



NEWS



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

MESSAGE FROM MANAGING DIRECTOR STEPHEN KEIR



Managing Director Stephen Keir

I believe this may well be the first time I have been compelled to write to you outside of my usual Christmas message. However, these are unusual times and this newsletter will be more important than most in keeping you informed of the decisions we have had to make recently in an effort to cope with the new environment we now operate within.

There is no doubt that Covid-19 has had a significant impact on our business, as I am sure it has had on you all. We have worked hard with our agents, sales representatives and front office staff to assist you in your individual circumstances. We believe we have been fair and understanding

in the majority of circumstances, but I certainly understand that not all of you welcome some of the decisions we have made.

We have been in business now for more than 140 years, navigated our way through two world wars, the great depression as well as the Spanish Flu pandemic. On each occasion my predecessors were forced to make difficult decisions to ensure the survival of our business. Today is no different.

I am mindful that post Covid-19 it will be vital that our business has survived and is well positioned to continue to supply our retail network as you all return to some normality. Of course,

I expect that business will be very different and it is difficult to predict how long this may well be the case. To this end and at the present time we are limiting our product range to our most popular styles as well as placing some short-term restrictions on available credit limits. None of us know what the future looks like and these measures, supported by our Board of Directors and my family, are necessary to ensure we all eventually return to some normal trading conditions. This newsletter contains the list of our available range at the present time.

What is crucial is that we all come out the other side of Covid-19 and continue to trade and support the Australian economy, just as we always have. There is no doubt this will be a long and hard road to navigate.

On the positive side we are already seeing a groundswell towards Australian made products. This will be key in our marketing communications over the coming months. We urge you all to promote Australian made and will be producing targeted point of sale material to assist you deliver this message.

As you all know Akubra is a family owned business, and my family continues to invest in Australia, our employees and our stakeholders. I ask for your understanding and support during these difficult times. Most importantly, I hope you, your families and your employees remain healthy amidst this current crisis.

NEW AKUBRA HAT RANGE



From L to R: The Coober Pedy in Santone, Rough Rider in Loden and Avalon in Federation Navy – all available in the stock top up service range.

We expect that you will be able to order from stock service from 1 August 2020. Please note the following conditions regarding the ordering of stock service hats:

- Minimum order of four hats
- Maximum order of twenty hats per week
- Standard freight charge of \$10 + GST on all orders

The following range will be available from Stock Service:

Country

- Cattleman – Bran, Fawn, Sand
- Coober Pedy – Black, Khaki, Sand, Santone
- Coolabah – Bran
- Riverina – Bran, Loden, Sand
- Snowy River – Black, Santone
- Tablelands – Brown Olive, Sorrel Tan
- Territory – Khaki, Santone

Western Styles

- Bronco – Black, Quartz
- Rough Rider – Black, Bran, Light Sand, Loden
- Sombrero – Fawn
- The Arena – Sand

Lifestyle Collection

- Traveller – Black, Bran, Regency Fawn, Rust

Urban Hats

- Avalon – Black, Federation Navy, Hazelnut
- Bogart – Black, Carbon Grey
- Leisure Time – Black, Light Sand, Regency Fawn
- Stylemaster – Acorn Fawn, Carbon Grey
- Top Hat – Black

Please note the above styles are still available on indent. We encourage you to indent where possible – our stock room will remain a top up service only.

Indent Only Hats

We have been forced to reduce our overall range of hats during this pandemic. Below is a list of hats that are still available as indent only.

- Angler – Loden, Regency Fawn
- Avalon – Eucalypt, Ochre, Tempest
- Banjo Paterson – Graphite, Heritage Fawn
- Campdraft – Black, Bluegrass, Sand
- Cattleman – Black, Graphite
- Coober Pedy – Bluegrass
- Golden Spur – Black, Bran, Sand
- Hampton – Black, Carbon Grey, Cedar Brown
- Military – Khaki
- Rough Rider – Electric Blue, Magenta
- Snowy River – Glen Grey, Sand
- Stylemaster – Bluegrass, Federation Navy, Loden
- Tablelands – Sand
- Territory – Sand
- The Arena – Black
- The Croc – Black
- Traveller – Fern, Sand
- Woomera – Sand

Outlined above is our complete range for the foreseeable future. Any future changes will be communicated as they arise. However, at this stage there are no plans to add to the range outlined above before the end of this year. Should you need any further clarification please contact your Akubra agent or sales representative.

KEEPING DOLLY'S DREAM ALIVE



Friday 8 May saw thousands of people around the country celebrate the second annual Do it for Dolly Day.

