



# NEWS



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## THE AKUBRA – NOT JUST A SCHOOL UNIFORM FRASER COAST ANGLICAN COLLEGE PRINCIPAL’S SPEECH 2018

The Akubra team is honoured our Akubra hats are inspiring the next generation. Fraser Coast Anglican College Principal, Joe Wright, uses the Akubra as a symbol to remind his students about tradition, hard work, resilience, loyalty and values. Enjoy reading his *Principal’s Speech* reprinted with permission. Thanks Joe.

“Akubras are an iconic Australian hat, but they are sought after by people from all over the world. Famous Akubra wearers include singer Pharrell Williams, Former American President Bill Clinton and Prince Charles – our future King. When golfer Greg Norman wore his Akubra, the company would often sell out of hats due to orders coming in from all over the world. Singer Robbie Williams also posted a photo on his Facebook page of him wearing an Akubra – not just any Akubra – but a Fraser Coast Anglican College Akubra. True story!

Do you think any of these famous people ever wanted to be ‘normal’ or cared if people gave them a hard time about being ‘different’? Successful people strive to be anything but ‘normal’.

There are different kinds of Akubras, you can see that the teacher version is different to yours. One of the most famous versions is the ‘Arena’



Students at Fraser Coast Anglican College in their Akubras

model, that looks like a big cowboy hat and is most famously modelled by politician Bob Katter from North Queensland. Not a ‘normal’ politician – that’s for sure.

**“The Akubra doesn’t try to be like other hats, it’s comfortable and confident being itself. Be like the Akubra – be true to yourself.”**

The Akubra has been part of our uniform from Day 1. You’ll be hard pressed to find another school who wears the Akubra – but we do. We are not ‘normal’ – and we are proud of that. We want to stand out from the crowd. If our teachers wanted to be ‘normal’ teachers, they wouldn’t work here – that’s for sure.

Akubra is a famous Australian company. It has been making hats for over 130 years. You would struggle to find another fashion company who

has existed that long. The Akubra company hasn’t done it easy in that time, they have suffered their fair share of tough times – but they are resilient. When the going got tough, they kept pushing through. They fought back and came back stronger.

For you to be successful at school, in sport, in life – you must also be resilient. Don’t give up easily. When things get tough, you get tough. Many people will give up. But if you don’t, you will come out stronger than anyone else. You will no longer be ‘ordinary’. When you wear the Akubra, remember to be tough – don’t sweat the small stuff. Looking at some of the Akubras in the audience, I think some have seen tough times.

Akubra is one of the last remaining hat makers in the world and one of the very few remaining Australian owned clothing companies - those are very rare these days. Akubra is not ‘normal’, Akubra does not want to be ‘normal’.

You see, many Australian companies moved their operations to other

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countries where the workers don't get paid very much in order to save money. This can make a business more profitable and clothes cheaper, but at the cost of Australian jobs. But Akubra has remained loyal to Australia, Australian values and the workers who made their company.

When you wear your Akubra – remember to be loyal. Loyal to your school, loyal to your friends and most importantly, loyal to your own values. The Akubra doesn't try to be like other hats, it's comfortable and confident being itself. Be like the Akubra – be true to yourself. The Akubra will remind you to listen to that voice in your heart – your conscience.

When you come to school, you walk through the front gate wearing an iconic Australian hat. When we march on ANZAC Day, walking down Main Street in front of veterans who have fought for Australia, no other piece of school clothing can make a stronger national statement than the Akubra on your head. While we walk in respectful silence, our Akubras shout 'Aussie' to everyone watching.

So when you put your Akubra on each day, you can choose to see your Akubra as part of your uniform or you can choose to see it as a symbol, a statement of everything you are. You are tough, you are loyal, you are an Aussie. You don't want to be 'normal', and you are not scared to show it. You want to be something greater than 'normal'. My advice, wear your Akubra with pride."

## NEW AKUBRA PRESENTATION BOX AVAILABLE NOW



The all NEW Akubra Presentation Boxes are available for you to purchase.

