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Introduction
Tourism and Events Queensland has engaged Creative Economy to develop a Memento Procurement Guide for its network of Visitor Information Centres (VICs).

The aim of the guide is to assist VICs with advice to increase unique local product for sale to visitors by sourcing Australian mementos. Tourism and Events Queensland sees this as an opportunity for enhancing the experience of visitors to Queensland and improving the sustainability of VICs through increasing revenue.

This guide has been developed by Creative Economy, specialists in strategic and sustainable development of culture and creative industries. Creative Economy has a track record in cultural tourism and setting tourism standards, including implementing the first independent accreditation program for Queensland Visitor Information Centres. This guide is based on Creative Economy’s specialist expertise as the founders of the highly successful Memento Australia Awards established to reward and promote the best authentic Australian gifts by Australian makers.

The Memento Procurement Guide is accompanied by a Memento Preferred Supplier List to access suppliers to source Queensland and Australian made mementos. The Memento Preferred Supplier List provides VICs with a starting point to access suppliers to source local product for sale to tourists.

The supplier list is available online via the TEQ VIC Portal (teq.queensland.com/vic-portal).

The Opportunity
Visitor Information Centres (VICs) play an important role in Queensland’s tourism industry. They make a significant economic contribution to tourism, particularly in regional areas, by providing information to visitors that encourages them to stay longer, spend more money, experience more attractions and revisit.

In recent years there has been increased recognition of the role of VICs and their importance in enhancing the visitor experience by providing high quality tourist information. VICs have the unique opportunity to further enhance and deepen the visitor experience by providing visitors with locally made souvenirs available to purchase as a memento of their visit. These mementos can create ongoing association and promotion of a VIC’s region.

VICs have a key role to play in offering visitors to their region a convenient location to purchase a reminder of their unique destination. VICs themselves can become a destination for selling authentic, local mementos and encourage spending to maximise tourism dollars.

By retailing quality mementos, VICs can profit from the specific demand for authentic products in the Australian tourism gift market. In turn, VICs will contribute to generating economic returns for their local producers, artists, craftspeople and designers.
Market Demand

What do tourists want to buy in Australia?

This was the question that was being asked in the lead up to the 2000 Olympics. Australian tourism bodies and development agencies wanted to capitalise and maximise revenue from the increased tourism for the Olympic Games being held in Australia.

At this time, a series of research was conducted into cultural tourism and art and crafts purchases. The Bureau of Tourism Research produced key reports that contained valuable indicators.

The research found the following:

• There is considerable demand for visual arts and craft gifts and merchandise, with over $700 million spent annually.
• Australians spend $516 million on art and craft gifts and international visitors, on gifts and souvenirs, spend $200 million.
• 49% of international visitors buy art and craft.
• Places outside the major tourist centres figure prominently as “best” places to shop for arts and craft for international visitors.
• Visitors demand unique, quality, Australian made product as mementos of their visit.

Current Visitor Spending

• During the 2015 - 2016 year, visitor expenditure on shopping, gifts and souvenirs in Australia was $4.6 billion by international visitors and $10.9 billion by domestic visitors.
• Queensland continues to attract international visitors at record levels, receiving 36.5% of all international tourists. In the year to March 2017, 2.6 million international tourists visited Queensland spending a record-breaking $5.2 billion.

The GC2018 Commonwealth Games is held in Queensland in 2018. This and other similar events will provide opportunities for VICs to sell local arts and crafts to visitors. Today’s travellers and visitors to Queensland continue to seek quality, authentic mementos that tell a story about the destinations within Queensland.

In response to this research, the Memento Australia Awards were conceived to promote the very best, high quality and innovative Australian gifts for the tourism sector. The awards rewarded and showcased the very best Australian mementos in a marketplace filled with imported, clichéd and non-authentic products.

Founded in Queensland, the Memento Awards launched over 1500 new tourism mementos from 1999 to its culmination at the G'day USA campaign in New York in 2009.

The market research informed the selection criteria for the Memento Awards and these criteria have proved to be the “formula” for a successful memento.

Memento Awards Experience

Memento Objectives

The key objectives of Memento were to:

• Create more commissionable tourism product.
• Set new standards in innovation and quality of mementos for travelers.
• Promote authentic Australian mementos.
• To place Australian made product in a market dominated by imported and clichéd product.
• Develop tourism markets and revenue for Australian craftspeople, designers, innovators and manufacturers.

