

MILLINERY Matters

NEWSLETTER OF THE MILLINERY ASSOCIATION OF AUSTRALIA

PRESIDENT'S MESSAGE

At the beginning of this year it was wonderful to have been able to come together with the committee to plan our goals and begin to work on the projects for the upcoming year.

We are looking forward to presenting the Design Award for Fellow members with Oksana Caretti leading the sub committee for one of the Association's key events of the year and the Student Award will also return to encourage the development of upcoming students under the watchful eye of Georgia Skelton. And then the achievement of a great contributor to the Association will be honoured through an induction into the Hall of Fame later this year.

Thank you to those who took the time to respond to our survey. It was very useful to help direct us in the planning and which events and initiatives can support you as members to continue to build and transform your businesses through the professional development opportunities we can host as an Association.

The challenge to come together socially is something that has changed over the last year - thank you for the efforts of the 2020 committee for their innovation in providing opportunities for members to come together virtually. The member meetings will remain on Zoom through this year with events for social catch ups shared throughout the year when possible.

Next time you step out of the house pick up a hat or headpiece to wear, it might just give someone you pass the confidence to do the same. Let's lead the way in getting hats on heads.



Your Committee

Top

Catherine Ellen, Ordinary Member, VIC
Lauren Richie, President, VIC
Chris Mullane, Treasurer, VIC

Middle

Catherine Storm, Ordinary Member, VIC
Rachel Henry, Vice President, VIC
Oksana Caretti, Ordinary Member, SA
Andrea Cainero, Ordinary Member, NSW

Bottom

Lindsay Whitehead, Ordinary Member, VIC
Fiona Cooper, Secretary, VIC
Jo Peterson, Ordinary Member, VIC



Click [here](#) to meet the committee in more detail

MILLINERY ASSOCIATION

Memberships

| Membership Category | Student | Associate | Fellow | Life Member |
|-----------------------------|--|---|--|---|
| Guide to membership | Currently studying with view to becoming a Fellow Member | A supplier, a friend of the association, milliner or Associated Organisations | Milliner qualified as per selection criteria | Milliner inducted into Hall of Fame of The Millinery Association of Australia |
| Selection Criteria | Actively engaged in millinery studies | None | Certificate IV in Millinery or equivalent | Nominated and voted on by The Committee of The Millinery Association of Australia |
| Annual Fee | \$60.00 | \$90.00 | \$120.00 | - |
| Joining fee | \$25.00 | \$25.00 | \$25.00 | - |
| Total for first year | \$85.00 | \$115.00 | \$145.00 | - |
| Duration | Up to 3 years | Unlimited | Unlimited | Unlimited |

If both Fellow and Associate Membership Applies - \$165.

| Membership Benefits | Student | Associate | Fellow | Life Member |
|---|---------|-----------|--------|-------------|
| Opportunity to nominate as a committee member | | | ✓ | ✓ |
| Opportunity to participate in annual Design Award | | | ✓ | ✓ |
| Use of Official Fellow Millinery Association of Australia Logo | | | ✓ | ✓ |
| Opportunity to participate in MAA showcases | | | ✓ | ✓ |
| First priority access to MAA facilitated workshops | | | ✓ | ✓ |
| Access to MAA facilitated workshops | ✓ | | | |
| Voting rights at the AGM | | | ✓ | ✓ |
| Industry insights | | ✓ | ✓ | ✓ |
| Opportunity for feature article in MAA newsletters | | ✓ | | |
| Opportunity to present to members | | ✓ | | |
| Listing and link in newsletter | | ✓ | | |
| Opportunity to participate in student competitions | ✓ | | | |
| Public listing and link on www.millineryaustralia.org | | ✓ | ✓ | ✓ |
| Access to member section of website | | | ✓ | ✓ |
| Membership Pin | | | ✓ | ✓ |
| Welcome Pack | | | ✓ | ✓ |
| Receive Newsletter | ✓ | ✓ | ✓ | ✓ |
| Access to Members Closed group on Facebook | ✓ | | ✓ | ✓ |
| Invitations to social events | ✓ | ✓ | ✓ | ✓ |
| Invitation to attend Monthly meeting | ✓ | | ✓ | ✓ |
| Opportunity to connect and network with industry members | ✓ | ✓ | ✓ | ✓ |
| Access to Guest Speakers | ✓ | | ✓ | ✓ |

MEMBERSHIP Updates

The MAA is committed to encouraging student members to continue to increase their millinery skills whether it be through a registered TAFE course, various workshops or online classes.

