

Vendor Newsletter

● 2-5PM

LAINÉ WOLFE



Important Dates

14 Aug - 17 Sept: SW Japan Festival

9 - 24 Sept: MRROS

21 Sept: Food, Bar & Artisans Late Trade

23 Sept - 8 Oct: School Holidays

25 Sept - Monday long weekend OPEN

23 Dec - Santa in Helicopter

Long Weekend Action

Kicking off the holidays is a long weekend and Origins will be open on Monday 25 September. There's a range of family-friendly activities and entertainment happening all weekend - face painting, cookie decorating, popup stalls, kids workshops, AFL finals on the big screen and Laine Wolfe playing!



School Holidays are Coming

School holidays run from Saturday 23 September to Sunday 8 October, we're looking forward to the market being full of kids, families and good vibes!

As always John has planned a huge lineup of events for the young and old. Ebony our amazing face painting fairy is back on the team and Jude will be running her popular cookie decorating classes. Jane Bennett from Creative Heart Counselling has a series of workshops planned in the community corner and our Artisans have a heap of classes on offer to keep the kids busy.

For the full line up head up to the website
<https://originsmarket.com.au/school-holiday-program/>

Open Thursday Nights

From next Thursday 21 September the food hall, Homestead Bar and artisans will be open as a trial until 9pm on Thursdays, just in time for school holidays! We will be promoting this with signage throughout the market, a newspaper ad next Wednesday and through all digital channels. We'd appreciate you spreading the word and sharing the love through your own channels.



Helicopter Santa to Return

Origins Market and the Power Centre will be hosting the arrival of Santa by helicopter on Saturday 23 December! Save the date and get ready for a HUGE day!



Leaks

We are continuing to troubleshoot the ongoing leaks during heavy rain. Unfortunately, the high roof windows continue to leak and the contractor will be trying another solution once the weather improves. Please be careful when walking around the market floor especially after rain when we are closed and lighting is low.

A Reminder from Wendy

Just a little reminder that storage charges will be invoiced in the first week of October.

Free Advice with IPS Business Advisory

IPS Business Advisory provides free expert advice to small businesses in the South West and Peel regions, and subsidised online workshops across Western Australia. Cath Miller utilised their services and is featured as a testimonial on their website.

"Cath worked with IPS Business Advisor Sana Turnock to create a business development plan, which focussed on the business's purpose, vision, values and goals. When Cath decided to get some help to increase the farm's presence online, she looked again to IPS.

The farm's products were amazing, but their website sales were underperforming. To upskill, Cath attended an IPS SEO and Google Analytics workshop and followed up with one-to-one advisory sessions with IPS Digital Media Specialist Jerry Hoekman. Jerry worked with Cath to make critical changes to the farm's website in a bid to increase targeted traffic and kick-start website sales.

With the right advice on SEO rankings and digital marketing, the success was almost immediate. The number of visitors to the business website grew extensively – as shown in the graph – and, more importantly, the site was attracting more relevant visitors who were interested in the products."

We highly recommend you get in touch with them if you're interested in taking your business to the next level!
<https://www.ipsbusinessadvisory.com.au/> or admin@ipsba.com.au

Bye from Michelle

I'll be finishing up as Marketing Manager today to spend some much needed quality time with my family and puppy! I've absolutely loved my year at Origins Market helping to promote this amazing space and all of you incredibly talented vendors! Thank you for making it so enjoyable and so easy to promote with such a fantastic group of small businesses!

Rest assured that there's still a strong team of professionals we've been working with taking care of design, event marketing and the website. John and Cassy will be on the floor getting content for socials – so grab them if you've got anything you'd like to promote and keep sharing and tagging!

If you have any marketing related queries please email Wendy vendorliaison@originsmarket.com.au and she can direct your email to the right person.

I'll still be popping in weekly for my essentials (treats!) so it's not farewell!