Memento Criteria

In meeting these objectives, Australian designers, manufacturers and craftspeople were called on to develop tourism mementos to meet the following criteria:

• Reflect, interpret or comment on an aspect(s) of the character and spirit of a destination, city or region within Australia.
• Express wit, freshness and originality.
• Set new standards of innovation.
• Be compact, lightweight and portable.
• Exhibit high quality design and craftsmanship and/or production qualities.
• Be suitable as a memento, gift or souvenir of Australia.
• Be available for wholesale supply.
• Be priced to meet a tourism market.

The Memento Awards and its legacy of the memento product range have been used to inform this guide and the Memento Preferred Supplier List.
To get accredited Visitor Information Centre’s (VICs) started with stocking authentic mementos, a Memento Preferred Supplier List has been developed with this Memento Procurement Guide. The Memento Preferred Supplier List provides VICs with a starting point to source from suppliers with products that meet the memento criteria. This is a 100% Australian supplier list of which 80% are Queensland suppliers. The list also includes authentic product from Aboriginal suppliers.

The Memento Preferred Supplier List is an electronic listing of small businesses and individual artists, designers and makers. Suppliers are selected from the memento awards winners and finalists and new suppliers that meet the memento criteria. The list provides supplier’s contact details, brief product descriptions and website links enabling VICs to order directly from suppliers. The electronic format allows VICs to search, sort and filter within the categories listed below.

Four of the five themes within the TEQ Queensland Experience Framework have also been used as a guide to ensure product is representative of the experiences offered to visitors in Queensland (the events category has been excluded).

Accredited VICs having access to these Australian made mementos will assist them in profiling Queensland’s Hero Experiences in their destination by effectively leveraging Tourism Australia’s ‘Signature Experiences of Australia’ program through quality arts and crafts.

The Memento Preferred Supplier List is by no means exhaustive but is a starting point for VICs to source mementos. We encourage VICs to source locally in their own towns and regions to complement and extend the supplier list specifically to sell local products and mementos unique to your destination. Tips for sourcing locally are provided from page 16.

**Memento Preferred Supplier List**

<table>
<thead>
<tr>
<th>Hero Experiences</th>
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<tbody>
<tr>
<td>Reef, Islands, Beaches</td>
</tr>
<tr>
<td>- Great Barrier Reef</td>
</tr>
<tr>
<td>- Islands</td>
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<tr>
<td>- Beaches</td>
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<tr>
<td>- Diving &amp; Snorkeling</td>
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<tr>
<td>- Sailing</td>
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<tr>
<td>Natural Encounters</td>
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<tr>
<td>- Wildlife Experiences</td>
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<tr>
<td>- Marine Life Experiences</td>
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<tr>
<td>- Natural Landscapes</td>
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<tr>
<td>Adventure &amp; Discovery</td>
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<tr>
<td>- Theme Parks</td>
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<tr>
<td>- Adventure Experiences</td>
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<tr>
<td>- Dinosaurs &amp; Fossicking</td>
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<tr>
<td>- Indigenous Experiences</td>
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<tr>
<td>Queensland Lifestyle</td>
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<tr>
<td>- Food &amp; Beverage</td>
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<tr>
<td>- City Experiences</td>
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<tr>
<td>- Outback &amp; Country Life</td>
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<tr>
<td>- Local Characters</td>
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<tr>
<td>Events</td>
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<tr>
<td>- State of Endurance</td>
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<tr>
<td>- Food &amp; Beverage</td>
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<tr>
<td>- Home of Country Music</td>
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<tr>
<td>- Music City, Brisbane</td>
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<tr>
<td>- Brisbane’s Cultural &amp; Creative Precincts</td>
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<tr>
<td>- Blockbuster Sport</td>
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<td>- Outback Events</td>
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<td>- Indigenous Events</td>
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<table>
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<tr>
<th>Business Name</th>
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<td>Phone</td>
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<td>State</td>
<td>Postcode</td>
</tr>
<tr>
<td>TEQ Theme</td>
<td>Website</td>
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<tr>
<td>Description</td>
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</table>
Once upon a time a furry koala made in China was the standard Aussie memento purchased by tourists, however times have now changed. We know that today’s visitors are more discerning. They seek out quality, authentic, value for money mementos that tell a story about a unique destination.

This section provides a guide to selecting mementos by using the memento criteria to assess memento product for sale.

How to Apply the Memento Criteria

The memento criteria reflect key factors that are the formula of successful tourism mementos. This set of memento criteria is a checklist to help you assess whether a potential memento is a good fit for your VIC.

