



## The Artisan Store Fremantle

Information Pack – May 2016

### About The Artisan Store Fremantle

Our mission is to make our resident artists successful and profitable.

The Artisan Store Fremantle celebrates and nurtures the talent and diversity of Western Australia's leading artists, providing an arts space to share your stories, artistry and vision with the public.

This is not your typical rent-a-shelf handmade market store, The Artisan Store Fremantle is a curated art gallery where we don't charge commission but we do need to impose an administration & service charge per week based on the size of your space.

This is a unique opportunity for artists to promote works and receive in return the full retail value that you set.

Artisans are often difficult to locate due to many operating from home based or small community studios; shoppers often cite the difficulty in locating quality local artisan objects. The Artisan Store Fremantle provides a centralised art space for a diverse collection of artists and a mecca for shoppers seeking unique quality artisan items.

TASF is the perfect place to promote your work without the cost and burden of setting up your own shopfront. We take care of the sales so artisans can focus on creation and production. We also provide the opportunity for Artisans to connect with the shopper, as meeting the Artisan is often the most important element of the buyer's experience.

The Artisan Store Fremantle has grown from my own quest to find affordable sales platforms of quality for my own jewellery business. This store has emerged from that search and turned into a mission to connect artists with shoppers, to bring quality art to everyone and to create an affordable, enjoyable experience for all.

Hence, The Artisan Store Fremantle was created as a permanent gallery for artists to self-promote and sell their works to the consumer ready market at minimal expense.

## The Idea

The Artisan Store Fremantle is a shared retail gallery space. Artists have a dedicated space within the store to display their works to the general public, paying a weekly administration and services fee with the full sale proceeds going back to the artist

Each space in The Artisan Store Fremantle is a miniature gateway to discovering a new artist .With over 200 different available areas and positions, including shelving, hanging racks, pedestals, floor space, picture rails, and window displays, artists choose where they want their products displayed based on price and availability.

Artists can choose between a 6 or 12 month contract. Payment is due on the 1<sup>st</sup> of each month in advance. Stock cannot be displayed until payment is received. Your sales will be credited to your nominated account at the end of each month. Payments not received by the 1<sup>st</sup> of the month will result in forfeiture of space and works will be removed from the shelf and placed in storage for collection.

Every item an artist submits for selling will receive a unique TASF barcode which will be electronically recorded during a sales transaction. A unique log-in ID can be provided for an additional cost to each artist for monitoring of sales, profit/loss graphs. No need to come into the shop or phone to check on stock levels. Weekly sales reports will be emailed to you for stock control and sales data. You can choose whether you want instant data or wait for weekly reports so you can decide when you need to restock and can plan ahead with cash flow.

## The Advantages

- Artists receive in remittance the full retail price of their product. Sales do not attract any commission.
- A place to sell your products without the overheads of running a retail store including: rent, outgoings, wages, tax, long leases, product & public liability, advertising, ongoing costs; the list goes on.
- We sell your work for you! You don't have to be there to sell your products. So you can concentrate on creation and production.
- Economical, with prices starting at \$20 per week for space.
- We are open 7 days a week 52 weeks of the year. Rain, hail or shine. (we close Christmas Day and New Years Day)
- Flexibility! You choose where you would like your works sold! Depending on availability, there are over 200 available spaces to display your products.
- You choose the works you want to sell. You can use TASF as a guide to discover what sells well to the general public over time. You can change your stock at any time as long as it is recorded in the store POS system.
- Permanent advertising, you can display your own business cards on your shelf and each designer will be featured on the website with the opportunity to be linked to your own website and social media pages.
- A variety of great artists creates a great product and entices a variety of customers.

- In store promotional events for artists.
- Weekly reports automatically emailed to you showing current stock and sales information. Alternatively for an additional \$5.45 per month you can have access to an online dashboard that provides data on your sales.
- Ecommerce coming.

## Why Fremantle

- Fremantle is open for shopping 7 days a week with over 4000 passers-by a day and 1.2 million tourists a year, monthly docking of cruise ships, regular festivals and exhibitions, weekend markets, Maritime Museum, Fremantle is a premier location to attract locals and tourists alike. The bustling and dynamic port city has long been renowned for its eclectic mix of art, theatre and designers. Its streets buzz with the song of buskers, the sidewalks fill with a wild collection of art and music floats out from trendy cafés and bars.
- For example Fremantle Street Festival held in April run by The City of Fremantle, estimates that 100,000 people will visit the city and attend various performances. The figure is based on past research and methodology, which includes analysing parking data. The research also indicates up to \$3.75 million will be spent at local businesses, \$2 million of which will be by the 53,000 people expected to travel to Fremantle specifically to attend festival events.
- The imminent construction of a seven storey hotel (151 rooms) and ground floor restaurant at 52 Adelaide Street and the \$220 million Kings Square project approved, Dr Brad Pettitt ,the Mayor, has confirmed there is combined level of private and public investment in the pipeline totalling almost \$1 billion. Fremantle is a growing dynamic city, an ideal location for the sale of your product.
- The Artisan Store Fremantle is part of a West End revolution in Fremantle, and because of businesses like TASF foot traffic in the West End has grown to over 1.5 million people per year!
- TASF is part of a funding network to install a professional people counter in High Street and as a result we can accurately rate footfall every hour of the year and see how it changes.
- 81a High Street Fremantle has seen a massive 5% year-on-year growth in foot traffic from 1,445,774 persons in 2014 to 1,523,414 in 2015! That's an average of nearly 30,000 going past per week!
- TASF is part of a local movement to increase foot traffic and activity in the West End so you - the Artist - have more chance at exposure!

