



NEWS



Akubra PO Box 287 Kempsey NSW 2440 • Phone 02 6562 6177 • Fax 02 6562 8726 • akubra.com.au • SUMMER 2020

A CHRISTMAS MESSAGE – FROM STEPHEN KEIR, MANAGING DIRECTOR

We are now approaching the end of 2020 and I will say without hesitation I will be glad to see the back of this year. It has placed enormous pressure on our business and our staff, as I am sure it has on all of you. My staff here deserve a well-earned rest and they will all be looking forward to our Christmas break, the details of which are outlined further below in this newsletter. We managed to continue production during the initial COVID-19 period, albeit at reduced levels, and I can see the strain on the faces of our staff after what has been a very emotional year.

COVID-19 has brought about immense challenges. We were enjoying record production levels at March 2020, only to then be accepting cancelled orders and returned stock from customers who, like all of us, had no idea how COVID was going to impact their business. This slowed production considerably and while we continued to manufacture our slouch hat contract, much of our indent business was cancelled.

As you know, in an effort to keep our manufacturing running, we decided to rebuild our stock service range, and during the period April to July managed to place 18,000 Akubra Hats in stock. When we opened the stock room in August, even after limiting customers to a maximum order of 20 hats per week, we sold out by mid-September. We were then faced with record orders from customers who, having either cancelled orders or returned stock, needed to restock their business as restrictions eased and the demand for Australian made products soared.

Since the end of September, we have added a further six employees as we again look to increase production to meet demand. However, our hats are essentially hand made, and consequently it has been an enormous challenge to lift production in the short term. Like you all we faced the same challenges during COVID – Should we increase production during a period where customers were cancelling orders? Should we in fact continue to



Stephen Keir, Managing Director

invest in our workforce not knowing if there would be work after JobKeeper finished? At the end of the day we took a conservative approach, ensuring our supply chain remained intact, and running production at sub optimal levels while we waited to understand the impact of COVID on the economy and businesses in general. Victoria was a stark reminder of the potential impact on business from a lockdown.

So, who could have predicted that demand for Akubra Hats would hit record heights? Certainly not us. And whilst we are now sending out hats at record levels, we are still not meeting your requirements. As you know, we have now cancelled our February indent, moving it to March 2021. I ask for your patience during this period. Orders are unprecedented and I simply will not be able to guarantee that all orders will be delivered on time, although most orders are on or close to time.

Finally, I would like to wish you all the very best for the festive season. Looking at our forward orders, I believe retailers will be enjoying a very busy Christmas trade. More importantly, I hope you and your family remain healthy.



AKUBRA CALENDAR 2021

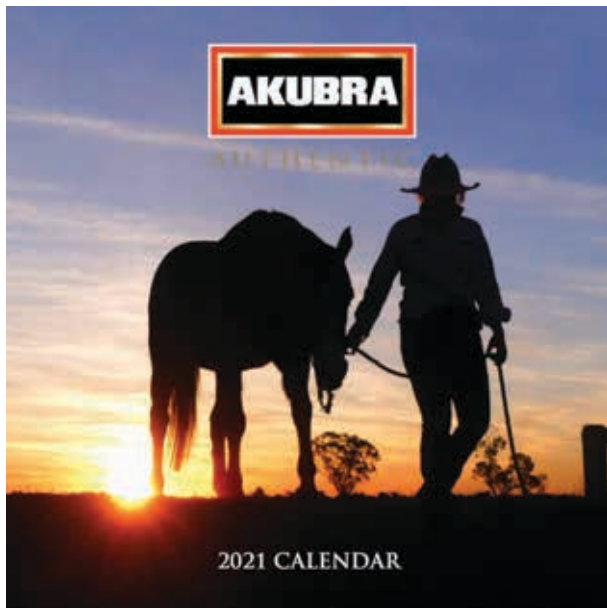
We're all looking forward to 2021, and what better way to start the year than with an Akubra Calendar for yourself, friends and family.

This year, \$10 from every calendar sold online will be donated to children's charity, Royal Far West.

Each month features an image from our favourite photographers and social accounts.

You'll also be able to keep track of school terms and holidays in Australia and New Zealand.

Calendars are available for \$19.95 at akubra.com.au/collections/accessories



Our 2021 calendar

THE PERFECT GIFT BUNDLE

Akubra fans will be delighted to find this gift bundle under the tree. The package includes the 2021 Akubra Calendar and our keepsake book, Handcrafted History.

Handcrafted History uncovers the rich history of Akubra in a beautifully presented large-format coffee table book. It is a tale of how handmade craftsmanship will always outshine fast fashion and about how people still matter.

Buy online for \$39.95, with \$10 donated to Royal Far West children's charity.

akubra.com.au/collections/accessories



SUPPORTING CHILDREN'S CHARITY, ROYAL FAR WEST

Akubra is a long-term supporter of Royal Far West, a charity that helps connect country kids to the healthcare they need and couldn't otherwise access.

Over 100,000 children in regional and remote Australia currently have health and development needs that can't be met locally.

Established in 1924, the charity offers health, education and disability services for country children and their families at the Centre for Country Kids in Manly, virtually via telehealth and through in-community programs. In 2019, more than 9,500 children, families and health/educational professionals were supported.

The right support at the right time can change a child's life. Find out more at royalfarwest.org.au



HATS LOOKING GOOD IN THE HASTINGS



The new display at Hastings Co-op Department Store, Wauchope

The iconic Akubra brand is proudly on display at the Hastings Co-op Department Store in the regional NSW town of Wauchope, not far down the road from the Akubra factory in Kempsey.

Hastings Co-op is a thriving community-owned co-operative, with a proud history in the Hastings since 1916. Akubra is right at home at The Department Store, renowned for hand-picked treasures, quality products and much-loved labels you won't find in fast fashion chain stores.

INDENT SCHEDULE 2021

Please note the following indent closing dates. We will not be accepting Stock Orders in 2021.

INDENT MONTH 2021	DUE DATE
APRIL	CLOSED
MAY	1 December 2020 to 18 December 2020 – 5pm AEST
JUNE	19 December 2020 to 28 January 2021 – 5pm AEST
JULY	28 February 2021 – 5pm AEST
AUGUST	28 March 2021 – 5pm AEST
SEPTEMBER	28 April 2021 – 5pm AEST
OCTOBER	28 May 2021 – 5pm AEST
NOVEMBER	28 June 2021 – 5pm AEST
DECEMBER	28 July 2021 – 5pm AEST

AKUBRA FACTORY WILL RETURN TO PRODUCTION 11 JANUARY 2021

The last day of the year for the factory will be Wednesday 23 December 2020, finishing at 11 am. The office staff will return to work on Monday 4 January 2021. Our despatch department will return in a limited capacity on the same day. The factory will return to production on Monday 11 January 2021.

*Wishing everyone
a merry and bright Christmas
from Akubra.*

