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Notes from the Boardroom

The Art of Judging

In the last newsletter we asked interested members to complete a survey about judging sewing competitions. The purpose of the survey was to determine if we should develop a training program for judges of sewing/needlework competitions. Thank-you to those members who took the time to complete the brief survey.



After reviewing the limited number of responses, it has been decided the considerable effort required to develop a training program is not justified. However, we are offering a fairly comprehensive **Quality Standards Checklist** which is suitable for both judges and competition contestants. Many thanks to Kay Platts (WA), author of this document which can be found in the Member page of the website, under Documents and Resources (type *sewing competition* or *quality standards* in the Search field).

If you were one of those who expressed interest in being a competition judge, this document is a good read and very informative. You can also consider approaching organisers of local shows that hold competitions as some also provide training and/or the opportunity to shadow experienced judges.

Sharing the love...

Sharing and furthering the art of sewing. What better way to do this than to introduce children to all the things we love best about sewing. Our junior membership has grown significantly in the past 14 months – from 6 members to 22 members – and we couldn't be more delighted. Welcome Juniors! May you develop a life-long love of all things sewing-related. From those of us who have a few more years behind us, we assure you that sewing is a skill and an art form that will bring you great pleasure and satisfaction.



Special thanks to Leila Graham for recruiting 11 of these members for the new Milton Mini Stitchers group.

Meet Our Industry Partners



Silk Trader has been supplying the highest quality silks for fashion and soft furnishings since 1964.

You can view all of their wonderful colours and different finishes on the website, www.silktrader.com.au While there you can order samples or fabric – with the minimum order only 25cm!

Visit the website to subscribe to their email newsletter to be notified of new fabrics and future sales.

As a special welcome to Australian Sewing Guild members please use coupon code **asg20 at checkout for a 20% discount (excluding sale fabrics) on orders through the website.**

Coupon code valid until June 18th 2017.

10% OFF STORE WIDE
for Australian Sewing Guild members at
Woodrow Handcrafts

105 Mary Street GYMPIE QLD 4570
(07) 5482 1296
info@woodrowhandcrafts.com
www.woodrowhandcrafts.com



New Industry Partner, Woodrow Handcrafts are offering ASG members 10% discount store wide.

Every month they run a Janome Digitizer V5 workshop, where Katrina will take you step-by-step through the process of creating an embroidery design.

Go to www.woodrowhandcrafts.com to book for the next workshop



As Founder of **Rich Rags** sewing school Carol Giles has enjoyed 25 years of helping students turn inspirations and design ideas into reality.

Instagram Account
[carols_richrags](https://www.instagram.com/carols_richrags)



Prepayment details email info@annewhalley.com

Your Style Ingredients by Anne Whalley

25 June 2017

Adriana's Fabric Warehouse (VIC)

info@annewhalley.com for more information

Are you a member of the ASG with your own sewing-related business? You can convert your existing 'General' membership to that of 'Industry Partner'. The annual membership fee is the same. This gives you an opportunity to promote your business and gives ASG members the chance to support local businesses - a win-win!

Contact partners@aussew.org.au

Convention Challenge 2018

One of the highlights of the convention is the Sewing Challenge
The theme for 2018 is

MONOCHROMATIC MUSINGS

What is meant by 'monochromatic'?



Basically, monochromatic means something that consists of one colour or hue. A monochromatic colour scheme is based on variations of one particular colour, including all the tints, tones and shades of that one colour.

So think of your favourite colour...now muse (think, ponder, reflect, ruminate, cogitate, daydream, meditate) upon all the possible variations of that colour in fabric. These fabrics could be purchased; they could be hand dyed; they could be created by you using embellishments and textile art techniques. The field is wide open to your imagination, creativity and sense of playfulness.

As this is a sewing challenge, all garments are to be constructed from fabric.

CHALLENGE CATEGORIES

Garment – enter one garment or a coordinated outfit (excluding accessories)

Fashion accessory – one of: hat OR tote bag OR handbag

Home décor – soft furnishings for the home e.g. cushion covers, placemats, table runners, wall hangings, etc.



