



NEWS



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AKUBRA HATS 16TH NATIONAL SALES CONFERENCE

Akubra held its 16th Annual Sales Conference in Sydney on May 21 and 22 with Akubra representatives from all over Australia attending along with the Board of Directors and senior members of the Akubra Management Team.

This was the first conference for four years and hence there was much to discuss and before the conference started the current mission statement of the Company was presented.

**“The most important attributes for business success are:
Honesty
Fairness
Quality and
Generosity”**

Stephen Keir II, A.A.S.A. O.A.M.

The conference commenced with an opening address from the Managing Director.

In particular Stephen Keir IV outlined the challenges the business has faced since the passing of his father.

He thanked the co-owners of Akubra, his sisters Stacey McIntyre and Nikki McLeod, for their great support of him and their

commitment to Australian Manufacturing. Then each representative provided an outline of the current state of the retail market in their respective territories.

It was also an opportunity for all to share ideas on how to improve our assistance to our customers to help them improve their profitability.

There was a great deal of praise for the work of the Company’s Operation Manager, Ron Palin, in the implementation of new technology to improve the service standards to our customers.

In particular customers commented on the immediate receipt of confirmations by email for orders sent to the factory as well as receipt of despatch notifications when goods were leaving the factory.

This has significantly reduced the number of enquiries received by the administration team on a daily basis.

The conference also provided an opportunity for the Board of Directors to introduce a new member of the Management team.

Mr Andrew Angus recently accepted the newly created position of General Manager – Sales and Marketing. This role has been created to take charge of all aspects of revenue of the Akubra business.

Andrew is to act as a support to the Akubra sales team and our national and international retail network. To find out more about Andrew we have included an introduction further on in this newsletter.

Other topics discussed included the importance of Brand Equity in the current market place, an update on export growth, especially through Asia, as well as Akubra’s current position in the Corporate Market.

Of course a conference is of little consequence if the sales team cannot see new samples.

This conference was no exception with the largest range of samples presented to the team of any conference in Akubra’s history.

The new samples were received with applause and all of us at Akubra are very excited about the opportunities these new hats will present for our retail network.

Of particular interest is the introduction of a new lady’s range of hats in a number of vibrant colours expected to be available in October 2015.

Please contact your Akubra representative for more information about the new Akubra products.

All agreed that the conference was a great success and should be held more regularly.

THIS WELL WORN WOOMERA WAS BOUGHT AT AUCTION FOR \$5000 UNFORTUNATELY, IT DIDN'T FIT

This well-worn and rather dusty Woomera was bought for \$5000 at an auction in a paddock in the Flinders Ranges by one man and given to his rather short mate so he would stand out in the crowd.

The only trouble was the hat didn't fit.

The upside is that the money will go to disadvantaged children courtesy of the South Australian Four Wheel Drive Variety Challenge.

This year's Challenge passed through the Flinders Ranges and spent a weekend at Willow Springs Station, just 21kms north of Wilpena Pound.

Willow Springs is a working sheep property but also offers 80 kms of four wheel driving adventure over station roads, bushfire trails and old mining and goat shooters tracks through part of the Flinders Ranges to the top of Mount Caernarvon.

On the Sunday evening the crews held a private party in a paddock with country music star, Amber Joy Poulton, providing the musical entertainment.

The evening also involved plenty of other entertainment with fun, laughter and auctions.

The president of Variety Four Wheel Drive SA, Joe Walker, is only short and we will let him take up the story from here.

"Every time I tried to make an announcement people kept yelling out to me to stand up, they couldn't see me or didn't know where I was," Joe said.

"It's been a joke for a long time.

"Willows Springs is owned by Peter Caulfield and his partner Michelle Reynolds and Pete always wears a Woomera.

"Peter stands six foot six and the Woomera is a pretty tall hat too.

"Someone asked Pete if he would donate his hat to the auction so they could put it on my head and be able to see me.

"He agreed and bidding got off pretty slowly, stalled at \$1000 and we thought that wasn't a bad result.

"Then two blokes got it into their heads that they wanted to be the successful bidder and away it went."

The hat was bought by long time variety member Alf Stratton and presented to Joe.

EXPENSIVE: Peter Caulfield and the \$5000 Akubra and Joe Walker with a Woomera that did fit.



