

BRIEF FOR INTRODUCTION OF MTNS MADE PRODUCT RANGE

Background

Currently the Scenic World retail shop has a Blue Mountains category, but this mainly consists of branded customised product in apparel and souvenir lines. We have four local suppliers who provide souvenir/confectionery product and we are committed to expanding our local range.

Proposal

Plans have been developed to refurbish the retail space. Part of this refurbishment includes the creation of a "Market Place" area. It is envisaged that this area will become a drawcard for locally produced and made products and be a showcase for the creativity and diversity of the Blue Mountains region. We are looking to BMEE (Blue Mountains Economic Enterprise) and the MTNS MADE brand to work with us to provide appropriate product. These could include but is not limited to jewellery, fashion accessories, textiles, ceramics, and craft. The process of selection will evolve over time and will be driven by:

- Appropriateness of product and display needs
- Availability
- Continuity of supply
- Price
- Customer surveys to determine demand and any gaps in product mix

Recommendations

Following an initial discussion with Kelly Blainey, Creative Industries Cluster Manager, it is proposed that suitable suppliers registered under the MTNS MADE brand* will be sourced by her and a viewing will be arranged on 19 November to consider and select appropriate product. We are looking to complete this first stage by the end of November 2015. Further discussions will follow as to time line for set up and introduction of new range in store.

*to use the MTNS MADE brand you must have a free business listing on www.mtnsmade.com.au. Once listed, and after the brand launch on 12 November, you will be sent the logo and usage guidelines. MTNS MADE swing tags and stickers are available from BMEE or alternatively you are encouraged to incorporate the brand into your work in other ways (see usage guidelines for examples).

