

AKUBRA AND JOHN WILLIAMSON AT ULURU FOR NISSAN AUSTRALIA PLATINUM AWARDS



NISSAN Australia has joined a growing list of Corporates branding headwear for their employees as another strong marketing tool.

At the recent Platinum Dealer Awards afoot a red sand dune in Australia's heartland, with Uluru looming on the horizon, Nissan seized the opportunity to showcase three Australian Icons to their Platinum Dealers –

their all-new Nissan Patrol to be released in 2012, Australian music legend John Williamson and of course the iconic Akubra Hat.

“Akubra Corporate Direct co-ordinated with Destination Events and

Akubra's Dugal McIntyre fits John Williamson with a specially branded Coolabah. Photo courtesy of Destination Events.

Sails in the Desert Resort to provide the Akubra Fitting Station at our most remote and most stunning fitting location to date – measuring and fitting custom Akubra hats to 120 guests in the hours prior to a spectacular desert sunset,” said Akubra's Corporate Direct

manager Dugal McIntyre.

“Each guest was personally fitted with a Coolabah hat branded specifically to the occasion. It gets a bit chilly in the red Centre during July so the Coolabah made sure that all guests were kept warm during the evening.”

NATIONAL HAT DAY SMASHED GUINNESS WORLD RECORD



Lyndal Wilson won the Strand Hatters award for the best hat at Hat Day in Sydney's Martin Place

AUSTRALIAN Rotary Health succeeded in promoting the need for increased mental health research by breaking the Guinness World Record for the most paper hats worn in one place as part of the official Hat Day celebrations held in Sydney's Martin Place on May 20.

And in a vote of confidence for the cause ACT's Minister for Health, Katy Gallagher MLA has acknowledged the importance of Hat Day by requesting the Health Directorate add Hat Day to the 2012 Events Calendar.

"The work your organisation has done over more than a decade to fund research into areas such as depression, bipolar disorder, anxiety, schizophrenia, Alzheimer's disease and eating disorders is exemplary and I welcome the opportunity to get behind this innovative project to raise funding for further research as well as raise awareness about mental health issues,"

Minister Gallagher wrote in a letter to Australian Rotary Health.

Hat Day, supported by Akubra Hats, is a new, annual action and awareness day organised by Australian Rotary Health designed to promote the need for a better understanding of mental health issues.

The record breaking moment saw 301 people don paper hats for ten minutes for the mental health cause.

"People are acknowledging that mental health research is critical to reducing the stigma around mental health issues," said Terry Davies, Corporate Manager of Australian Rotary Health.

Mental illness affects one in five Australians every year and contributes to over 2,000 deaths a year through suicide.

"Research into mental illness will reduce emotional and economic burdens in the years to come, and support from everyday Australians does make a difference," said Australian Rotary Health CEO Joy Gillett OAM.

VALE KEVIN PASCOE - SOUTH AUSTRALIAN AKUBRA AGENT

KEVIN Pascoe learnt from an early age the commitment and ethos to be a successful travelling salesman - personalised service and understanding customer's needs.

Not long after starting school his Dad, Arthur, purchased a wholesale produce business - this was pre-supermarket days - supplying everything the corner deli needed to do business.

"During school holidays Kevin would sometimes go with his father on his rounds and it was during this time with his dad that he learnt his business acumen and the value of good old fashioned customer service. These values stayed with Kevin throughout his work-

ing life," said brother-in-law Scott Lowry at Kevin's funeral in June.

"Kevin's first job was with a wholesale warehouse - in the haberdashery department - and at the tender age of 19 Kevin was given the opportunity to be a company representative - this was his first real taste of being 'the travelling salesman'."

Kevin later became a representative for Holeproof in Adelaide and eventually formed a business partnership with Bob Hendry, also a

Holeproof representative.

Their company - H&P Agencies - won the Holeproof contract, after Holeproof closed their Adelaide office, and expanded to include Akubra Hats.

"When Bob decided to retire in the late 90's, Kevin handed in all but the Holeproof and Akubra agencies," Scott said.

"Kevin loved the travelling life, but times change, and in the last several years Kevin saw many of his valued clients' businesses suffer with the fluctuation of both the Australian and world economies. He felt their losses

keenly for they were not just his clients, but friends."



CENTURION REILLY'S A THIRD GENERATION FAMILY STORE IN COUNTRY NEW SOUTH WALES

THERE are not many businesses that are able to lay claim to 100 years of continuous trade. Landmark Quirindi menswear store Reilly's does.

Reilly's, which is a third generation family store, celebrated the 'ton' in May.

