



NEWS



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ON THE ROAD WITH DON OLDFIELD

Don Oldfield has been on the road for 50 years, travelling from Ipswich to Cooroy and 700 km north to Rockhampton. For 32 of those years, Don has worked as a sales agent for Akubra.

Wearing his trusted Traveller Akubra hat, Don is well-known and well liked across Southern Queensland.

"I love my Traveller. It takes a lot of wear and tear, is great for everyday use, you can squash it, fold it up or stick it in a suitcase easily," Don said.

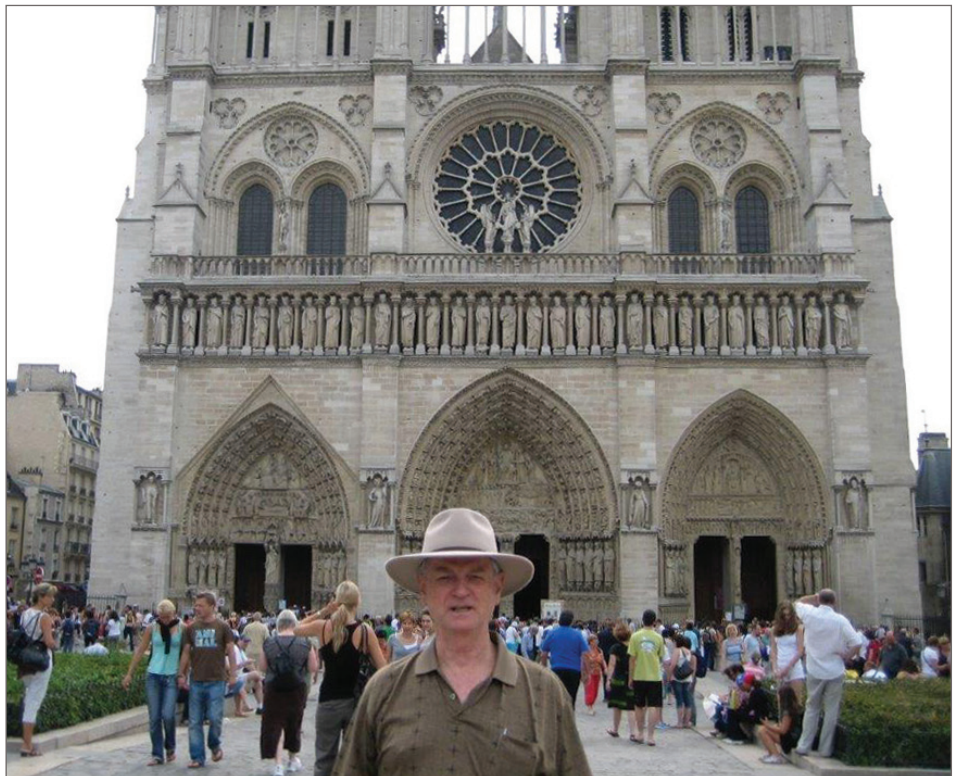
Ask him what he likes best about his job, and you guessed it; "Being on the road!"

He started his career as a 17 year old and now has four sons and six grandchildren. Don credits his wife for raising their family while he was travelling away from home.

"Country folk are a great mob. It's business for business sake. They're very straightforward people, and I'm lucky to have worked with family businesses generation after generation," Don said.

"My most memorable moment was meeting RM Williams 20 years ago on my way to the Warwick Rodeo. RM Williams always wore our hats."

A lot may have changed over the years but for Don, one thing always stays the same. "A customer needs



DON OLDFIELD TRAVELLING FURTHER AFIELD, wearing his Akubra in Paris

to touch a hat. There's nothing like feeling a three dimensional tactile hat on your head," Don said.

"It's important to give country people the opportunity to see original samples. The number one hat in my region is the Rough Rider but right now the newer Riverina hats are going like hot cakes."

Styles have changed since Don started with Akubra in the 1980s, with the introduction of the wider brims for better sun protection. The searing heat of the sun in dry open country makes the Akubra a necessity for workers.

The Akubra has other surprising uses that have stood the test of time. Don recalls a poster from many years ago of a horse drinking from an Akubra hat. Just last week one of Don's customers in Murgon mentioned giving his horse a drink of water from his Akubra.

Don offers Akubra owners a tip: if your hat gets wet in the rain, the river or offering your horse a refreshment, check out the online videos to help you care for your most prized possession.

www.akubra.com.au/hatcare.html

NEW CATALOGUE ARRIVING

We are excited to announce the release of our full product catalogue.

