

Baby & Kids Market

MEDIA BACKGROUNDER

- Australia's biggest range of preloved babies' and kids' products under one roof.
- Original and largest market of its kind in Australia.
- First Baby & Kids Market was held in Hawthorn, Melbourne in 2003.
- In 2009 over 100 markets schedule, in some 30 separate locations in Victoria, NSW, South Australia, Queensland, Western Australia, Tasmania and the ACT.
- Around 100,000 shoppers are expected to attend the markets this year, and around 7,000 stallholders (local mums) will offer around 1.6 million baby and kids goods for sale.
- At each Baby & Kids Market there are around 200 to 300 large items for sale (ie cots, prams, highchairs, etc).
- Founder Anne Lewis is a working mum with three young children.
- She decided to launch the Market in 2003 after seeing how much "stuff" she and her husband had bought new for their first two children.
- The first Market attracted over 80 stallholders and more than 600 shoppers. Anne was standing outside and heard mums on their mobiles telling their friends "you have to get down here", "you can't believe how brilliant the stuff is", and knew she was on the right track.
- In its first year the market had expanded from Melbourne to Sydney, Brisbane, Canberra and Adelaide.
- A team of working mums runs all the Markets in different states, overseen by Anne.
- It costs about \$2,000 to \$5000 to set up a brand new nursery, but about \$500 at the Baby & Kids Market.
- Brands sold include Country Road, Osh Kosh, Esprit, Fred Bare, Peg Perego Jack & Milly, Mini Haha, Seed and many more.
- Anne Lewis also runs 'Mathilda's Market' three times a year in Melbourne, Sydney, Brisbane and Perth. It is a niche market for unique, stylish and affordable NEW goods for babies and children. Mainly sourced from retailers who do not have shop front sales, including handmade or small production line, the market's products include clothes and PJ's, kids' linen, bright gift/birthday cards, personalised jewellery & bags, keepsake books, wooden toys, baby bouquets, kids' frames, fairy costumes & accessories, paintings, kids' art holders, and much more.

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Comments from shoppers

- *"Extremely good quality of goods for sale that have clearly been well looked after and are offered at a good price...the ladies selling were all lovely and despite being busy, they made time to tell us how the toys worked and a little history too"*
- *"They are wonderful to save money and a great way to help out the environment too, as families can buy recycled rather than buy new all the time"*
- *"The mentality that you just throw things away is no good for anyone."*
- *"I was able to update my 5-year-old daughter's shoes and clothes with great brands that are far too expensive in the shops."*
- *"I've picked up great brands like Esprit and Pumpkin Patch and some great UK designer brands. It's always really good quality and great prices. I don't know how people can afford to buy them brand new. One lady had a great stall and everything was \$1. I was piling up my bags jamming them full of clothes. I had so much it was fantastic."*

Comments from stallholders

- *"We grossed over \$700, sold almost everything and we really had a fun time selling in top of it"*
- *"Yes we had a great day at the market yesterday and managed to sell around \$650 of preloved clothes etc."*
- *"Soon I will hold my fourth stall [with the Baby & Kids Market]. I absolutely love it, it's great selling my children's clothes, toys and baby items. We normally sell between \$500-\$600 at each market. It's great being able to help other mums-to-be grab a bargain and to see my children's items going onto help other families."*

For more information please contact:

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