



NEWS



Akubra PO Box 287 Kempsey NSW 2440 • Phone 02 6562 6177 • Fax 02 6562 8726 • akubra.com.au • AUTUMN 2021

AUTUMN ADDRESS FROM STEPHEN KEIR, MANAGING DIRECTOR

Never in my 30 plus years with the company did I expect that I would have to follow in my Father's footsteps when deciding to introduce the Akubra Past Purchase Performance Allocation (APPPA), very similar to the Past Purchase Performance (PPP) scheme my Dad introduced in the late 1980's.

Then we had a licence agreement with Greg Norman, the World Expo in Brisbane and the release of the movie The Man from Snowy River, which all drove demand through the roof.

Today we have a pandemic, a six-month period of stagnation where nobody knew what the world would look like, to now receiving orders from customers more than their previous annual requirement!

Our Corporate Values are Honesty, Fairness, Quality and Generosity and whilst some of you will not be happy that we have had to limit orders, the reality is we simply cannot manufacture a hand-made product at the rate that demand has increased.

We are mindful of our responsibility to support all those customers that have supported us in the past. Essentially the new APPPA scheme reflects the most equitable way to distribute our production capacity.

We have added a further 8 new employees, bringing our number from 85 employees 5 years ago to 120 employees today.

We are all enjoying increased growth, largely unexpected and who can say how long this will last? With JobKeeper support withdrawing at the end of March, the rollout of the new vaccine and a potential return to overseas travel at the end of the year, will we then see a return to some sort of normality? Or is it now that consumers are acutely aware of the importance of Australian Manufacturing and supporting locally made products? Only time will tell. In the meantime, we continue to invest in our operation to build further manufacturing capacity.

On a positive note, it is pleasing to see R M Williams returned to



Stephen Keir, Managing Director

Australian ownership, with its recent purchase by Tatterang, owned by Andrew Forrest. We continue to enjoy a strong relationship with the team at RM's and are buoyed by their intentions to bring more manufacturing back to Australia, which is no easy task. We should all do our best to support this iconic Australian brand.

I hope you can all be patient during the current climate. Everybody at Akubra is trying their utmost to support our retail network. If you have any questions about order allocations or indent periods, please contact your Akubra Representative. They have been given full responsibility on this matter. If you are not sure who your representative is, please give our office staff a call.

GROWING OUR ONLINE FOLLOWING

Our Akubra Instagram hit 100,000 followers on 1 March 2021!

This achievement is one that is truly due to our incredible community. Thank you.

We have been making hats for over 145 years and in the 7 years we have been on Instagram, we have made more than 1 million hats.

Have you joined our online community yet? Don't forget to contribute by tagging us in your best hat photos!

See Akubra play a leading part in the lives of our loyal customers – farm days, rustic weddings, rural holidays, and special moments with family and friends.



FOUR DECADES OF LOYAL SERVICE



Team members celebrating 40 years with Akubra

At Akubra, we're incredibly proud to have a team of dedicated, long-term employees who put their heart and soul into hand-crafting each hat.

We recently congratulated a number of team members who have been part of the Akubra family for 40 years.

Congratulations to the following employees celebrating 40 years with Akubra, pictured left to right:

Les Millar, Forming Department, February 1981

Mark Neill, Forming Department, October 1980

Glenn Pilbeam, Finishing Department, December 1980

Kym Hopwood, Maintenance Department, March 1980
(**Stephen Keir**, MD)

Cheryl Mitchell, Administration, January 1981

Jenny Miller, Trimming Department, April 1980

AKUBRA FLYING OFF THE SHELVES

Right across the country, Akubras are flying off the shelves as retailers experience high demand for the Australian-owned and made hat.

The almost-empty Akubra display at iconic rural clothing store, Airs of Lochinvar, in the NSW Hunter Valley, demonstrates this strong demand. It's going to be a big year!



Empty shelves at Airs of Lochinvar

MPS MEET OUR HAT MAKERS



We were proud to host Member for Cowper, Pat Conaghan MP and Deputy Leader of the House and Minister for Defence Personnel and Veterans' Affairs, the Hon. Darren Chester MP who enjoyed a visit to our manufacturing facility in Kempsey in March.

AKUBRA PAST PURCHASE PERFORMANCE – APPPA

We would like to thank all our customers for their continued support for Akubra. As mentioned earlier in this newsletter by Managing Director Stephen Keir, the Akubra Past Purchase Performance Allocation (APPPA) rollout has begun.

In January of this year, we identified that demand for Akubra Hats around the world continued to remain exceptionally high, as it did in 2020, and our capacity to produce the

required level of stock requested was not sustainable at the current forecasted volumes from our factory.

In February we initiated the APPPA to have a fair distribution of Akubra Hats around the world, based on past purchase performance of our retailers. This is to enable a steady flow of stock in the second half of this year based on the volumes we believe we can achieve with our current hat makers in Kempsey NSW.

We aim to deliver these hats on time and ensure the best quality products are achieved.

We are exceptionally thankful and proud for the high demand we continue to experience for our Australian Made and 100% Family-Owned business, in what is described as a one in one-hundred-year world pandemic.

ORDERING AKUBRA

A gentle reminder that all orders for Akubra products must go via your Sales Representative/Agent and not direct to our offices for processing.

Here are your Akubra Sales Team contact details:

Location	Email	Phone
Sydney Metro Eddie White Agencies Eddie White	eddiewhite@bigpond.com	0411 882 144
NSW Country John Crick	john.crick@akubra.com.au	0419 608 123
Brisbane Metro & Central QLD Scott Perro	scott.perro@akubra.com.au	0438 520 160
Northern QLD & NT Impact Agencies NQ Craig Windle	craigwindle@bigpond.com	0439 955 154
Victoria Metro & Country Karma Beach Agencies Maarty Stroot Tim Macpherson-Smith	maarty@karmabeach.com.au tim.macp@bigpond.com	0408 587 295 0412 627 766
South Australia Metro Tony Scuteri	scuteri@bigpond.net.au	0417 847 550
South Australia Country Richard Hill	r.hill2508@gmail.com	0417 803 405
Western Australia Turpin Agencies Jim Turpin	turpinagencies@hotmail.com	0412 591 466
Tasmania Sherriff Agencies Richard Sherriff Matthew Sherriff	richardjs@sherriffagencies.com matt@sherriffagencies.com	0418 561 370 0417 916 387
Corporate Sales Dugal McIntyre	dugal@akubra.com.au	02 9499 3199
General Manager – Sales & Marketing Andrew Angus	andrew@akubra.com.au	02 9487 4377

AKUBRA FAST FACTS



It takes **6** weeks to make an Akubra Hat

There are **162** steps in the process

Each Hat is handled **200** times in manufacture

Passing through **60** pairs of hands

The year **1876** is when it all started

Akubra Australian Made for more than **145** years

AKUBRA