



# handmade.

CANBERRA'S FAVOURITE DESIGN AND FOOD MARKET

## A CANBERRA INSTITUTION...



Over the past ten years, Canberra's award winning Handmade Market has grown from a seedling of an idea to become one of the country's largest, independent Australian-made markets. Starting from a tiny gathering of just 35 stall holders at the Albert Hall in 2008, the market now operates quarterly, attracting 270+ stallholders (with a trader list of 800) and an average of 20,000+ visitors per event.



Handmade provides a platform to support artisans and craftspeople, helping countless small businesses get off the ground and earn a guaranteed income. The Handmade brand has allowed its traders to gain national recognition and make valuable connections with customers.

At the heart of Handmade's success is a strong focus on social responsibility and giving back to the community through its successful charity door greeters program. In lieu of collecting an entrance fee, a local charity is invited to take collections at each market, benefiting from generous donations.

**HANDMADE CANBERRA EXISTS TO BE A PLATFORM TO FACILITATE CONNECTIONS BETWEEN AUSTRALIAN DESIGNERS, PRODUCERS, OUR CUSTOMERS, AND THE COMMUNITY**



[IMAGE GALLERY](#)

[VIDEO GALLERY](#)

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## MARKET FACTS

20,000 +

Visitors from locally and interstate to each quarterly market.

\$5 million

Projected revenue going back into the local economy annually.

800

Australian designers and producers supported annually.

Handmade is an accredited Retail Supporter with the Australian Made Campaign. This partnership aligns perfectly with Handmade's business ethos, as it promotes authentic Australian makers on a national level. The accreditation has been awarded on the basis that Handmade only sells all-Australian made goods, setting it apart from other events.



## OUR AUDIENCE



34k



24k



6k

NEWSLETTER SUBSCRIBERS **10k**

BLOG READERS **2k+**

WEBSITE USERS PER MONTH **10k**

FROM CANBERRA **65%**

### AGES