They have been designed to showcase the Akubra Handcrafted story, reflecting the history of the brand and the Numbers That Count

Infographic. The Presentation Box is a thoughtful and stylish way to present Akubra hats to your customers. Perfect for gifts or simply making the Akubra stand out from the crowd. Box them with Akubra pride. Please contact your Akubra Agent or head office for information on pricing and availability.

## 40 YEARS WITH AKUBRA – CONGRATULATIONS GEOFF AND NEIL

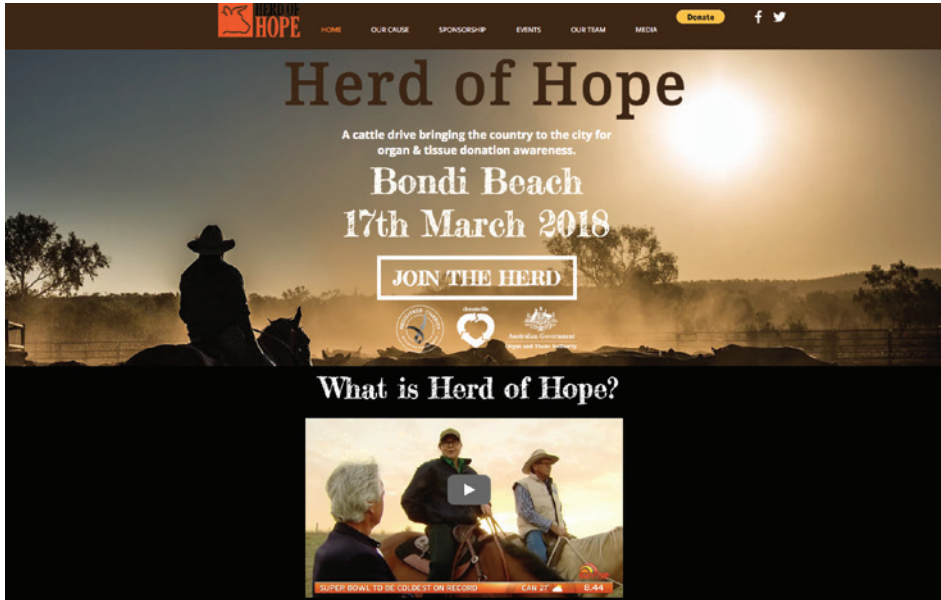
Two wonderful employees have joined the 40 year service club.

Geoff Edwards works in the Finishing Department and Neil McCudden in the Hat Blocking Department. We would like to congratulate both individuals on their achievement and thank them for their loyalty.



Left to Right Geoff Edwards, Akubra Managing Director Stephen Keir and Neil McCudden

# HERD OF HOPE



# BURRUMBUTTOCK HAY RUNNERS



Jillaroo Jess participating in the Burrumbuttock hay run

As the drought continues in rural Australia the Burrumbuttock Hay Runners have once again shown what Aussie mateship is all about, with the 13th Burrumbuttock Hay Run. This time Akubra Ambassador Jillaroo Jess joined in with her dog Bunji, 150 truckies and 200 trucks to help struggling farmers in Queensland. [Watch the video](#) from organiser Brendan Farrell.

To get involved in ongoing Hay Runs you can support the Need for Feed Disaster Relief. They are currently seeking more trucks, fodder, funds and fuel for a hay run on March 10, 11 and 12th. Pledge support here [www.needforfeed.org](http://www.needforfeed.org)

As the drought continues, farmers need all the help they can get and Akubra is proud to support these great causes.

## Herds of cattle will make their way to Bondi Beach for the Herd of Hope cattle event on the 17th March 2018.

Akubra is proud to support the event to help promote organ donation and raise funds for regional transplant care and services.

Stockmen on horseback will bring the country to the City of Sydney to raise awareness for this important issue.

Megan McLoughlin, event organiser and transplant recipient, aims to bring as many transplant recipients to Bondi Beach as possible - to celebrate mateship, life, love and gratitude.

“You cannot define mateship in a more simple term than organ donation,” said Megan.