### Selecting Mementos

**Authenticity**

Once you have applied the criteria to select suitable mementos, consideration must also be given to their authenticity as locally produced items. Typically, the maker will supply a story for the memento that describes what it is about and its relationship to place or how it has been conceived and created. This may be provided as part of the product, its packaging or as information to be displayed at the point of sale in the VIC.

Authentic Aboriginal mementos must be sourced from reputable suppliers that offer items made by Aboriginal artists including Aboriginal Art Centres and Aboriginal-owned businesses. Mementos should come with information to describe any cultural stories and the region with Aboriginal language names.

**BEWARE:** Aboriginal products that state they are “Aboriginal Style” or “Aboriginal Design” tend not to be and are usually not authentic Aboriginal products. Licensed product that states royalties go back to Aboriginal artists should be verified with the named Aboriginal artist. Creative Economy can directly assist with authenticating products.

### Criteria Checklist

<table>
<thead>
<tr>
<th>Criterion</th>
<th>Description</th>
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<tbody>
<tr>
<td>1</td>
<td>Reflect a destination</td>
</tr>
<tr>
<td>2</td>
<td>Expresses Wit / Fresh / Original</td>
</tr>
<tr>
<td>3</td>
<td>Innovative</td>
</tr>
<tr>
<td>4</td>
<td>Lightweight and portable</td>
</tr>
<tr>
<td>5</td>
<td>High Quality Design</td>
</tr>
<tr>
<td>6</td>
<td>Suitable as a souvenir of Australia / QLD</td>
</tr>
<tr>
<td>7</td>
<td>Available for wholesale supply</td>
</tr>
<tr>
<td>8</td>
<td>Priced for Tourism market</td>
</tr>
</tbody>
</table>

### Criterion 1: Reflect, interpret or comment on an aspect(s) of the character and spirit of a destination, city or region within Australia

- Does the memento reflect your destination?
  - E.g. aligned to the destinations signature experience, colours, produce, material, maker?
- Does the memento comment on an aspect of the character and spirit of your region, Queensland or Australia?

### Criterion 2: Express wit, freshness and originality

- Is it original or unique?
- Is it fresh or new?
- Is it witty or humorous?

### Criterion 3: Set new standards of innovation

- Is it innovative?
- Is it different to other memento options available?

### Criterion 4: Be compact, lightweight and portable

- Is it small and compact?
- Is it packaged for secure transportation?
- Is it lightweight and suitable to be packed in baggage or posted?

### Criterion 5: Exhibit high quality design and craftsmanship and/or production qualities

- Is it made with high quality materials?
- Is it hand-made with craftsmanship?
- Is it well designed and with quality production?

### Criterion 6: Be suitable as a memento, gift or souvenir of Australia

- Does the memento have a story?
- Does it create a lasting memory or association with your town or region?
- Is it suitable as a gift? E.g. for a child, family or friend, corporate gift, protocol gift, etc.

### Criterion 7: Be available for wholesale supply

- Does the supplier offer wholesale prices?
- Does the supplier have capacity to supply consistently or seasonally?
- Is the product easily displayed for retail?

### Criterion 8: Be priced to meet a tourism market

- Does the price reflect its uniqueness or craftsmanship qualities and is priced to sell?
- Does the price match comparable product prices?
- Is it value for money?
Memento Examples from the Preferred Supplier List

The following are examples of mementos offered by makers on the preferred supplier list. These examples show how they were chosen as suitable options that meet the selection criteria that provides the standard and “formula” for a memento.

Each product reflects a destination, is innovative or original or unique, is lightweight and portable, has high quality design, is suitable as souvenir of Australia or Queensland and is available for wholesale supply and priced for tourism market. They also meet one or more of the themes within the TEQ Queensland Experience Framework.

The mementos are lightweight and portable, with prints cello bagged with support board to keep containers cool and safe. The product reflects Australia by using Australian materials, our world-famous wool along with linen fabric. It is original and innovative in both design and function to keep drink containers cool and safe.

The product is an attractive, practical and useful souvenir and is lightweight and portable. It is well made and uses quality materials to ensure the design is high quality and durable to last a lifetime.

It is available for wholesale supply and is excellent value at $750 wholesale.

The product reflects Australia by using Australian materials, our world-famous wool along with linen fabric. It is original and innovative in both design and function to keep drink containers cool and safe.

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Model Queenslander by Little Building Co

TEQ Theme: Queensland Lifestyle

The Queenslander house is an intrinsic element in the physical appearance and character of Queensland. This is an original and innovative model concept with compact packaging that makes for a very portable memento.