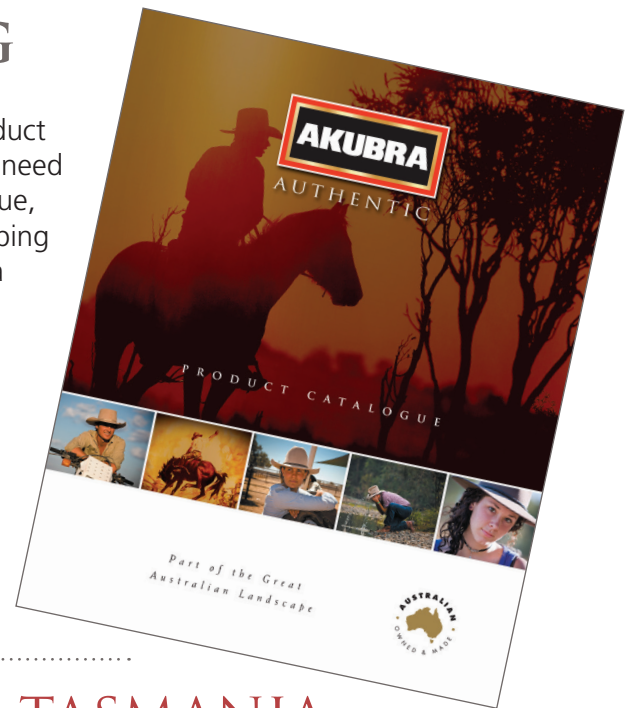
Your Akubra representative will be distributing this catalogue to you during their next visit. If you don't receive your catalogue please contact your Akubra representative to arrange delivery.

You will notice that the catalogue now comes in an A4 Ring Binder. This will allow for easy updates

when changes to the product range occur, avoiding the need to produce a new catalogue, and at the same time keeping information about Akubra products current.

We hope you'll enjoy our new look catalogue and encourage you to keep it in a safe place for easy reference.

AKUBRA'S NEW PRODUCT CATALOGUE with easy ring binder



AKUBRA BRANCHES OUT IN TASMANIA

In 2016, Akubra is set to expand across our southern-most state, thanks to a new partnership with Sherriff Agencies.

For Richard Sherriff, Managing Director of Sherriff Agencies, the legend of the Akubra resonates deeply with his family history and is tied to Tasmania's past. "There's a lot of Akubra history here," Richard said.

Richard is the great grandson of George Lee, who was the original owner of Lees Paddocks, a high country property made famous by the horsemen that traversed the stock routes for decades.

"It's a highland area where horsemen used to drive their cattle to greener pastures. It's original Akubra country up there," Richard said.

It's also a full circle for the Akubra hat, which started life in Tasmania in 1874. Benjamin Dunkerley arrived in Tasmania from England and decided to start a hat making business in Hobart. 142 years on and Akubra has grown into an iconic international brand.

Akubra is already well represented in Tasmania's major towns and cities but there is an opportunity for the

brand to branch out into smaller centres. Retailers have greeted Richard with open arms, keen to stock Akubra hats.

"The Cattleman and Rough Rider hats are already big sellers in Tasmania. I expect the Leisure Time will become bigger," Richard said.

Sales Director Matt Sherriff said, "Having visited the Akubra hat factory in Kempsey and met the owners, I was impressed with the warmth of the family and their dedication to Akubra."

Matt has worked with Sherriff Agencies for 13 years following a career in motor mechanics and

seven years with Komatsu as a machine technician working in the Super Pit in Kalgoorlie WA.

"The uniqueness of the Akubra factory was interesting for us. There is so much that goes into the production of the hat that we weren't aware of. We're passionate about Akubra and we look forward to being a part of the brand expansion in Tasmania," Matt said.

Sherriff Agencies import fishing and outdoor products and have worked with Aussie brands like Victa lawnmowers and global brands VAX, Sunbeam and Dyson. The Akubra brand will be right at home.

MATTHEW SHERRIFF, ROBERT CARROLL, RICHARD SHERRIFF AND PETER HILL at Strand Hatters in Sydney



GRAND HATTERS AND AKUBRA – THE PERFECT FIT

The new Grand Hatters store at 357 Little Bourke St, Melbourne is open for business with the tagline 'your head, our hats, the perfect fit every time.'

Grand Hatters opened in late 2015 and Akubra is already a major part of their turnover and success.

Store owners Chris Gray and Craig Cochrane place customer service at the heart of their retail philosophy and recognise the importance of quality and history. It seems a hat

THE AKUBRA DISPLAY at Grand Hatters



with a story is important to their customers.

"It's surprising how many city people are catching on to the Akubra brand as a fashion must-have. Traffic flow into our store will certainly help promote it," Chris said.