To sponsor a cow visit [herdofhope.com.au](http://herdofhope.com.au). [Watch the Herd of Hope story on Sunrise](#)

## UPDATES TO THE STOCK SERVICE AND INDENT RANGE

We have reviewed our Stock Service offering from 2017 and decided to amend the range for the coming year. We will have 16 different Styles spread across Country, Western and Urban.

### Stock Service List – Effective 1st May 2018

Style	Colour	Style	Colour
Cattleman	Fawn, Sand, Bran	The Arena	Sand
Riverina	Sand, Loden, Bran	Leisure Time	Regency Fawn
Rough Rider	Light Sand, Black, Loden	Stony Creek	Light Sand
Coober Pedy	Santone	Stylemaster	Acorn, Carbon Grey
Snowy River	Santone	Bogart	Black, Carbon Grey
Traveller	Regency Fawn, Bran, Rust	The Croc	Black
Avalon	Hazelnut	Sombrero	Fawn
Territory	Santone	Coolabah	Bran
Tablelands	Sorrel Tan, Brown Olive	Top Hat	Black

Straws are unchanged at this stage

## REMINDER TO RETAILERS – FORWARD ORDERING

The current stock items not mentioned (left) will move to indent only from 1st May 2018.

We will offer our 2017 Stock Service List until the end of April. We are currently working on May Indents and encourage retailers to ‘Indent, Indent, Indent’.

Forward ordering as much as possible will avoid future shortages. Thank you.

## RAY HADLEY RADIO GIVEAWAY

Did you know each Friday **Ray Hadley** gives away an Akubra hat to one lucky listener on his talkback radio show?

Neil from Windsor in Queensland won the hat in December and emailed Ray to say thank you. He sent through an adorable photo of daughter Ruby trying the hat on for size. "Hi Ray, Dad was lucky enough to win your Akubra in December.



Great news, Dad's Akubra arrived and it tastes great! Thanks again, Dad loves it."

## GOLDEN GUITAR FOR LEE KERNAGHAN

A huge congratulations to Lee Kernaghan on winning the 2018 Sanity Top Selling Australian Album of the Year – Golden Guitar Award for his 25th Anniversary Album. Great work Lee from all of us at Akubra. Lee has sold over two million albums in the country and is a long-time and passionate supporter of rural and regional Australia.



## ROSS VASTA MP FEDERAL MEMBER FOR BONNER



Left: Ross Vasta MP, outside Parliament House Canberra

Liberal Party Federal Member Ross Vasta is a loyal supporter of Akubra Hats – and is particularly conscious of the impact of melanoma after recently having three moles removed from his scalp. Being based in Queensland, Akubras' are a must.

## "DOLLY" AMY JAYNE EVERETT 1.5.2003 – 3.1.2018

*Tribute to a young 14-year-old horse rider, who took her own life to escape online bullying.*

We were shocked and distressed to hear of the passing of "Dolly" – the young girl many of you will recognise from our past Christmas adverts. This beautiful photo was taken eight years ago. Early this year, Dolly chose to end her life due to bullying. She was not even 15 years old.

To think that anyone could feel so overwhelmed and that this was their only option is unfathomable. Bullying of any type is unacceptable. It is up to us to stand up and speak up when we see any kind of bullying behaviour. Dolly could be anyone's daughter, sister, friend or work colleague. We need to make sure that anyone in crisis knows there is always someone to talk to. Be a friend, check up on your mates! Our hearts go out to Dolly's family and friends.



DOLLY

Right now is the time to pull together and show support for Dolly's family. The Akubra team have been alongside the Everett family ever since we learnt of their loss in early January. We are working with the Everett family, in a support role, to help form the Dolly's Dream Fund which will work towards cyber safety and education in this ever-changing digital world we live in.

Many retailers and customers have called or emailed us regarding how they can help and support this great cause. Thank you for all your messages. We have passed these on to the Everett family and we will keep you updated.

**If you or anyone you know needs support, please call:**

Lifeline on 13 11 14

Kids Helpline on 1800 551 800

Suicide Call Back Service on 1300 659 467

Beyond Blue on 1300 22 46 36

Headspace on 1800 650 890

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