ENTRANT CLASSIFICATIONS

Junior – ages 5 to 11 and ages 12 to 17

Novice – less than 5 years sewing experience

Previous challenge winners – anyone who has won a prize for past convention challenges

Professional – earns an income from sewing

Open – anyone who does not fall into the above categories



For those not wishing to participate in the challenge, but who still want to show off their creations, there will be a **Convention Dinner Parade**. This will be your opportunity to parade an outfit that you have created. *Note this outfit does not need to be monochromatic.*

Challenge entries will be judged by a panel of experts and prizes awarded accordingly.

Winners for Convention Dinner Parade entrants will be determined by viewers' choice.

The Convention will be held in Melbourne at the Mantra Bell City Hotel (Preston)

6 - 10 August 2018

Challenge open to Guild members only.

Upcoming Events



Abundant colour, beautiful light Polymer Clay techniques for Fibre Artists



Permission to Play - A Mixed Media Journey
Monika Dabrowska-Ejmont

TAFTA INC. presents

Geelong Fibre Forum – Artists Retreat

1 to 7 October 2017

The Geelong Fibre Forum has been running for over 15 years at the Geelong Grammar, Corio, Victoria.

International and Australian Tutors

The forum retreat runs Monday to Friday from 9am - 4pm and Open House on Saturday 9 -12pm.

Residential or non-residential options available. The cost for non-residential includes lunches every day and tutor fees. The cost for residential includes all accommodation (single or shared), meals from Sunday night through to Saturday breakfast and tutor fees.

For more details visit: www.taftainc.com.au

Email: info@taftainc.com.au



Felt to print or print to felt



Exploring Sculptural Ornaments
Helle Jorgensen

A stitch in time saves stress down the line

Renaissance in needlecraft is fuelled by huge social media interest (from The Guardian)

With his bald head and tattooed triceps, Jamie Chalmers is an unlikely advocate for the delicate art of cross-stitch, but the 42-year-old is a self-styled kingpin of contemporary embroidery.

Mr X Stitch – as he is known to his many social media followers and those who attend his workshops – is leading a march of young, hip men and women embracing textile crafts. Across Britain, an army of needle-wielding folk are joining sewing and knitting groups, signing up to classes and enjoying the rewards of stitching, knitting and crochet in a renaissance of traditional needle skills.

Market research reports a 12% rise in women doing some sort of needlecraft as a hobby in the last two years. A fifth of women under 45 are interested in taking up knitting and sewing, while 17% of men aged 16 to 24 are keen to try one of these pastimes. Julie Hassan, senior buyer at Liberty, says there has been such growth in fabric and haberdashery this season the store is increasing its range by 25%. “To inspire shoppers, we’ll be showcasing the work of renowned crafters and textile artists alongside materials to make things with themselves,” she says.

Mr X Stitch recently designed a collection of kits for DMC using glow-in-the-dark thread to create his “Dark-itecture” collection of urban skylines that change appearance in different lights.



The growing trend of craft DIY to monogram and customise clothing and accessories has led to a resurgence of embroidery and needlework. These are trends happening right across the world. People are intoxicated by their phones and computers these days and want to take a break and do something with their hands. These are activities which tap seamlessly into the normalised behaviour for people to share their creations on social media.”

A decade ago the demise of craft skills was predicted, but now there has been an explosion of boutique fabric and haberdashery retailers on the high street and online to cater for this new generation of stylish, contemporary makers. Names such as Merchant & Mills, Purl Soho and Loop are hallowed by modern stitchers, while “swear cross-stitch”, “feminist embroidery” and “subversive stitching” are all popular search terms online for those who want more than traditional designs.

Rachel Hart founded the Ray Stitch webshop in 2009 and opened a small shop two years later. “We are definitely reaching a younger, more design-conscious customer, and a generation of teens through to thirtysomethings who were never really taught to sew,” she says.

In a bid to move away from corporate life and regain her own work-life balance, Sonia Bownes launched the London Craft Club three years ago and runs a series of teaching patchwork, arm knitting (using your arms instead of needles to create giant stitches), beginners sewing, quilting and more. “Craft has really taken off in a big way,” says Bownes.

While our grandmothers may have sewn out of necessity, and had skills passed down through the generations, the industrial revolution of the 20th century has meant making is no longer the life skill it once was. The new wave of stitchers are benefiting from a form of crafty mindfulness in an increasingly pressurised, yet passive world, where, according to media regulator Ofcom, British adults spend an average of nine hours a day online.

