



Niche 2022 Expressions of Interest

NICHE is one of Tasmania's most successful design and make enterprises held in Launceston and the North West since 2008. Proceeds go towards helping 6000 Tasmanians diagnosed with disability and developmental challenges and delays

General Information:

Preference will be given to makers who show:

- 1. Quality products** – Tasmanian designed and made by you
- 2. Commitment to donate** 20% of total sales (including orders)
- 3. Promotional effort** - excellent customer service, photography and a social media presence

St.Giles pays for venue hire and extensive TV, radio, print and electronic marketing. Niche is a social enterprise supporting St.Giles disability services across Tasmania.

MARKET DATES FOR 2022 – dates and venues to be released as COVID-19 permits.

STALLHOLDERS by invitation only: If your Expression of Interest is successful, you will receive an invitation by email to a market. Terms and conditions will apply when accepting an invitation to a market. If you aren't successful, you won't be notified but will be placed on the waiting list.

The fine print:

- The number of markets per stallholder each year is not limited, but based on product demand and variety of stalls.
- Sharing of stalls is permitted if an Expressions of Interest form has been submitted together.
- Makers are not accepted if they have a shop or if they are attending another market in Launceston/ North West on the same day.
- NICHE LOGO & ALL branded material is the property of St.Giles and cannot be adapted or changed without prior consent of the Market managers.



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This EOI form is for consideration for all 2022 Niche events

Business name: _____

Contact name: _____

Mobile: _____

Email: _____

Address: _____

Social media accounts:(Facebook/Instagram/Website): _____

About your business: _____

The products I plan to sell are: _____

I sell my products at the following shops/markets: _____

Any additional information you'd like us to know? _____

Photography: You must include 3 quality images of your work ([see our tips and tricks page](#))

Email your Expressions of Interest to niche@stgiles.org.au or post to Niche, PO Box 416, Launceston.

If successful, you will receive an email invitation to a market this year.

Thank you for your interest in Niche!



Stand out from the crowd

New to Niche or a returning maker? Our top 5 tips to get you started!

- **A picture is worth 1000 words!** A well written bio and description of your product/s is certainly handy, but our shoppers like to see the products before they reach the market. Photos should be in focus, well lit, and against uncluttered backgrounds (we want your product to be the star of the photo!). If you have any queries what makes for a great photo, contact our in-house guru, Scott, for advice. Photos must be a minimum of 1mb in size.

Please note:

Photographers will not be credited, and photo collages/ montages or watermarked photos will not be accepted

All photos submitted with your Expression of Interest may be used by St.Giles in marketing material.

- **Use a video to showcase your work.** People love to see products in use. A 10 second video shot on a mobile phone can help make a buyer make an informed decision about your product.
- **Consider branding.** Do you have a logo? A colour scheme for your item labels? Consider choosing a unique coloured piece of card for photographing small items against so your images have consistency. Please don't add logos or text as watermarks to images as it detracts from the products you're trying to showcase.
- **Go behind the scenes.** Show potential buyers what your raw materials look like when you bring them into your workspace, ask someone to take a photo of you at work on one of your pieces, or use an image caption to tell the story of what is happening in your studio at the moment. Our experience shows that images featuring makers at work or a portrait of them with their products receive twice as many views and likes on social media than product-only images.
- **Link link link and share share share!** Please include all of your social media handles – Facebook page (please include the page address as www.facebook.com/scottsgreatphotostas, rather than Scotts Great Photos to enable accurate tagging), @ Instagram name and www.website addresses so we can properly tag you in our posts. Once we share your work, feel free to re-share or re-blog to your audience, to help build the profile of the market as well.