

366 followers - over 56k views from 3rd June to 15th July
(59% followers & 41% non-Followers)

Facebook stats:

Friends since 3rd June 414

Facebook event - 49 registered as attending, 116 registered as interested



ASSOCIATE SUPPLIERS

DISCOUNT CODES AVAILABLE IN THE MEMBERS AREA OF THE WEBSITE

HATTERS MILLINERY SUPPLIES



Hatters Millinery Supplies offers a **10% discount to Fellow & Life Members**, and a **5% discount to Students** off a wide range of products. Simply sign up for an account online, and then contact Hatters to confirm your MAA membership to receive the discount. Discounts are not automatic, and only apply to current members.

Location : Sydney, NSW

Web : www.hattersmillinerysupplies.com.au

Email : info@hattersmillinerysupplies.com.au

Phone : 1300 428 837

B UNIQUE MILLINERY



BUnique Millinery offers a **10% discount** to all Members, across the full range of Australian warehouse items. Just enter the discount Code at checkout and the discount will be applied. There is no restriction on order value or the number of times for use.

Location : Peachester, Queensland

Web : www.buniquemillinery.com

Email : brenda@buniquemillinery.com.au

Phone : +61 7 5494 9299

HOUSE OF ADORN



Members can use their discount code to get **5% discount** every month when ordering online. Even better, Members who are signed up to the Adora's Club receive automatic discounts, and are the first to know about House of Adorn's specials.

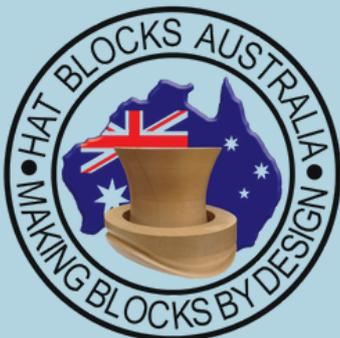
Location : Melbourne, VIC

Web : www.houseofadorn.com/adorasclub

Email : sales@houseofadorn.com

Phone : +6 13 9543 2268

HAT BLOCKS AUSTRALIA



Hat Blocks Australia have been hand-making blocks and hat-maker's accessories for milliners and hat-makers around the world for 25 years. Located just outside of Adelaide, HBA is a premier hat block producer, with an extensive range of catalogued blocks, as well as vintage reproductions. HBA can also make you your very own custom block, just contact Darryll and Renee to discuss.

Location : Adelaide, SA

Web : www.hatblocksaustralia.com.au
Email : hatblocksaustralia@gmail.com

Meeting Dates

Did you know that you can join our meetings from anywhere in the world using the Zoom online platform?

If you are in Melbourne meet up face-to-face at the
Hawthorn Library
584 Glenferrie Rd, Hawthorn at 7:30pm.
Unlimited off street parking available

Monday August 25th
Wednesday September 24th
No October meeting scheduled
Wednesday Nov 26th AGM



Remember to keep checking the
MAA website for new and
exciting content.
And there's plenty happening on our
social media pages too.



Millinery Association of Australia

@millineryaustralia

"Wearing a hat is like having
a baby or a puppy;
everyone stops to coo and talk about it" -

Louise Green.

Social Media Hashtags

Use these hashtags on your social media posts to stay
connected and grow your audience.

#millineryaustralia

#millineryassociationofaustralia

#collaborations

#hatcommunity

#hatmakersau

#maamembers

Guest Speakers

We love to welcome guest speakers to our meetings.

If you would like to be a guest speaker or know of
someone willing to volunteer around 30 minutes at
commencement of a general meeting, please email
the secretary with the contact details and topic to
secretary@millineryaustralia.org

Guess the Milliner

CLUES

Past Vice President of Millinery Australia -
Interior Design Background - Teacher of design
and concept development at Tertiary level -
Millinery Tutor - Victorian



Answer: Rachael Hart

NOTE FROM THE EDITOR

Next month our Hall of Famer and past President **Phillip Rhodes** will be guest editor
Good newsletters don't just happen and they are not interesting without good content. If you have
a millinery story, a hatty photo or simply a suggestion for an event or future article that you'd like
to share, then please email your great ideas to phillip@philliprhodes.com.au

editor Georgia Skelton



International Stitch and Chat
The first Thursday of each month.
8.00am to 10.00am
(Melb - AEST / AEDT)

 [**timezone converter**](#)

Enjoy the chance to connect with the international millinery community via this informal online virtual gathering. So put the kettle on, bring along your stitching, and chat with others!

Attendees are asked to register once for first meeting and then will be admitted to all subsequent meetings. Your host for this event will be Michelle Cameron, and she looks forward to welcoming you!

2025 Schedule

Thursday, 4th September
Thursday, 2nd October
Thursday, 6th November
Thursday, 4th December

Zoom Details:

Meeting ID: 825 7178 5605

Passcode: MA_INT2025

[**Join Stitch & Chat Meeting Here**](#)

Members only - Stitch and Chat
Every Wednesday 1pm - 3pm - (Melb - AEST / AEDT)
Unhosted event - Zoom Details in the members area of the website.

Please follow @millineryaustralia on our social platforms
and like and comment on our posts.

We love the attention! ❤️



MILLINERY AUSTRALIA