Making is part of being human, yet as a society we are suffering from the effect of increased screen time and the lack of real fulfilment that often accompanies that. Most needlecrafts are fairly accessible and require only basic skills and minimal outlay to achieve very rewarding results.

“The rhythmic, repetitive moments necessary to knit, sew or crochet are proven to have therapeutic benefits and improve mental health and emotional wellbeing, increasing serotonin production and inducing a natural state of mindfulness.”

Around the Nation

Australian Sewing Guild 20th Birthday Celebrations in Western Australia



Australian Sewing Guild in Western Australia celebrates its 20th birthday with a flavour of the past and the future.

I went along to the birthday celebration with my usual “positiveness” and I was not disappointed. Firstly the room was inviting, pretty flowers on white table cloths...very classy. Tasty looking platters in the centre of each table with tea, coffee and water.... what more could you want! And then Sarah [Mumme], the MC, took it away for the wonderfully mixed crowd of old members, new members and some hoping to join, for a very well presented programme. Loved the guest speakers; I found both very interesting and thought provoking, and what wonderful ideas started to run through my mind - new patterns to search out, new challenges to try, one pattern for every day????

Caroline Smith, blogger and Megan Nielson, designer and pattern maker. I came away with a feeling of enthusiasm, pleasure and looking forward to the next event to catch up with the new friends I had found and learn more “how to do”. It felt like an invigoration of the Guild, young members with modern ideas and what technology skills can help with any sewing thought or problem.

By Syliva Thom



Carolyn Smith (L), extensive blogger. Check her link on how to make your own shoes.

www.bloglovin.com/blogs/handmade-by-carolyn-14600473

Megan Nielsen (R), Industry Partner, blogger and all round amazing sewist. <https://megannielsen.com/>

Foothills Sew & Sews (WA)

9 April, Kay Platts tutored the group in lace joining and sewing with sheer fabrics.



Sandi Maxwell (L), wearing her exquisite sheer top with Kay Platts (C), tutor and Maureen Collibee (R) the founder of ASG in WA

Around the Nation

Brisbane Industry Day

Brisbane North Region's Industry Day on Saturday, 13 May 2017 was attended by 110 people.

The committee for this event was comprised of Louise Thorsen, Carolyn Brooks and Colleen Whittaker. These ladies made their own matching tops, the fabric coming from Carolyn's stash, to wear as a uniform on the day.



The day's theme was Japanese. A demonstration on how to wear a kimono, was presented by Sashiko Hinze, a kimono fitter from Brisbane. Colleen Whittaker, State Manager for Queensland, was Sashiko's model for the demonstration and Pam Gravenor, Regional Organiser for Brisbane North, came dressed in a kimono.

There was a lot of interest in the sashiko and boro techniques demonstrated in the show and tell presentation by Jane MacDonald from **Be Be Bold** (Lismore).

Kylie, from **Voodoo Rabbit** at Annerley, gave a very informative talk on interfacings used in various types of bag making.

Michelle from **Brother** and Martyn from **Echidna** demonstrated the ScanNCut Machine and brought examples to display.



Feedback received from the traders and attendees was that this Industry Day was well organised and allowed participants to mingle with others, do their shopping and generally have a look at what was available to purchase.

There were many lucky door prizes and very good raffle prizes. The main raffle prize of a \$100 gift voucher donated by **Simplicity**.

Donations for the sample bags were received from **Brother, Echidna, Voodoo Rabbit, McCalls**. A big thank you to ladies from the various groups on the Northside who made scissor holders, tissue covers, cotton reel holders, small scrap bins, pin cushions and other items for the sample bags. There was plenty to go around.



Building ASG Membership

Joi Bostic, Board member of the American Sewing Guild, wrote the following article for their *Notions* magazine. Whilst some of the terminology is different to ours in Australia, the ideas are still relevant.



Building ASG membership. . .whose Job is it? We often assume it's a job that belongs to someone else. Perhaps ASG Headquarters (HQ) should develop nationwide recruiting efforts, or the National Board of Directors (BOD) should start membership initiatives, or the local Chapter Advisory Boards (CABs) should plan and host membership drives. But have you ever thought about your role as a member? **We all need to Think Outside the Box!**

Every member plays a valuable role as an ambassador for ASG. Your participation in the "membership" thing has a much greater reach than what ASG HQ, the BOD, or your local CAB could ever do. There is just no way to successfully attract new members and maintain current members without you!