The national multimedia campaign is from anti-bullying organisation Dolly's Dream, set up by Kate and Tick Everett in 2018 after their 14-year-old daughter Dolly took her own life after being subject to repeated bullying and cyber-bullying.

The story of Dolly went viral, accompanied by a photo of her at eight-years-old wearing an Akubra, and led to the annual Do it for Dolly Day. When she was younger, Dolly had been the face of Akubra and featured in our advertising campaigns.

Blue was Dolly's favourite colour. Wearing blue on Do it for Dolly Day has become a reminder for people to be kind to those around them. Remembering to always treat others with respect is a positive first step in lessening the impact of bullying.

Be kind. The message has never been more important. In a world where everything seems to have ground to a halt, we're helping to keep this message moving forward by paying kindness forward.

Do it for Dolly Day not only honours Dolly's memory, it also makes sure those important conversations continue around bullying and online safety, and how kindness and compassion can change the outcome of a day.

Show your support at dollysdream.org.au #doitfordollyday

AUSTRALIAN MADE AND OWNED

Akubra has manufactured in Australia since 1876 and the company is now in its 5th generation of Australian family ownership.

Before the global pandemic hit, we were experiencing a surge in popularity, driven by a consumer trend away from 'fast-fashion' toward longer-lasting goods. This is testament to the history, style and timelessness of the Akubra brand.

Now, during the Coronavirus response, we are seeing people turn toward Australian made and Australian owned products, to support our economy during these tough times.

Quality, durability and reliability have never been more important to the Australian consumer, and Akubra stands strong in this regard.

ISAIAH TAKES ON A TRAINEESHIP



Isaiah at the Akubra Factory

Akubra is proud to team up with the Clontarf Foundation, which works to improve the education, discipline, life skills, self-esteem and employment prospects of young Aboriginal and Torres Strait Islander men and by doing so equips them to participate more meaningfully in society.

Isaiah started at Akubra Hats mid 2019 as a labourer. Due to his hard work and commitment he has recently been placed on a Factory Worker Traineeship.

"It's great now being on the traineeship as I feel like I'm working towards something and will have heaps more skills and a qualification to my name at the end of it.

"Akubra has a great work life balance for me. I still enjoy playing footy so having the weekends off are great for me.

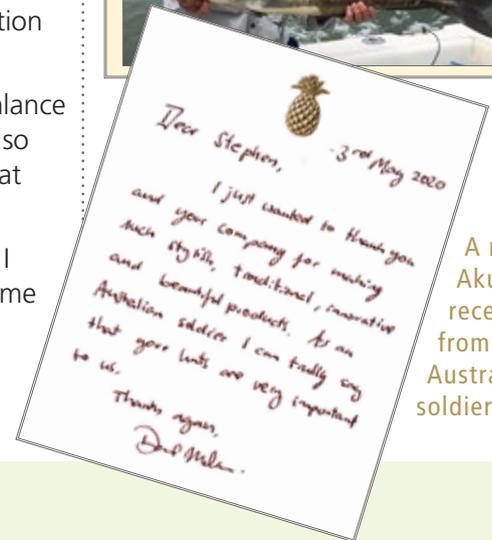
"I know if I keep putting in here I could have a job here for life. Some of the blokes working here have been here for 30 years."

AUSSIE SPIRIT ON DISPLAY

We've been overwhelmed with support from the Aussie community during these challenging times. Thanks to everyone who reached out over the past months.

"I thought I would send you this photo to show you that the hat is being put to good use. Not only does it keep the UV off my face and head generally, but it does help to make my ugly mug a little more palatable. I hope that everyone at Akubra are ok and that the business can weather this difficult time."

- Ron Russell, Banksia Beach, Qld



A note Akubra received from an Australian soldier

A GREENER FUTURE FOR AKUBRA



The factory's new gas-fired boilers

At Akubra, we understand that our actions today will impact the environment of tomorrow. We know that our customers are as engaged with saving the planet as we are.

That's why we've made significant upgrades at our factory and changes to our manufacturing processes

over recent years to improve our environmental footprint.

- We reduce and recycle waste wherever possible in our production processes and currently recycle more than 60% of all waste produced at our factory.
- Through improved processing, we have reduced the amount of water used to dye each hat by 30% over the past 10 years.
- Our old coal-fired boiler has been replaced by 3 new state-of-the-art gas-fired boilers, which have halved greenhouse gas emissions from steam generation.
- We replaced the old factory

lighting system with LED, resulting in a 20% improvement in available light, while reducing electricity used for lighting by 80%.

- The new 200kW solar installation on the factory roof has reduced greenhouse gas emissions from electricity by 38%.

[Click here](#) to watch our video, A Greener Future, to see some of these exciting changes in action.

