



## PRESS RELEASE

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**Choosing** who out of Tasmania's hundreds of makers and designers is accepted into a Niche Tasmanian Makers Bazaar is a task enjoyed by the market's manager, Victoria Bayes.

Niche, which is held three times a year in Launceston and premiered in Burnie in November, is a survivor and a financial success, because of its focus on high quality Tasmanian designed and made, Mrs Bayes said.

“It would be super easy to fill Niche with mediocre stalls, but we only pick the very best quality,” she said.

About 300 makers apply annually for Niche which aims to show 60 stallholders at each market with a Niche-mas event scheduled for December 3 at Launceston's Albert Hall.

“People have to earn their place at Niche – they are expected to engage with their customers and bring only their best quality product to market,” Mrs Bayes said.

It's important that Niche is financially successful because it is fundraising venture for children's disability services at StGiles which pays the venue hire, manager's wages, advertising and special effects like Christmas lights.

Stallholders are expected to donate 20 per cent of their day's takings to StGiles. Niche attracts from 3000 to 5000 patrons to each of its one-day markets and aims to donate an after-cost profit to StGiles of \$10,000 a market.

“If a stallholder is successful, StGiles benefits. If they are not, we give another maker the chance to be part of Niche,” Mrs Bayes said.

Niche started in 2009.

General Manager of Profile and Engagement at StGiles, Danielle Blewett, said the market had succeeded where others failed.

“We've seen others fade away and we are proud that we have prevailed. Our venues have been a big part of our success. From 2010, we enjoyed some fantastic years at the Tramsheds and our move in 2014 to the Albert Hall has given patrons the best of our city's architecture, nearby Harvest Market, Victoria's (café) and City Park – an amazing cluster of a quality visitor experience,” Ms Blewett said.

A number of successful small businesses have used Niche as a part of their start-up:

- Hubert and Dan – Danielle Lefrancois began baking for Niche as Miam selling super premium kiss biscuits and baked treats.
- The Spotted Quoll Studio – Tamika Bannister a national success
- Delicious Little Things – Raelene Bates has just opened a shopfront in Launceston CBD.

Niche has evolved with three logos, the latest quietly launched in September featuring a fluoro Niche.



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“We like to freshen our brand with a new logo every three years. We’ve gone from 2009 tech look, to 2013-16 a pink Tiffany-style and our latest, 2016’s fluro Niche logo,” Ms Blewett said.

What: Niche-Mas Tasmanian Makers Bazaar

When: 10am-3pm December 3

Where: Albert Hall, Launceston