Ask yourself who might be interested in joining and where they are. Then go there and make ASG visible. Wear your ASG name tag. Strike up conversations with these potential members. Let them know why you are an ASG member. Find out what fabric arts interest them and then talk about how ASG supports their interests. Here are some other things you can do to increase and maintain the membership:

- Talk up ASG. Don't be bashful. Let people know that you are a fabric artist. Yes, you are an artist and your medium is fabric, thread, needles, yarn, and more.
- Send handwritten notes to people you know who have a love for fabric artistry and invite them to come with you to a chapter event.

- Have a Facebook page? Post about a great ASG meeting that you attended; share information about upcoming ASG meetings.

And here are some things to do chapter-wide:

- Contact local sponsors and ask if you can host a membership drive in their location.
- Print invitations for upcoming events to be distributed to "future" members.
- Host appreciation events for members which solely thanks them for being members.
- Review your event pricing so it makes sense to join. Is a \$10 difference really enough reason to become an ASG member? Or set event pricing to include membership.
- Drive traffic for current and "future" members to ASG websites (chapter and/or National). Why? Because our websites answer questions and provide information when we are not available.
- Have non-sewing events where the goal is to socialize and build relationships.
- Host appreciation events or post appreciation banners in sponsor locations. Visibility is key.
- Leave ASG brochures, invitations, and the like in sponsor locations
- Invite sponsors to participate in events or even sell their wares at no cost or as part of the sponsorship fee. The more support you give to sponsors, the more they will give to ASG. It's all about building relationships!

115cm		150cm		115cm		150cm	
	1.5m		1.2m		1.5m		1.2m
	2m		1.5m		1.6m		1.3m
	3.4m		2.8m		2.4m		2m
	4m		3.5m		2m		1.2m

Have you seen our postcard-sized meterage guides? They are very handy to have in your handbag and are the perfect advertising tool to hand out to friends and strangers. The reverse side lists benefits of joining the Guild and social media information.

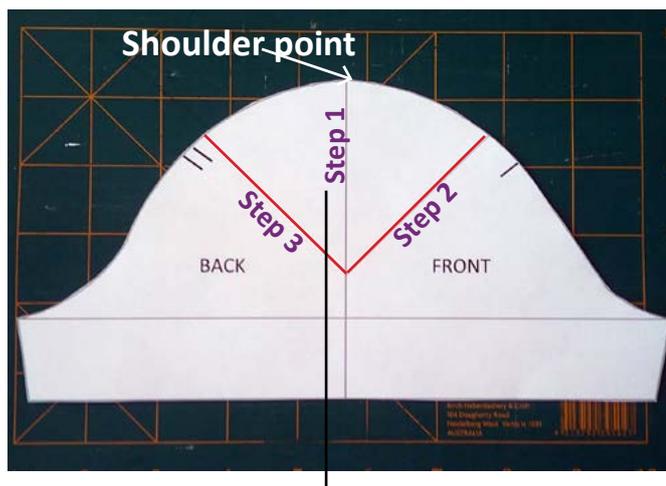
Contact president@aussew.org.au to order a FREE supply.

Tips and Techniques

Sleeve Cap Adjustment for a Forward Shoulder

Did you know that nearly 75% of women have shoulders that roll forward? It's a common problem and one that can be caused by a variety of things. It could be years sitting slumped at a desk (or sewing machine!), or you could have shortened and tightened pectoral muscles, pulling the shoulders forward. Good posture is key to preventing and/or correcting this problem.

If you find you are adjusting your patterns to move the shoulder seam forward, are you remembering to also adjust the sleeve cap? Like all pattern adjustments, there is more than one way to do this. Here's a very simple method. This method works for any sleeve length.



Step 1 Draw a line, at a 90° angle, from the shoulder point to the hem of the sleeve.

Step 2 Starting from the shoulder point, measure approximately one-third down the front sleeve cap seam. Draw an angled line to the first line, as illustrated. There is no precise angle or measurement required. Just have this second line meeting the first somewhere in the sleeve cap area.