"The only trouble is I take a size 56 hat and Peter, despite his height, only takes a size 54," Joe said.

"I couldn't wear it and I put it down and during the night a person or persons "stole" the hat thinking that at some other time they would force me to fork out more money to get it back.

"When we got back to Adelaide I bought two Woomeras, one for Peter and one that fitted me and the perpetrators realized their plan would come to nothing and gave the original back to me.

"It will go on all future challenges as our mascot."

Michelle Reynolds said that while Peter was happy to donate his hat he was a very quiet and rather shy "cowboy" and became quite embarrassed by the whole business.

"He kept hiding in the shadows trying to not draw attention to himself as everyone wanted to thank him," she said.

"Pete had another Woomera so it wasn't really a worry but now he is back to two again."

That Challenge raised \$430,000 and on its way through Cowell, a seaside fishing town on the Eyre Peninsula, \$80,000 was donated for a skate park for the town's children.

Next March the challenge heads to the Victorian high country.



STRAND HATTERS WINS AWARD

Strand Hatters, one of Akubra's main retailers in Sydney, has been judged Men's Best Accessories Shop in a competition between four of the city's major shopping centres.

Robert Carroll (right), the manager of Strand Hatters, accepted the award from Stephen Albourn, the manager of the Strand Arcade

in George Street.

Winning this award against so much competition is no mean feat and testament to the work Strand Hatters put into their displays and promotions.

The Strand Arcade alone is a multi-level complex of 70 shops in the middle of the CBD.

AWARD: Robert Carroll (right) and Stephen Albourn with the award.

PROUD VETERANS AIR LIFTED TO CANBERRA DAWN SERVICE

It was a major venture in logistics for organisers but these six veterans from three wars were safely flown from Melbourne to Canberra and home again for the Centenary Anzac Day celebrations at the War Memorial.

The six, all from RSL Park in Melbourne and all veterans of World War Two, Korea or Vietnam, were flown with their carers to Canberra, partly assisted with donations from the RSL sub branches of Seaford, Rosebud, Rye, Frankston and Long Beach and coordinated by the Vietnam Veterans Associations of the Mornington Peninsula. The trip was the brain child of Jan Semple, the RSL Park Residential Manager and her staff, who wanted to do something special for the veterans to commemorate the centenary of ANZAC.

Gallipoli was considered a beach too far, both practically and financially, but Canberra was well within their reach.

The group flew in on the Thursday before ANZAC day, spent Friday with a lengthy, expertly guided tour of the War Memorial then were up early to join a crowd of more than 120,000 for the Dawn Service the next morning, kept warm by their Akubras and Piccadilly Circus Coats.

"A lot of planning went into the tour and we spread it out over four days to make sure the veterans had plenty of time to rest," Bob Evans, from Vasey RSL Care, said.

"We are especially grateful to Akubra for their support.

"The men felt really proud of their hats and rarely had them off their heads.

"They won't part with them now."

During the tour of the War Memorial veterans Tony Guest and Kevin Berry had personally affecting encounters.

Tony found a display of one of the ships he

had served on while in the RAN while Kevin spotted a photograph of Sgt Brian Cooper after he had been awarded a Military Medal in the battle of The Hook at the end of the Korean War.

"We were all in a tent when the army PR team turned up with a photographer and asked Brian to come out and pose for the photos," Kevin said.

There was some doubt early on that 91 year old Graham Outhred, a veteran of the New Guinea campaign, would be well enough to make the trip.

However he rallied and was rarely without a smile.

Allan Kirk, who served in both the Australian Army and Navy, said the trip had allowed them to be part of the world again and to be publically recognised and respected.

The final word belonged to Robert Homes who recovered from a last minute illness to make the trip.

"I wouldn't have missed it for quids," he said.

RUGGED UP: The six veterans after the ANZAC centenary dawn service in Canberra.



FUTURE OF AUSTRALIAN AGRICULTURE IS IN GOOD HANDS

The future of Australia's agriculture is in good hands considering the diverse range of talents from the eight finalists at this year's Sydney Royal Easter Show Rural Achiever Awards.

