



NEWS



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THE FITTING: basketballer Aron Baynes gets measured up

OLYMPIC SLAM DUNK FOR AKUBRA

When the Australian Men's Basketball Captain Patty Mills contacted Akubra to help his team fly the Aussie flag and really look the part in Rio, we were delighted to oblige!

Our very experienced Victorian Agent, Maarty Stroot (Karma Beach) answered the call and met the Boomers at the Blackman Hotel in Melbourne, in between Olympic training sessions.

With the help of his son Jayden and wife Karina, Maarty individually measured and fitted each of the players, then offered them their choice of the 30 different styles he had on display.

"It was such a fantastic experience; they really are the most humble, down-to-earth guys. I pointed out to my wife at one stage that there was about \$120 million worth of

basketballers in the room... the sheer talent there was amazing, but no matter how much they are worth, they were really just honest, straight-forward country boys," Maarty said.

"It was fascinating to watch them really take time to choose their hat style, one that seemed to reflect their character and personality. There was a real mix in the end, including the Cattleman, the Rough Rider, the Stylemaster and Leisure Time. Patty Mills was such a stand out, a really impressive man and such a great ambassador to the sport, his heritage and Australia."

Maarty also took the time to talk to the team about the history of Akubra, our values and ethos, plus our role in the Olympics over the years. Feedback from the Boomers has been very positive, and they were very proud to wear their Akubras, showing off their Australian culture with a true Aussie icon.

INTRODUCING THE AVALON

We are excited to announce the imminent release of a new urban style, the Avalon.

A popular urban unisex style, the Avalon is a soft felt hat that features an 80mm brim, soft padded buckram inner and a plaited bonded leather band with a brass Akubra plate.

This hat will be available from stock service in Hazelnut from 1st October 2016. Other colours available on indent include Ochre, Tempest, Black and Eucalypt. Sizing is Small, Medium, Large and X-Large.

Designed to go anywhere, the Avalon is relaxed, classy and a head turner for all seasons. Pre orders of this new style indicate this hat will be an instant success. Although we can't say much at the moment the Avalon is soon to be featured on a popular national television program in the near future.

If you haven't placed your order for the Avalon we recommend you get in quick. Your Akubra Representative has samples so please arrange an appointment to see this new, exciting product.



THE AVALON: Available in Hazelnut and four indent colours

THE END OF AN ERA FOR ROCKY ICON

After three generations and 117 years of family ownership, Georges Workwear and Outfitters in Rockhampton is on the market. The Central Queensland iconic business was first established in 1899 by Elien George, and is now managed by his granddaughter Catherine George.

"It will be very difficult for me personally, to end a tradition and life long relationship with a business that has been an integral part of not only my family's life, but the lives of our clientele. We are now serving a great many fourth and fifth generation customers, so those families have been supporting us for over 100 years," Catherine said.

"Regrettably, the interests and ambitions of our next generation are in other areas, so it is time to give someone else the opportunity to write the future chapters of this unique business."

Initially Elien George started as a hawker with pack horses, and then at just 20 years of age, he commissioned the building of a four wheeled, horse-drawn wagonette from Messrs Nelson & Co of Rockhampton.

This was eventually replaced by a 1929 Chev, which is still today parked at George's premises in William Street. In 1948, Elien's youngest son Alex (Catherine's father), set up a branch of the business at the current site, introducing a diverse range of work wear and merchandise; from the best range of Akubra Hats, to wood stoves and copper boilers.

"Georges has been stocking Akubra for as long as I can remember and there is always one to suit - big heads, small heads it doesn't matter. Although we have sold many different styles over the



From top left to right: Elien George's original store, est 1899, Elien George, Attina George and family c1935, Georges at 88 William Street, c1948, 88 William Street c1960, Alec George outside the store, c1980's, Selling hats at Rocky Roundup 1993, The store, present day.

years the Snowy River and the Cattleman are absolute classics, and the wide brimmed Riverina is ideal for the burning Queensland sun," Catherine said.

"My dad was actually well ahead of his time as far as sun protection goes. He had his own radio show and voiced his own ads from the 1950s to the 1970s and was always very vocal on-air about the importance of wearing a hat.

"He was invited to talk on the topic at our local schools and was even known to call out to hat-less people on the street and run out

of the shop to give them a straw one and a good-natured lecture. He was such a character, a real local identity," Catherine laughed.

Georges Workwear and Outfitters has evolved over time into a thriving and well respected business, providing outstanding customer service and high-quality merchandise to Central Queensland and beyond. We wish the George family the best of luck with whatever ventures and adventures they have ahead of them.

BEAUTY FROM THE BORDER TAKES ON THE WORLD



BRIDGET ROOTSEY: Miss World finalist

In a perfect example of Akubra's versatility and growing popularity beyond the bush, we recently sashayed down a catwalk leading to the biggest and longest running beauty pageant on Earth.

Akubra was proud to sponsor Bridget Rootsey, NSW finalist for Miss World Australia, after she contacted us for support in her

fundraising activities (an integral part of the competition) for Variety – the Children's Charity.

Bridget now lives on the Northern Beaches of Sydney, but her passion for Akubra stems from a childhood spent on a 2000 acre dairy farm out of Barooga, a small country town on the border of NSW and Vic.

"I love Akubras and I love the history behind a good hat. Akubra is so widely loved by all different kinds of people, from farmers all across the country to fashionable bloggers in the city. To be sponsored by such a well-known and historic part of Australian culture is an honour," Bridget explained.

Unfortunately Bridget's Miss World journey ended at the finals in July; however, she has big plans and travel adventures waiting just around the corner. Good luck for the future Bridget.... and don't forget to pack your Akubra!

FATHER'S DAY SURPRISE

Small and random acts of kindness have the ability to bring joy to people's lives and make the world a better place.

Recently we were contacted by Adam who was hoping for some



LANCE KIRKLEY proudly wearing his cherished Father's Day gift from son Adam and Akubra

Akubra stickers to give his Dad, Lance Kirkley, as a Father's Day gift. Adam told us Lance is a huge fan of Akubra.

Well, we decided we would go one step further. We sent Lance a brand new Akubra hat! Needless to say, he was overwhelmed. Here's what Lance had to say:

"Thank you for your kindness and generosity in your response to Adam's correspondence. You have a great ability to read between the lines, and an understanding of human nature, your recognition of the truth behind his wish is appreciated. I will wear this very special hat with love and pride."

We hope you all had a wonderful Father's Day.

WINNERS AT THE FINISHING LINE

The results are in for the financial year 2015/16 and it was once again a strong 12 months of sales for Akubra.

There were no changes to the list of top 5 best performing styles; however the Traveller continues to grow in popularity, moving up to seventh spot.

Fans of the Traveller are growing, with retailers highlighting the softer, more forgiving and durable style, which is especially designed to travel well. The Traveller was recently promoted in the RM Williams Outback magazine resulting in an almost immediate lift in enquiries. If you are not already stocking this style you should seriously consider adding the versatile Traveller to your range.

The Coolabah dropped from six to nine, which was consistent with flat export demand in 2016. Stylemaster moved into the top 10 at the expense of the Arena, providing further evidence of the growth of the urban range of Akubra Hats, especially in younger markets.

Should you have any questions on the vast range of Akubra Hats please contact your Akubra representative or head office.

