



Origins Market is a vibrant community hub celebrating all that the region offers; our makers, producers and growers all produce their products in Western Australia.

### Are you looking for:

- More direct to consumer sales opportunities at full RRP
- An additional cellar door or revenue stream
- Increased brand exposure and inclusion in digital campaigns focusing on intrastate, interstate and international markets
- An opportunity to launch or grow a wine club
- Relationships with Tourism WA, regional tourism associations and other key stakeholders
- Benefits from association with high profile events



• FEED THE SOUL •

Western Australian . Grown . Made . Owned

## The Urban Cellar Door

A unique tasting hall where customers get to try before they buy. This is the only Urban Cellar Door available in Busselton and the only cellar door precinct in the South West region that is open Friday and Saturday evenings. The Urban Cellar Door showcases WA wineries, breweries, distilleries and cideries, with no tasting fees for visitors.



### TRADING DAYS

Origins Market is open four days per week

Thursday to Sunday 8.30am-6pm

Friday and Saturday for Origins By Night 6pm-9pm

The Urban Cellar Door Vendors have agreed on a closing time of 5pm on Thursday and Sunday and 7.30pm on Friday and Saturday. Trading until the market closes is permitted and optional, but opening before 10am is not possible due to licensing laws.

## Is Your Business a Good Fit?

We are seeking a small group of wineries who want exposure to the Margaret River Wine Culture in our premium tourism and retail destination. This innovative Urban Cellar Door model is a first of its kind in Western Australia. The co-operative will enable wineries to better collaborate and cross-promote, reach a wider audience and keep staff costs to a minimum – think a third of the cost of a traditional cellar door front.

<b>SPACE</b>	Ranging from 3 to 25 sqm.
<b>MARKET LOCATION</b>	Based in the Urban Cellar Door.
<b>TYPE OF BUSINESS</b>	Suitable for regional wines, breweries, distilleries.
<b>TRADE</b>	Stall is manned as a collective. Staffed by business owners on a shared roster or a staff member employed by the collective with shared labour cost.

We're creating small co-ops of wineries based on their regional locations with shared stalls and staff. There's only space for a maximum of 3 wineries per co-op. If your business is located in the Geographe, Margaret River, Peel, Great Southern or other wine region of WA and you'd like an opportunity to reach a new and established audience, apply today.





## How Origins Market Helps Your Business

### VISITATION & MARKETING

Marketing campaigns, partnerships, sponsorships of regional events as well as a calendar of in-house events and activations are all designed to attract the intrastate, interstate and international markets. Visitation has increased steadily since opening with an average of 9k visitors per week, aiming to grow to 15k in the next two years.

Follow us on socials to see how we support our stall holders and attract visitation via events.  
@originsmarket

### VISITOR FACILITIES

The market provides and maintains the following facilities on your behalf: plenty of parking, toilets, parenting room, plants, accessible toilets, rubbish collection and recycling, communal seating and tables and an indoor playground.

We also have a team of cleaners who maintain the building to pristine standards. All the above is provided at no cost to you.

### SET UP

Whilst Vendors are responsible for the cost of their fit out, the team at Origins Market will work with you to establish your stall. This includes guidance on design and fit out, signage, sourcing contractors and point of sale set up. The fit out can be done to suit your budget and length of commitment.

Increase awareness of your brand, secure wine club sign ups, build your database and sell stock in a tourism and retail environment without the overheads of a full shop front.

### COST ESTIMATES

#### Costs per month – 3 – 6 month lease

\$1233 per winery (6 sharing 27 sq metre stall) - Includes Labour, Power, Rent and wine storage

\$2200 per winery (3 sharing 18 sq metre stall) - Includes Labour, Power, Rent and wine storage

\$2900 per winery (2 sharing 9 sq metre stall) - Includes Labour, Power, Rent and wine storage



Apply



Visit Us

Origins Market  
86 West St, Busselton WA 6280



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