A record 34 entries were received with all entrants flown to Sydney from various parts of the state to face a panel of four judges. The final eight shared \$17,000 in prize money donated by The Land and Royal Agricultural Society (RAS); 11 days paid accommodation at Sydney Olympic Park and all expenses paid behind the scenes experiences for the duration of the show; complimentary membership of the RAS for one year; a Rural Achiever uniform and Akubra; a trip to this year's Adelaide Royal and professional development programs and networking opportunities throughout the year.

The Rural Achiever Award is a state-wide leadership program open to young men and women from the 20-29 years age bracket and is designed to recognize young leaders working to make a significant contribution to their local community and rural Australia. The final eight (back row, left to right) are Diana George, Kylie Schuller, Jordon Hogg, Rowan Alden, Airlie Trescowthick and (bottom row, from the left), Charles Mill (winner), Brendan Mansbridge and Tim Eyes. To highlight the expertise of these young people and their commitment to agriculture we have included a brief biography of each.

Diana George Diana is from Nevertire and a fourth generation farmer from Western NSW. She has a history of showing cattle and now organises events such as heifer shows for junior competitors. She recently completed her degree in Agriculture at the University of New England and is currently employed on her family farm in Nevertire. Diana hopes to return to university and gain teaching qualifications to allow her to be an agriculture teacher.

Kylie Schuller Kylie works as a Supply Chain Coordinator within the meat industry and is based in Sydney. She was granted a scholarship to travel to the USA for six months to study agricultural systems and was exposed to different methods of agricultural production. Her career aspirations involve helping consumers to



RURAL ACHIEVERS: The eight finalists (back row, from left) Diana George, Kylie Schuller, Jordon Hogg, Rowan Alden and Airlie Trescowthick and (front row, from left), Charles Mill, Brendan Mansbridge and Timothy Eyes.

understand and appreciate the process of paddock to plate.

Jordon Hogg Jordon lives in Moree and is a Sales Nutritionist for Top Country. She completed her Bachelor of Rural Science with Honours in 2014 at the University of New England. Her thesis was "the economic assessment of non-compliance of pasture-based beef production in South Australia." Her passion is animal nutrition and her career ambition is to one day become a nutritionist for feedlots.

Rowan Alden Rowan is from Worrigea and is undertaking Honours at Charles Sturt University (CSU), Wagga Wagga. Her Honours project involves examining the effect of climate variability on a wheat and rice pathogen. Rowan is an active member of the CSU community and is a student member on the CSU Council (Board of Directors). She has gained hands on experience and knowledge of pasture production through her internships at CSIRO.

Airlie Trescowthick Airlie is currently a Livestock and Pasture Assistant based in Holbrook. She completed her Masters of Food and Resource Economics at the University of British Columbia, Canada in 2014. Airlie is currently developing a business concept which will serve as a basis for agricultural sub-sectors to collaborate

and share case studies of success across the industry.

Charles Mill Charles is from Delungra and is an Agriculture and Primary Industries teacher based in Aberdeen. He has been heavily involved in organising the Upper Hunter Beef Bonanza for over six years and also assists in the coordination of the National Inter Schools Meat Judging competition. Charles' passion for Australian agriculture stemmed from his upbringing in a mixed farming enterprise in Northern NSW.

Brendan Mansbridge Brendan is a livestock marketing specialist for a stock and station agency in Forbes. Brendan has a history of involvement in judging stud sheep classes on a national level. He is a registered wool classer and breeds Poll Dorset sheep for exhibiting at local and state shows. One of his goals is to establish a vertically integrated prime lamb enterprise.

Timothy Eyes Timothy is from Wyong Creek and used his knowledge gained through his studies at Tocal Agricultural College to start his own business, Eyes Farm Contracting, in 2010. The core focus of his business is to develop farm management plans for local farmers. Tim has also started a successful poultry business and regularly visits farmers' markets to promote and teach the public about the ease and reward of owning hens.

MEET THE NEWEST MEMBERS OF THE AKUBRA ADMIN TEAM!

Annalise Bell (left) and Lisa Dowling are the newest faces on our administrative team, joining Cheryl Mitchell and Julie Wilson in the front office.

Lisa has been working in corporate office environments in city and regional locations for more than 10 years.

She has a solid background in Payroll and Human Resources within the manufacturing industry and is highly focused on maintaining key processes that support business sustainability.

Lisa's keen eye for detail and ability to juggle tasks while keeping her focus has been warmly welcomed at Akubra.