To clear up any confusion regarding the student membership category, it was decided that a time limit of three years would come into effect to align with the recognised TAFE study period.

At any time, if a student member feels they are ready to progress, they can apply to become a fellow even if this is prior to their three years finishing. At the end of the student membership period, student members will be invited to either apply to become a fellow member, or if they prefer, they will be offered an associate membership.

MIMC 2021



Catherine Ellen and the month of February again played host to the Melbourne International Millinery Competition (MIMC) which is now in its 5th year. The competition was well supported with 80 hats arriving from around Australia and overseas to take part. The theme for 2021 was 'Little Black Dress'. Interpretation of the theme was left to the designer, but ideas included:

- Famous Movie Stars
- The Practical (a classic member of your wardrobe)
- Elegantly Restrained
- Gloriously Glamorous
- Outrageously Theatrical

First place was awarded to MAA fellow member, Laura Dunnington, for her design entitled "XOX". Second place was taken out by Emily Makris, of Australia, for her "Widow's Weeds" headpiece. Third place went to well known MAA

member, Cynthia Jones-Bryson for her entry, "When I get My Wings". And finally, last but not least, Maria Etkind, from the USA, was voted the winner of the People's Choice category for her hat entitled "Jazz Funeral". Congratulations everyone! Congratulations Catherine Ellen! Photos courtesy of The Essential Hat.

Click [here](#) for the full photo gallery of entries.

CHAPEAUX and Champagne

By Lisa Watt

Chapeaux and Champagne Creators Challenge was originally conceived to support Anita Marshall Millinery, Velvet and Tonic, Hatricks by Michelle and Lisa Hughes Millinery. About two months ago we all agreed it would be a fabulous to open the concept up to all milliners. We are now into our 5th month and the creativity and diversity of designs to date has blown us all away. Here's how it works. Each month we choose an outfit predominately by Australian designers (but not always), to inspire us to create a hat or headpiece. Designs can match the garment or be used it as inspiration.

Photograph your design anyway you like and post on Instagram by the 20th of each month using [#chapeauxandchampagnecreators](#) so we can find you. You'll be promoted you on our social pages and hopefully catch the eye of our chosen designer! Our goal is to place millinery front and centre in the fashion arena and spread the word that every outfit would look better with a hat.

Find us on [Instagram](#) and [Facebook](#)



MAA Design AWARD

Adelaide, South Australia

After a successful Design Award in Melbourne in 2019, the Committee announced last year that Adelaide will play host in 2021. The theme '**The 20's - Past, Present and Future**' will allow for reflection, reinvention and innovation. Looking in to the pages of history, consider the elaborately ornamental and decorative fashions of the late Baroque and Rococo eras during the opulence of the 1720's or beautifully decorated wide-brimmed hats and hat-like bonnets that were worn in Jane Austen and Charlotte Bronte's 1820's. And of course then there's the Roaring Twenties. Post war, they were famous for Art Deco styling, the Charleston and Coco Chanel. What can we expect from this century's 20's decade? And how might future centuries 20's fashion look? Entries will be judged by **Anna Vlach** - Fashion Editor for the Adelaide Advertiser, **Lauren Ritchie** - MAA President and Editor / Content Creator for The Hat Magazine and **Lorraine Gill** - TAFE SA Millinery Lecturer.

ENTRY FEE: \$80

REGISTRATION CLOSES: Saturday, May 15

ENTRIES TO BE RECEIVED: Saturday, May 22 by 5pm

PRIZES: See below

MODEL: Dark brown hair, olive skin



Entry fee includes professional photographs, model, hair and makeup for model throughout the day of shooting, photos of entry on MAA website, invitation to showcase at selected events for the Top 10 entries and return postage of submission at the conclusion of the competition. Prizes include 1st \$1500, 2nd \$500 and 3rd \$250 cash from The Millinery Association of Australia. Prizes also from Hatters Millinery Supplies, The Millinery Hub and Silky Flora with more to be added and announced in the coming months.