Founder John Joseph (JJ) Reilly, who chose an existing haberdashery store in a central main street location, opened his Quirindi George Street store in May 1911.

"Over the years he enlarged the floor space, increased his stock and engaged more staff," JJ's grandson and Reilly's current owner John Reilly said.

"He built up a successful mail order business and the firm's slogan was 'a better quality at the same price'."

Reilly's trademark 'courteous personal attention' was carried on by JJ Reilly's son, Frank who joined his father in the business in 1925.

Both men were actively involved in the community and lent their support to many organisations.

JJ Reilly died suddenly in 1955 and Frank continued until his retirement in 1994 after 69 years in business.

John Reilly, the current

owner, joined his father Frank in the business in 1978, continuing the personal service, country store style and maintaining some of the features of the 1920's 'modernisation' such as the Lamson flying fox cash carrier.

This working piece of history, often demonstrated to curious visitors and children, carried customer's purchase money from the counter to the accountant in the office at the rear of the store, and bring back the change.

The store's facade, fittings and pressed metal ceiling have been retained as a reflection of Reilly's history.

Reilly's has maintained a wonderful trading relationship with Akubra over three generations, often with a good dose of humour.

John Reilly fondly remembers Akubra representative Graham Keir, uncle of Akubra's Managing Director Stephen Keir IV, and his unforgettable phone greeting of 'What do you want you little bastard!'



Teres Williams, John Reilly and Rhonda Brady outside Reilly's Quirindi.

"We have several district families who have shopped for generations at the store and one family, now in the sixth generation who have purchased their

Akubras from Reilly's," John Reilly said.

"This is testament to the quality of the Akubra product and service provided by shopping locally."

Reilly's store circa 1920 with JJ Reilly fourth from the left



TOP 10 SELLERS



1. Cattleman
2. Rough Rider
3. Snowy River
4. Territory
5. Coober Pedy
6. Coolabah
7. The Arena
8. Bronco
9. Tablelands
10. Traveller

RETAILERS NOTE

Due to increasing costs of production from 1 September 2011 there will be a charge of \$0.25 cents per bag excluding GST for the supply of Akubra plastic bags. Unfortunately this charge is unavoidable. If you require further information please contact head office on 02 6562 6177.

APEC DELEGATES DISCUSS TRANSPORT AND VISIT STEVE IRWIN'S AUSTRALIA ZOO

DEVELOPMENT of safe, secure, sustainable and efficient transport networks was the subject of interest at the 34th Asia-Pacific Economic Cooperation (APEC) meeting in Brisbane in June.

The five day APEC Transportation Working Group conference at the Sofitel Brisbane Central Hotel was attended by 260 delegates from 19 of the 21 member economies where progress was reviewed of the Group's activities and new initiatives in response to directives by APEC Leaders, Ministers and Transportation Ministers.

"The meeting in particular further developed a robust platform on scope and major transport-related issues for the seventh APEC Transportation Ministers' Meeting to be held in San Francisco on September 13 and also for the Joint Transportation and Energy Ministerial Conference to be held the day earlier," said Event Project Manager Joyce Webb.



Australian Department of Infrastructure and Transport delegates Tina Rose, Yantra Scott and Emma Smith in their Akubras. Photo courtesy Australian Department of Infrastructure and Transport.

"In addition to the serious side of the meeting, delegates were given the opportunity to appreciate Australia's cultural activities during the week.

"Australia's iconic Akubra hats were given to Heads of Delegation of APEC member economies."

Delegates enjoyed a cultural tour to the Australia Zoo, of the late Steve Irwin fame, who was well known to most APEC delegates.

"Akubra worked closely with Event Project Manager Joyce Webb to

supply hats for Heads of Delegations plus retail facilities through our long-term events retailer OzHatz, ensuring a successful outcome for all," said Dugal McIntyre - Akubra's Corporate Direct manager.

AKUBRA LISTEN TO REQUEST — NEW WIDE BRIM WORKER'S HAT



Akubra's latest addition to the range, 'RIVERINA', is a response to requests for a more traditional wide brim, working hat.

With a 102 mm cut edge brim, eyelet ventilation and a quality Ridge Back leather band, this hat is both smart looking and a very functional hat for keeping off the sun on the Australian farm or in the bush.

The 'RIVERINA' is available in Sand and Loden, giving the choice of

a cooler colour or one that hides the dirt.

Sand is available ex Stock in sizes 53-61 and both colours are available on Indent in sizes 53-64 from November.

For further information on this style please contact your Akubra Agent or Head Office.

AKUBRA – ON TOP DOWN UNDER