Annalise is the newest addition to our administration team, replacing Jenny at Reception who retired in February.



WELCOME: Meet the new additions to our admin staff.

Annalise's vibrant personality and approachable nature makes calling our office a delight.

Drawing on her extensive experience in customer service and sales and marketing, Annalise aims to consistently achieve a positive experience for all of our customers.

We welcome the ladies to the Akubra family!

AUSTRALIAN TENORS LOVE THEIR AKUBRAS



PLENTY TO SING ABOUT: The Australian Tenors resplendent in their Snowy Rivers.

The renowned Australian Tenors are Aussie from their boot straps to their Akubras, black Akubra Snowy Rivers to compliment the traditional attire they wear on stage.

The five tenors regularly donate their time and talent to worthy causes and recently

sang at the Children's Hospital awards night in Sydney.

Their appearance was one of the highlights of a night when companies or individuals, who donate to the hospital, were recognized.

Next month (July) the tenors take their voices on a country NSW tour to three centres, appearing at Tamworth on the 24th, Port Macquarie (25th) and Taree on the 26th.

The tenors (from left), Stuart Neilson-Kemp, Murray Mayday, Warren Fisher, David Hamilton and Gavin Lockley, are all soloists in their own right but regularly combine in a dynamic display of true Australian talent.

Their concerts are never complete without singing Waltzing Matilda, Australia My Country and other Australian favourites, one of the reasons they are so popular.

ANDREW EXCITED ABOUT HELPING GROW THE AKUBRA BRAND

Andrew Angus, Akubra's new General Manager – Sales and Marketing, is excited about joining the company.

"Akubra is an Australian icon and the brand name is etched into the fabric of this country," Andrew said.

"Three things really attracted me to Akubra – the fact it is an Australian manufacturing company, it is a family business and its core values are honesty in business and generosity.

"Why wouldn't I be excited about helping to grow such a business?"

Andrew lives in Sydney with his wife Betty and children Bailey and Hannah and will be based there.

He has spent a lifetime in retail and marketing, working in his family's

distribution business while he also owned a retailing business in Sydney.

Later he was National Sales Manager for LEGO for four and a half years then held the same position with Dyson for two and a half years before coming across to Akubra.

Andrew brings all that experience to a newly created role that will add another dimension to Akubra's business strategy.

He hit the ground running and within days had introduced himself to all of Akubra's sales team from across Australia at the Company's National Sales Conference held in May in Sydney.

One thing struck him.

"Every one of them, towards the end of the conversation, said 'welcome to the family,'" Andrew said.

"I didn't prompt them, it was not something I sought.



JOINED THE TEAM: Andrew Angus who has joined Akubra as General Manager – Sales and Marketing.

"It came voluntarily and really struck me that Akubra is not just a company, it is a family and an important family at that."

Andrew joins the executive team of Managing Director Stephen Keir, Chief Financial Officer Roy Wilkinson and General Manager – Operations Ron Palin.



MADE FROM RABBIT: Dylan Segelow proudly shows off his new Snowy River.

"NAN, CAN I PLEASE HAVE A HAT MADE FROM RABBIT?"

Eight year old Dylan Segelow and his four year old brother Ethan, from Corryong in the Victorian high country, have not had the best start to their young lives.

In 2012 their father, Joseph, died from a heart attack at just 26 years of age and while Ethan was only tiny and unable to fully appreciate what had happened, Dylan had lost his best mate.

Joseph was on life support for a short time and their heartbroken mother, Jen Crane, bought two teddy bears and put one under each of his arms.

When he died a bear was given to each of the boys and told their father would be watching over them through the bears.

Recently their grandmother, Ann Segelow, asked Dylan what he wanted for his birthday.

"A cowboy hat made from rabbit," Dylan said.

Ann knew straight away what he meant and Dylan rarely has his Snowy River off his head.

Which is appropriate considering Corryong is in the heart of Man From Snowy River country and hosts the annual Man From Snowy River Bush Festival each April.

Dylan has ridden his beloved pony, Shrek, in several of the parades but this year had to dispense with the Akubra to wear his helmet.

The children in Dylan's year two class fully understand how Akubra hats are made courtesy of a DVD sent to him by the company.

They watched the DVD when Dylan took his new hat to show and tell.

AKUBRA