Entry form for the Design Award can be found [here](#) with full terms and conditions outlined for the competition. For any questions or additional information please email Oksana Caretti at designaward@millineryaustralia.org

STUDENT Design Award

Melbourne, Victoria

The Student Design Competition 'Urban Landscape' from 2019 saw many breathtaking and innovative designs submitted. The Committee hopes that this year's theme '**My Tribe**' will see creative boundaries pushed once again. Who are you? What makes you you? Who are your people? Where have you come from? Who is your tribe? There's certainly scope for varied interpretation of this theme and to have fun with the design process.

ENTRY FEE: watch this space

REGISTRATION OPENS: stay tuned

CLOSING DATE FOR SUBMISSIONS: close of business Friday, July 30

PRIZES: to be announced



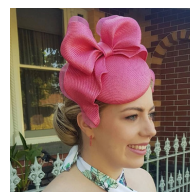
Sydney **Royal** Easter SHOW



Sydney Royal Easter Show runs from April 1 - 12 this year. By all accounts was a resounding success largely due to the tireless hard work of NSW member, Bec Bayss. who's vision it was to bring the millinery exhibition to fruition. Congratulations also needs to go out to Andrea Cainero and Catherine Kelly as part of the organising team and to the numerous volunteers who manned the displays for the show's duration. Visitors to the Pavillion were treated to millinery demonstrations and a beautiful static display of NSW/ACT creativity. A huge thank you also to Neil Grigg for judging the various categories.

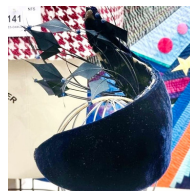
Spring Millinery

- 1st Irene Moore - fellow member
- 2nd Andrea Cainero - fellow member
- 3rd Susan Walsh - student member
- HC Lauren Ritchie - fellow member
- HC John Westwood-Hill - student member



Winter Millinery

- 1st Catherine Kelly - fellow member
- HC Mary-Elizabeth Cockcroft - student member



Themed Wearable Millinery - Avant Garde

- 2nd Andrea Cainero - fellow member
- 3rd Alana English - fellow member
- HC John Westwood-Hill - student member



Student Millinery

- 1st Carolyn Kelly, Carolyn - student member
- 2nd Michaela Manning - student member
- 3rd Angie Jackman - student member



The MAA kindly sponsored the Millinery category with cash prizes.

Hall of FAME **Phillip Rhodes** – 2020

Phillip Rhodes first became interested in hat making at the tender age of 5 but didn't actually think of it as an independent career until he was employed in the traditional millinery workrooms of William Beale (Mr Individual Hats) in Melbourne in the 1980s.

His career in the hat world has seen him work both here in Australia and in the UK. In London he worked in theatre, films and television as well as in high end fashion and back in Australia he held the position of Head Milliner with the Australian Ballet and is currently working with the Melbourne Theatre Company and Victorian Opera.



Phillip has addressed gallery openings, charity events and been interviewed on radio. His work has been exhibited at the V&A Museum in London and is also held in the permanent collection of the National Gallery of Victoria. Images of Phillip's designs have been featured in Australian Vogue, Harper's Bazaar and Marie Claire and he has had a close association with Myer, David Jones and the Victorian Racing Club. He also caters for private clientele from his Melbourne workrooms.

Phillip has taught millinery extensively throughout the last decade at millinery conventions and workshops both here in Australia and overseas, in addition to eight years that he spent at RMIT teaching Bachelor of Design fashion students.

He has been an active member of the Millinery Association of Australia since its inception in 1995. Phillip was President in 2014 and again in 2015 and was inducted into the Hall of Fame last November.

New MEMBERS

FELLOW

Chrisa Manias - [NSW](#)
Rebecca Read - [NSW](#)

STUDENT

Araks Nazarian - [NSW](#)
Carolyn Kelly - [NSW](#)
David Lloyd - [NSW](#)
Desleigh Lobsey - [NSW](#)
Joanne Cooke - [NSW](#)
Jocelyn Ryan - [ACT](#)
John Westwood-Hill - [NSW](#)
Karen Livingston - [NSW](#)
Karen Searle - [NSW](#)
Mary Cockcroft - [NSW](#)
Mary McCann - [NSW](#)
Nicholette Pottier - [NSW](#)
Olivia Deur - [NSW](#)
Veronica Catania - [NSW](#)

ASSOCIATE

Ultimo TAFE - [NSW](#)

The Millinery Association of Australia would like to extend a sincere and warm welcome to all new members. We hope you make yourself at home amongst us and enjoy being a part of the wider millinery community both professionally and socially.