"Customer is king. For us quality and integrity is a winning formula and Akubra is the perfect fit.

"It's rare these days to find something truly Aussie made. With Akubra hats, the story and history behind the brand is so

important. People don't want brands made offshore.

"In retail we see people rebelling against products made in China. We make sure we give our customers all the information we can so they can make an informed purchase."

Having worked in retail buying for 30 years, Chris and Craig know a thing or two about hats.

"We believe the process of selecting the perfect hat or cap should be an enjoyable experience. Good old fashioned service is our mantra," Craig said.

"When choosing a hat, the crown depth and brim width are the two most important factors. If a customer is six foot tall or over they need a large brim to look proportionate."

For Craig, the Akubra is an Aussie institution and one of his favourites. "I have three Akubra Stylemasters in the traditional Fedora shape which is part of their fashion collection."

Grand Hatters will be tapping into the international market with a new online store coming soon, but many people still like to see something tangible they can look at, feel, and try on in store.

COUNTRY STYLES EXPAND AKUBRA RANGE

We are excited to reveal two new product releases as part of our growing range. Please contact your Akubra Representative for more information about these new styles.

Kentucky Rancher

Display some old style Southern charm with this American style hat with a 75mm deeply curled, cut edge brim.

Fully shaped by hand, the Rancher comes with a 125mm centre-creased western crown, a braided band and satin lining.

The Kentucky Rancher is available in Light Sand and Loden on indent only.

Mansfield High Country

A very traditional Western style with a Fedora crown, a wide 102mm brim and braided band with Akubra brass plate.

Featuring our most popular winged brim shape, the Mansfield provides both sun protection in the High Country and style at the local B&S. The Mansfield High Country is available in Sand and Sorrel Tan on indent only.



NEW PRODUCTS: Kentucky Rancher (top) and Mansfield High Country (bottom)

PROVEN PERFORMERS OF 2015

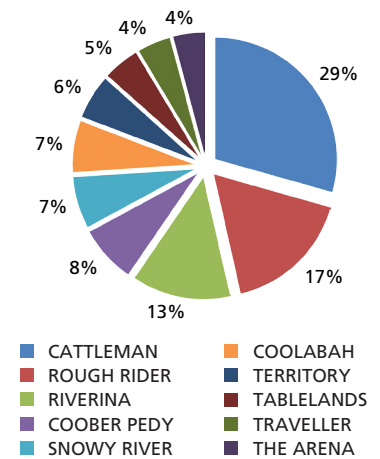
We are pleased to present the Top 10 styles for 2015.

These 10 styles represent 65% of all Akubra sales. Once again Cattleman proves to be our strongest performer. Riverina moves into the Top 3, continuing its upward trend in popularity and resulting in all available stocks being sold during the peak Christmas period (we appreciate

your patience as we currently replenish stock levels).

The new addition to the Top 10 is Traveller – a style that is growing in popularity due to its unique memory that allows this hat to return to its original shape if mistreated. Sales continue to trend upwards for this style and justifies the colours Bran and Regency Fawn being available from stock service.

Akubra Best Selling Hats Top 10 – Globally



FUNDING BOOST FOR RURAL AND REMOTE MENTAL HEALTH

Akubra was proud to support the Australasian Centre for Rural and Remote Mental Health fundraising trivia night late last year, which raised over \$6500.

The Centre will use the funds to deliver mental health and suicide prevention programs in rural areas, particularly those regions affected by drought conditions.

Event organisers said the event was a spectacular success. Thirty teams hit the red carpet at the Australian Institute of Sport Arena to run the gauntlet of seven taxing rounds of

trivia questions and three mind-boggling visual puzzles.

With a 'Crops and Stock' theme, the crowd wore a vast array of costumes including a mixed herd of cows and sheep, and a hive of bees.

Akubra was pleased to offer a hat voucher for the raffle organised by the Australasian Centre for Rural and Remote Mental Health and the Department of Agriculture and Water Resource's trivia committee.

WINNER OF THE AKUBRA HAT VOUCHER AND BEST DRESSED PRIZE Meritt Nassif, with her outfit "\$ returns at the farm gate."

HAT FINDS ITS WAY HOME



Luke Dooley was fishing in the river when an Akubra washed out of the mangroves on a king tide.

Keen to reunite the hat with its rightful owner, Luke posted a photo of the hat on a local fishing page. Within minutes the owner was found.

The hat had been lost two weeks earlier, off Caves Beach. After a long distance swim in the sea, past the coal ships in the busy harbour and up the Hunter River to Hexham - the hat was still as good as new.



FUN AND FUNDRAISING for rural mental health