## The Advertising

- TASF advertises in local and national circulations
- Feature artists
- In Store Promotional Events
- Online- website, Facebook, Twitter, Pinterest, Goggle AdWords, various blogs, newsletter
- City of Fremantle
- Tourism WA
- Stylist picks

## Location and Opening hours

81a High St Fremantle,6160

PO Box 254 Fremantle 6959

## Our Operating Hours:

Monday to Saturday: 10.00-5.30

Sunday: 11.00-4.30

## Pricing

- Choose a space suitable for your work
- Some spaces are flexible and can be joined to make a larger space. If you lease more than 1 (one) space you will receive a 15% discount on the second space.
- Discount % for bottom shelf position = 50% (excluding glass shelves & cubes)
- Discount % for 2nd bottom shelf position = 30% (excluding glass shelves & cubes)
- Discount % for low shelf of glass shelves & cubes = 30%.
- Clothes Rail space can be doubled, ie second clothes rail added at mid height at no extra cost.
- Prices are inclusive of GST

▪ Cube Shelf Glass Lockable	380mm W x 380mm D 380mm H	\$35.00 per week	Bottom shelf \$24.50 per week
▪ Cube Shelf Glass	380mm W x 380mm D 380mm H	\$25.00 per week	
▪ Plinth large ( <i>window display high</i> )	770mm W x 390mm D x (with optional storage insert under)	\$65.00 per week	
▪ Plinth small ( <i>window display low</i> )	490mm W x 390mm D x (with optional storage insert under)	\$40.00 per week	
▪ Plinth large ( <i>internal display high</i> )	770mm W x 390mm D x (with optional storage insert under)	\$60.00 per week	
▪ Plinth small ( <i>internal display low</i> )	490mm W x 390mm D x (with optional storage insert under)	\$35.00 per week	
▪ Shelf <i>small</i>	335mm W x 390mm D x 335mm H	\$25.00 per week 2 <sup>nd</sup> Bottom \$17.50 Bottom \$12.50	2 <sup>nd</sup> Bottom \$17.50 Bottom Shelf \$12.50 per week
▪ Shelf <i>medium</i>	500mm W x 384mm D x 500mm H	\$35.00 per week	2 <sup>nd</sup> Bottom \$24.50 Bottom \$17.50 per week

▪ Shelf <i>large</i>	750mm W x 350mm D x 462mm H OD	\$50.00 per week	2 <sup>nd</sup> Bottom \$35.00 Bottom \$25.00
▪ Shelf <i>grand</i>	750mm W x 580mm D x 435mm H OD	\$80.00 per week	2 <sup>nd</sup> Bottom \$56.00 Bottom \$40.00
▪ Pull out glass fronted drawer (suitable for textiles or small objects)	750mm W x 580mm D x 160mm H OD	\$35.00 per week	2 <sup>nd</sup> Bottom \$24.50 Bottom \$17.50 per week
▪ Pull out tray [suitable for jewellery (insert can be provided) or small objects, parchments]	750mm W x 580mm D x 35mm H OD	\$25.00 per week + \$4.00 per week insert	2 <sup>nd</sup> Bottom \$17.50 Bottom Shelf \$12.50 per week
▪ Hanging Clothes Rail (double rail can be provided, height can be negotiated)	750mm Long x 1100mm high	\$80.00 per week	
▪ Picture Rail - Wall Space	2m lineal length	\$25.00 per week	
▪ Glass Display at Sales Counter	500mm W x 380mmD X160mmH	\$35.00 per week	
▪ Store Music		\$8.00 per week	
▪ Web Site Promotion Only		\$5.00 per week	
▪ Floor Space	Approx Area 1m2	\$160.00 per week	

## The Product

- All submissions will be considered by the Artist Advisory Committee and approved prior to display of listing.
  - (Artist Advisory Committee is a volunteer group of prominent business leaders working in the arts that cover a wide range of artistic disciplines.)
- We are looking for works of excellence, unique, quality, original designed art and craft works or, fashion items.
- The item is to be designed by the artist.