There will be ample opportunities to attend monthly meetings via zoom, a range of online and studio based workshops (local Covid restrictions prevailing), stitch and chat sessions and face-to-face catch ups. Not to mention eligibility to enter the Design Award and Student Award competitions for 2021.

If you have any questions please reach out to any of our members or email our secretary [here](#).

By Jo Peterson

Feedback from a recent survey highlighted to the Committee that our members were keen to learn more about photography and how this could be done using their smartphone or Digital SLR camera. Members wanted to know how to improve their photography so that photos of their designs had the 'wow' factor when posted to their website or social pages.

The MAA Committee has organised a series of short introductory and intermediate workshops taught by Derry Caulfield of [Learn How to Photograph](#). Derry's workshops have been tailored specifically with millinery in mind and classes will run on selected dates from March through to August. Duration for each session will be either 90 minutes or 2 hours and will be held either on a Saturday or Sunday morning so that natural light, rather than night or artificial light, can be used. Each workshop will be capped at 12 participants so that everyone has time to ask questions. Bookings are via Eventbrite and a link will be emailed shortly.

| DATE | TIME | WORKSHOP | COST * |
|---------------------|------------|---|--------|
| Sunday, March 21 | 10 – 11.30 | Introduction to Millinery Photography #1 | \$60 |
| Saturday, May 8 | 10 – 11.30 | Introduction to Millinery Photography #2 | \$60 |
| Saturday, June 12 | 10 – 12 | Beginners Digital SLR Workshop #1 | \$75 |
| Sunday, June 27 | 10 – 12 | Introduction to Lightroom #1 | \$75 |
| Sunday, July 18 | 10 – 11.30 | Learn more about your smartphone and social media | \$60 |
| Saturday, August 14 | 10 – 12 | Model Photography | \$75 |

*7% booking
fee additional

Tickets are still available for Introduction to Millinery Photography workshop #2. Click [here](#) to book your spot.

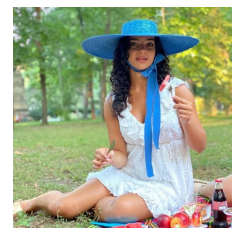
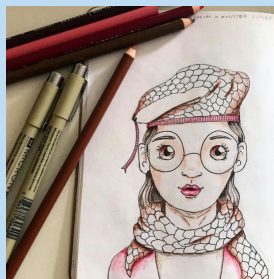
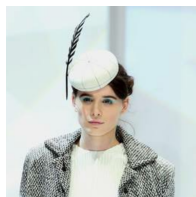
A HAT a Day 4 MAY

By Katherine Cherry

Join us in May for a month of hat wearing enthusiasm. Ask your friends, families, social media followers and clients to share pictures of themselves wearing their favourite hats and headwear. Then use the hashtag **#ahataday4may** when posting to the socials.

Don't forget to strike a pose & take pictures of your beautiful selves. No pressure to join in every day, just when you can. Prompts will be released at the end of April to help get you started, but these are only suggestions. Last year saw nearly 5,000 posts happen across the globe & we hope 2021 will be even bigger.

Who better to promote the wearing of hats for all occasions and for all seasons than our very own MAA members!



Social Media TAKEOVER

By Lauren Ritchie

To help members feel more interactive and engaged with the MAA social pages, it was decided to offer up short blocks of time for a 'Social Media Takeover' of Instagram and Facebook. This will provide another forum for our members to provide recent and relevant content showcasing who we are and what we do.

Here is how it will work...

There are 10 'one week' spots available for the moment. More will be added later in the year once the committee has reviewed feedback from the initial campaign.

Fellow members will have the chance to 'takeover' Instagram and Facebook for a week, committing to one post per day on a Monday, Wednesday and a Friday (three posts in total) for their chosen week. The remaining days in the week will be used by the MAA for other posts.

The event will be managed thru Eventbrite (free event) for ease of booking. A tab with a drop down list of available dates (starting with the Monday's date of the week that's available) is on the top right corner of the homepage of the campaign.

A link to a PDF tutorial and a YouTube video will be provided with instructions on how to use **HootSuite** for scheduling and writing posts. All three posts can be scheduled weeks in advance...so all you need to do is 'write, set and forget'! Some recommended #hashtags to use will be provided for your posts.

Suggestions for posts are...

