

AUSTRALIA'S BEST FRIEND – OPRAH WINFREY – LOVES AUSTRALIA

America's leading lady talks up 'Down Under' on her 'Ultimate Australian Adventure'



Oprah Winfrey at Uluru in December 2010.

Picture by Newspix/Craig Greenhill ©

OPRAH Winfrey is America's leading, and arguably most powerful, talk show host. Her whirlwind tour "Down Under" possibly the best thing since sliced bread.

Australia has really been taken into lounge rooms around the world after the "Ultimate Australian Adventure" aired in January.

The Sydney Morning Herald reported in February:

"Hits on Tourism Australia's website from the US during January rose 39 per cent over the previous January and many tourism operators have reported astounding figures.

"Gaia, the Byron Bay health retreat owned by

Olivia Newton-John, saw its web traffic jump 770 per cent when the four Ultimate Australian Adventure programs went to air in the US."

While "Down Under" Oprah's large entourage travelled all across the continent with the culmination shows filmed at the Sydney Opera House.

"Australia is front-and-centre right now thanks to episodes of The Oprah Winfrey Show," said Daryl Hudson, Tourism Australia's regional general manager.

The Oprah Winfrey show is in its 25th and final season. She blew her studio audience away, as well as

Continued page 2

AUSTRALIA'S BEST FRIEND – OPRAH WINFREY

Continued from page 1
the rest of the world, last year when she announced they would receive a fully-paid eight-day trip "Down Under" as part of the final season.

Soon after December's tour commenced London's Daily Mail reported:

"Ranked the world's most powerful celebrity by Forbes magazine, Oprah's appeal has stretched half-way

around the world going by the hysterical reaction her visit has brought among her fans there."

The Tourism Australia and the Oprah Winfrey Show partnership has enabled Australia to be showcased to audiences worldwide, declared Tourism Australia Chairman, Geoff Dixon, in announcing Oprah's proposed visit.

Mr Dixon said at the time:

"Australia will be profiled on at least two full episodes plus the season premiere.

"The Oprah Winfrey Show reaches a global audience across 145 countries.

"Qantas Airways, Tourism New South Wales, the Sydney Opera House, Tourism Victoria, Tourism Queensland, R. M. Williams and Network 10 were also partners in the venture.

"The fact that Ms Winfrey

has chosen to share her first visit to Australia with her television audience is a huge backing for our country and provides an amazing opportunity for Australian tourism.

"We can showcase why there's nothing like Australia to audiences around the world and encourage them to come and explore themselves whether it's their first time or their fifth time."

2010 ABCRA NATIONAL FINALS

The Australian Bushmen's Campdraft and Rodeo Association National Finals where held from January 16-22 at Tamworth included the Junior Finals, National Finals Rodeo and National Finals Campdraft.

ABCRA and Akubra have had a long standing partnership proudly presenting the Akubra Graham Keir All Round Rookie Cowboy and Cowgirl buckles at National Finals annually, the highest accolade that can be achieved by any Rookie contestant.

LEFT: Teneille Clifford won the ABCRA 2010 Lady Barrel Race Championship.

(Photo courtesy of Yvonne Rice)



Danielle Foster (right), an office administrator from Gurley, won the Akubra Graham Keir All Round Rookie Cowgirl 2010.

(Photo courtesy of Tylen Gibb)



Deon Lane), a diesel fitter from Charters Towers, won the Akubra Graham Keir All Round Rookie Cowboy 2010.

(Photo courtesy of Tylen Gibb)

ROUGH RIDER – ROCKETS TO SECOND

A style that continues to surge in the Akubra best seller list is the Rough Rider.

Previously listed at number seven in the top ten sellers this style is proving extremely popular, moving into the top three and outperforming both the Snowy River and Coober Pedy.

The Rough Rider is a Western Hat featuring a Pro Rodeo brim and centre-creased western crown and comes with a fancy braided double horse hair tail band and satin lining.

Available from stock service in Black and Light Sand and on indent in Loden.

All three colours now feature in the top 20 hats sold by Akubra, and sales surged in the period prior to Christmas.



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

NATIONAL SALES CONFERENCE

Next month the 15th National Sales Conference of Akubra Hats will be held in Kempsey.

Akubra representatives from all over Australia will discuss new products, trends, retail matters, new opportunities and marketing strategies.

The conference will run for almost two days and significant outcomes from this event will be reported in the next Akubra News.

AKUBRAS FOR ALL AGES . . .



ABOVE: Larry and Murray Brook, from Port Macquarie, at the 150th Melbourne Cup, November, 2010. The Brooks cruised to Melbourne, out of Newcastle, on P & O's "Sun Princess".

**On Top
Down
Under**

RIGHT: Little Miss Charli Robinson and her parents from The Oaks, NSW love their Akubra hats. Her father Rob is rarely parted from his favourite work hat! However, Charli managed to get a wear of it.



CHAIRMANSHIP OF THE AKUBRA BOARD OF DIRECTORS – IS ALL ABOUT FAMILY

NOT only is the Akubra Hats chairman fourth generation, so are two of his fellow directors.

Stephen Maitland Keir IV doubles as the Company's Managing Director and Chairman and welcomes his sisters Stacey Louise McIntyre and Nicola Jane McLeod to the board of directors.

"My dad, Stephen Dixon Keir III OAM, worked with the Akubra Hat Company for more than 56 years," Stephen IV said.

"He was Chairman of the Board of Directors until last year when he decided to step down."

Stephen III, retired from the Managing Director's role at the end of 2007 with his son Stephen IV taking up the position at the start of 2008.

"Stephen has worked

with the Company for more than 20 years," Stephen senior said.

"With his appointment as Chairman of the Board of Directors of Akubra Hats I am proud to say he represents the fourth generation of our family appointed to this position."

Stephen IV, in his role as Managing Director of Akubra Hats, is equally proud to have his sisters sit at the board table.

"The Akubra board has always had a strong family involvement and this tradition is expected to continue for generations to come," Stephen IV said.

PHOTO: Stephen Dixon Keir III (seated). Middle from left to right, Stacey Louise McIntyre, Nicola Jane McLeod, Wendy Christine Keir. At the back, Stephen Maitland Keir IV.



SMALLEST RETAILER TAKES BIG AWARD



Victor Gasper (IPOH General Manager), Roberto Carroll (Strand Hatters) and Alistair Anderson (Strand Arcade Manager).

Photo courtesy of Strand Hatters.

STRAND Hatters collected the IPOH business recognition award late last year after beating off challenges from retailers in four of Sydney CBD's best shopping centres.

"There was only one award," Roberto Carroll from Strand Hatters said.

"It was all about being pro-active from the internet to in store marketing, merchandising, point of sale, and the like.

"We are only a small business, we don't win a lot of awards because they are so competitive, but we are very active in retailing."

IPOH manages Sydney's CBD four major centres: The Strand Arcade, Queen Victoria Building, The Gal-

eries and Chifley Plaza with combined retailers of 373.

Strand Hatters target the fashion market and have who's who of clientele.

"Canadian crooner Michael Buble popped in just last week and walked away with a great little Akubra Trilby in grey," Roberto said.

Milliner Roberto said last Christmas had been his busiest in 20 years with sales twenty per cent higher than the previous year.

"In the week before Christmas we had an average of 20 people in our shop constantly," Roberto said. "We've been quite busy and always working on new projects."

AKUBRA – ON TOP DOWN UNDER