

Media release

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MTNS MADE a retail hit

Visitors and shoppers in the Blue Mountains will soon have more local, quality handmade options when seeking that special gift or souvenir thanks to a retail showcase facilitated by Blue Mountains Economic Enterprise (BMEE) that paired local artisans with local retailers.

The second MTNS MADE showcase featured 20 artisans exhibiting a range of products, from prints and cards to textiles, jewellery and children's toys. The day was attended by senior management from Featherdale Wildlife Park and the Council-owned Visitor Information Centres (VICs) at Glenbrook and Echo Point, together with several other boutique retailers.

"This is a great example of industry development in action," said BMEE CEO Jacqueline Brinkman. "The BMEE showcases are generating tens of thousands of dollars in supply contracts for our local creative industries."

This second Showcase builds on the impressive range of local artisans whose work is due to be launched this month at Scenic World, which attracts around 850,000 visitors annually.

Mayor, Cr Mark Greenhill, said, "Blue Mountains City Council appreciates the importance of creative industries to the regional economy and local community. In support of our creative industries, Council is looking to stock even more local handmade products in our popular Visitor Information Centres and to showcase MTNS MADE in a feature window display at the award winning Echo Point VIC in the near future."

Tony Chiefari, Director of Operations at Featherdale Wildlife Park, said, "Featherdale Wildlife Park is looking forward to working with Blue Mountains Economic Enterprise to support local Blue Mountains suppliers by selling their ranges in our souvenir store."

This is the second retail showcase facilitated by BMEE, with the first resulting in 14 contracts for local artisans to supply Scenic World. BMEE is now exploring wholesale and trade opportunities for local makers, buoyed by the popularity and recognition of MTNS MADE in the marketplace.

Media contacts:

Jacqueline Brinkman
Chief Executive Officer
0419 130 699
jacqueline@bmee.org.au

Donald Luscombe AFSM FCA
Chairman
0414 239 650
don@bmee.org.au