- introduce yourself (and your millinery brand)
- work in progress (bring awareness to your brand but not a sales forum)
- favourite hat (yours or one that inspires you)

Click [here](#) to go to the Eventbrite booking page and grab yourself a spot!



HAMILTON

New South Wales MAA member, Bronwyn Shooks, has had her hands full for the past four months working tirelessly making hats for the hit musical, Hamilton, which recently opened at the Lyric Theatre in Sydney.

She spent many a long hour not just making, but also meticulously fitting, nearly 80 pieces of headwear for the musical's extensive cast.

Last week Bronwyn was invited to be a part of the audience on opening night and felt it was a huge privilege to see such an incredible cast perform and to have been a special part of Sydney's 'Hamilton Family'.

STITCH and Chat



Local Sessions

Every Wednesday at 1 PM (Melbourne time). Join via Zoom link [here](#). Passcode: **CHAT2021**

World Wide Sessions

Free event hosted by the MAA via Eventbrite. Click [here](#) to see session times and dates. You will need to register for the event to receive the link to join.

Hatters Millinery Supplies

Hatters Millinery Supplies operates in a central Sydney location as a division of Embellish Atelier. We are proud to carry on the traditions and practises of Australia's oldest millinery supplies specialist, formerly known as S.A. Brown.

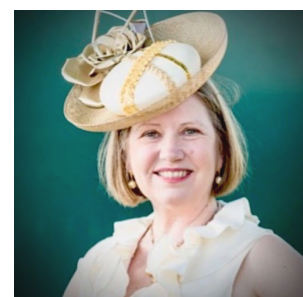
We specialise in a wide range of quality millinery materials to spark your creativity including the finest felts, straws, hoods, capelines, sinamay, petersham ribbons, veilings, flowers, blocking fabrics, feathers and thermoplastic materials. We are also the exclusive distributors in Australia and NZ of the beautiful Tressa Swiss braids and fish leather.

In addition, we offer a regular milliners-in-residence program to inspire learners in the age-old craft of millinery. The annual 'Hattermonth' millinery competition is sponsored by Hatters Millinery Supplies.

Our prompt mail order service, both local and international, is our key priority. Honesty, integrity and authentic customer relations are the values on which we pride ourselves.

Shop Address:
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Shop online [here](#)

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Email: info@hattersmillinerysupplies.com.au
Facebook and **Instagram**
Website: www.hattersmillinerysupplies.com.au



Associate Suppliers.....if you'd like to feature in the newsletter, simply write your blurb and email it to the newsletter editor [here](#)

WEBSITE Listings

Website listings are a membership feature offered to Life Members, Fellow Members and Associate Suppliers of the MAA. As we rapidly approach 200 members it's become a monumental task to maintain the accuracy of listings. If you don't have a listing, or would like to update the one you have, please send an email to the [website editor](#) and include your business blurb, contact details with phone number(s) and email address, social pages and a thumbnail image. Click [here](#) and [here](#) to view current website profiles.

ASSOCIATE DETAILS



HATAcademy

- Learn at your convenience
- Millinery courses for all levels
- Unlimited lifetime access to courses

www.hatacademy.com



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www.hatblocksaustralia.com.au



- Click for [discount](#) information
- Sign up to our Adora's Club to get automatic discounts

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- We offer a [discount](#) to MAA members
- Check with supplier for discount codes
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Associates,
please remember
to send any
updated monthly
specials,
new offers,
classes you are
running or
discount codes
you would like
to have included in
each edition
of the newsletter.

Send email with details to:
newsletter@millineryaustralia.org



I wear a hat
to keep my
ideas warm



MAA Meetings

Due to ongoing Covid 19 social distancing measures and changeable lockdown guidelines, all meetings will be held at 7pm via Zoom for 2021

Zoom Log In: 4135 698 540
Passcode: 20212021

Tuesday February 23

Wednesday March 31

Tuesday April 27

Wednesday May 26

Tuesday June 29

Wednesday July 28

Tuesday August 31

Wednesday September 29

AGM November

Agenda can be found [here](#)



Good newsletters don't just happen and they are not interesting without good content. If you have a millinery story, a hatty photo that you'd like to share or simply a suggestion for a future article then please email newsletter@millineryaustralia.org

And don't forget to check out our new look website.
Your 'go to place' to stay informed and be up to date about all things MAA.

WWW.MILLINERYAUSTRALIA.ORG