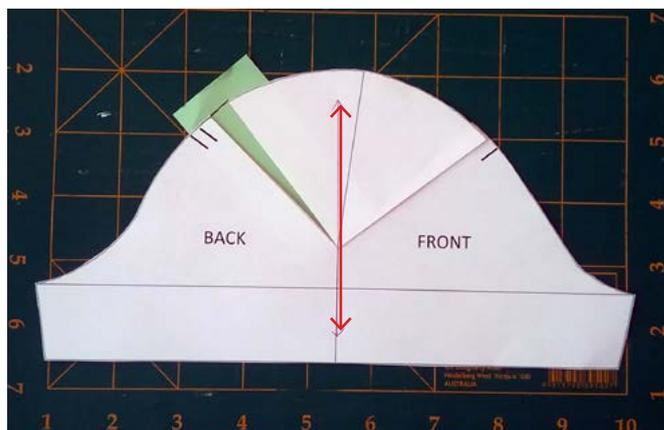
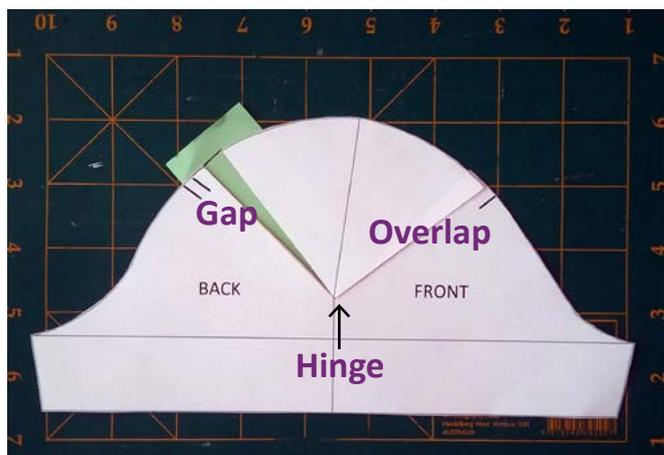
Step 3 Repeat Step 2 for the sleeve back.

Step 4 Cut along the lines drawn in Steps 2 and 3, leaving a small hinge where they meet. This creates a triangle, joined to the sleeve at the hinge.

Step 5 Rotate the triangle towards the sleeve front, overlapping at the front and opening a gap in the back. The gap distance should measure the same amount you moved your shoulder seam forward.

Example: The shoulder seam was moved forward 1.5 cm. The gap opened up at the back of the sleeve measures 1.5 cm at the seam line.

Step 6 Fill in the gap with paper and true the curve at both front and back. The line drawn in Step 1, which is also your grainline, is no longer straight. Re-draw the grainline by lining it up with the bottom part of the line. The shoulder point has now moved forward to line up with the re-positioned shoulder seam of the garment.





Australian Sewing Guild



From Castaway
To Couture

VOTE NOW
blog.aussew.org.au

Don't forget to vote for your favourite entry in the Castaway to Couture competition. View the gallery [here](#), make a note of the entry number and then click the VOTE button.

Voting closes at 11.45 PM on 28 June 2017.

Diary Dates

See [Diary Dates](#) on the website for full calendar

Contacts

President: Louise Sparrow
president@aussew.org.au

Treasurer: Deb Evans
treasurer@aussew.org.au

Director / Industry Partner Liaison: Jude Ewen
partners@aussew.org.au

Director / QLD State Manager: Colleen Whittaker
qld.statemgr@aussew.org.au

Director: Sallie Saunders
director_ss@aussew.org.au

NSW / ACT State Manager: Wendy McKinnon
nsw.statemgr@aussew.org.au

SA State Manager: Susan Fulop
sa.statemgr@aussew.org.au

TAS State Manager: Position Vacant
tas.statemgr@aussew.org.au

VIC State Manager: Position Vacant
vic.statemgr@aussew.org.au

WA State Manager: Position Vacant
wa.statemgr@aussew.org.au

Membership Secretary: Gayle Wallace
join@aussew.org.au

Membership Renewals Cashier: Carolyn Brooks
renew@aussew.org.au

Public Officer: John Morrissey (JFM Law)
publicofficer@aussew.org.au

AUSSEW News Team: Sallie Saunders, Ros Currie
news@aussew.org.au

Facebook posts: Sarah Mumme
[asg.facebook@aussew.org.au](https://www.facebook.com/asg.facebook@aussew.org.au)