## What you need to provide

- Stock clearly labelled and ready to go with no assembling required.
- Product List/Product Description/Pricing/Quantity
- Optional-Discounting schedule
- Promotional brochures/Business cards
- Completed Contract and Receipt of payment
- Specialised Packaging as required (The Artisan Store Fremantle provides standard paper tote bags and tissue paper)
- Display props as required.
- A selection of quality photos of your work for advertising use by the store
- Portrait photo
- Biography text for your Gallery page
- Interstate artists are responsible for all postal costs of delivering and returning of unsold stock to TASF.

## You're Role

- Pay your monthly rent
- Monitor your stock and restock as you see fit (either via website log-in ID or weekly report issued by TASF)
- All re-stocking to be done with completed product form so it can be recorded in the stores POS System. No record, no payment.
- Display design and props
- Faulty items will be removed from sale and placed in storage for collection; you will be notified via email.
- Packaging for unusual, fragile items or branded packaging.
- Optional -Cross promotional website advertising, including links from your website/social media.
- Artists set the price of their products. It is the responsibility of the artist to ensure their prices are set competitively although we are happy to discuss this with you and will provide you with sales feedback.
- Keep TASF informed of your current email address.
- Artists are welcome to come into TASF at any time to check on products, tweak displays and do personal shopping.
- TASF Barcode labels are approximately 21mmx34mm, please allow somewhere on your product for a barcode to be attached.
- Once your contract is finalised your remaining stock and other items must be collected from TASF within 7 (seven) working days.

## Sales

- The full amount of your retail sales will be credited to your nominated bank account at the end of the month
- Returned items, if for a valid reason, will be done as a minus from your sales. This will show on your sales report.
- TASF does have EFTPOS, MasterCard and Visa options for sale of goods. Bank fees do apply but are passed onto the customer as directed by the bank.

- TASF and its sales staff do the best to prevent theft of artist's items. However our insurance is limited. TASF provides Public & Product Liability up to \$10,000,000, Material Damage and basic Theft insurance in the following events, Material Damage and Theft both have a basic excess of \$250 payable by the artist in the event of an individual claim.
  - Material Damage
    - For events such as, fire, storm, malicious or accidental damage
  - Theft Insurance
    - Covers theft resulting from person concealed in business premises or following assault or armed hold-up
    - Covers theft resulting from forced entry
    - Covers damage to buildings and fixtures, replacement of locks, and the interim protection of premises if necessary
    - Does NOT cover shop lifting
- If the above insurance does not meet your needs please take out your own insurance.
- We recommend lockable glass cubes for small items such as jewellery.
- You are responsible for income tax and GST from sales proceeds

## Return Policy

Under the Competition and Consumer Act 2010 and state fair trading legislation, TASF must allow a refund to a buyer if the consumer goods:

- are or become defective through no fault of the buyer;
- are not for the purpose you stated or the purpose the buyer made known to you;
- don't match your description or sample; or
- do not match any sample or demonstration model
- have defects that were not obvious or that you did not bring to the buyer's attention.

A refund will only be given if:

- The original receipt is provided as proof of purchase. The returned products and packaging must be unworn, unwashed, unused and in original condition with tags/labels attached.
- refunds will not be given if the customer simply changes their mind, or makes the wrong decision
- The returned items must not be swimwear, underwear, earrings or sale items

In the case a refund is made this will be noted in your monthly report.

## Application

- Read our Information Pack, by submitting an application you have been deemed to have read and accepted the terms and conditions of the Information Pack.
- Submit application form.
- The Artisan Store Fremantle will review your application. A phone interview or appointment may be required to gather more information about your products.
- We start processing applications as they come in. Offers/Contracts and invoices are sent by email. Make sure you add our email address to your contact list so our correspondence doesn't end up in spam. We will endeavour to reply to you within 2 weeks.
- Invoices are issued with a 2 week payment date with your completed contract.

- Once your initial first month's payment (calculated by calendar week) is paid and we have received your goods and inventory and barcoded them with TASF product code you will be set to go.

## Other Conditions

- To cancel the contract written notification must be received no later than the 20th of the month you are to finish. If breaking a contract a cancellation fee of \$50 will apply.
- Contracts will automatically renew unless you provide written notification not to proceed with a new contract.
- After your initial 4 month period, and if all parties are happy to continue, you will proceed to a 6 month or 12 month contract in the same location.
- You may change locations at any time subject to availability. Your payment will be adjusted accordingly.
- The Artisan Store Fremantle reserves the right not to renew a contract at any time.
- Space costs are subject to change. You will be notified of any changes via email.
- Business hours are subject to change. You will be notified of any changes via email.
- The Artisan Store Fremantle does its best to sell your products on your behalf, however we cannot be held responsible for products not sold.
- All correspondence between the artist and The Artisan Store Fremantle is confidential and should not be shared by either party.