Each kit contains accompanying literature with historical information along with simple instructions. The striking designs are cut from sustainable timber and easily to construct. The Queensland has a feel of authenticity that comes from researched historical accuracy, making it a unique souvenir.

There are 2 styles of Queenslander models on offer as well as other models in the range such as the Workers Cottage, Miners Cottage and Colonial Gable Cottage. At a price point of $28 wholesale the Queenslander model is well priced for the detail and design it reflects.

The Australian Can Cooler by Didgeridoonas

TEQ Theme: Natural Encounters / Queensland Lifestyle

This tongue-in-cheek design by Caryn Gillespie is part of a range of women’s intimate apparel that reflects Australian colloquialism in design and has youthful appeal.

The original format of ornaments and mobiles provides an innovative and appealing memento that is lightweight and portable. Pressembled, it is no larger than a letter, able to make its way around the world as easily as an A4 envelope.

Once assembled, the wood ware opens up a world of wonder that will be particularly suitable for children. The high-quality design is made from sustainable Australian timber, making it an excellent souvenir of Australia. The Australian made wooden ornaments wholesale for $15 a set and mobiles for $25.

‘Love Your Lawn’ by Caryn Gillespie

TEQ Theme: Queensland Lifestyle / Natural Encounters

Made from all-natural Australian ingredients, this formula provides a long-lasting aroma of lemon-scented gum which is replenished over time by gently scraping the block’s surface. An innovative way to capture the destination of Australia, these fresh aromatics are lightweight and portable for travelers. Reflecting Australia’s wildflowers on exquisitely designed packaging, this is a quality original souvenir.

Aroma Bloq — Lemon Scented Gum by Bell Art Australia

TEQ Theme: Natural Encounters

These sheet metal mementos are a representation of Australian wildlife, fresh and innovative through the material and are an original interactive product. The product is flat packed and lightweight and can be easily posted anywhere in the world.

Rusty Jobs are a good example of sustainable design that incorporates recycled materials. The packaging is also well designed with good visual appeal.

These unique Australian native animal sculptures are an ideal souvenir and come in a range consisting of kangaroo, koala, and echidna. The customer interacting with the item to create the ultimate shape is a great selling point. They are ideally priced for the tourism market at $10 wholesale.

Dinosaur Ornament Box Set by Byrne Woodware

TEQ Theme: Natural Encounters / Adventure & Discovery

The Dinosaur ornament box set aligns with the dinosaur experiences across Queensland’s Outback. Byrne Woodware also makes options featuring Australian animals to reflect Australian destinations more broadly.

Once assembled, the wood ware opens up a world of wonder that will be particularly suitable for children. The high-quality design is made from sustainable Australian timber, making it an excellent souvenir of Australia. The Australian made wooden ornaments wholesale for $15 a set and mobiles for $25.

Crystal Art Blocks by Debra Hood Art

TEQ Theme: Queensland Lifestyle

Brisbane artist Debra Hood produces giftware items based on her original paintings, reflecting the iconic architecture, flora and colours of Brisbane and Queensland. The artworks have been transformed into innovative and practical items including crystal art blocks, gift cards, prints and reproduction canvasses.

The mementos are lightweight and portable, with prints cello bagged with support board for travel. The design is high quality and ideal as a souvenir for those who appreciate original artwork that is also a reminder of a destination.

The items are priced for the tourism market ranging from A6 gift cards at a wholesale price of $3 each to the beautiful crystal art blocks at a wholesale price of $45 each.

Aroma Bloq — Lemon Scented Gum by Bell Art Australia

TEQ Theme: Natural Encounters

Made from all-natural Australian ingredients, this formula provides a long-lasting aroma of lemon-scented gum which is replenished over time by gently scraping the block’s surface. An innovative way to capture the destination of Australia, these fresh aromatics are lightweight and portable for travelers. Reflecting Australia’s wildflowers on exquisitely designed packaging, this is a quality original souvenir.

Bell Art’s range includes aromatics, clothing protectors, soaps, placemats with matching coasters and a range of stationery - notepads, bookmarks, greeting cards (boxed sets) and single card ranges of the floral emblems of Australia.

The Bell Art Aroma Bloq is priced at $6.65 wholesale making them ideal for the tourism market.
Coral Outcrops (Bommies) by Aaron Micallef and Joanna Bone

TEQ Theme: Reef, Island, Beaches / Natural Encounters

These glass artwork and giftware products reflect a marine theme, inspired by Queensland’s coastal ecosystems and the Great Barrier Reef in particular. By exploiting the unique optical properties of glass, the artists have used traditional hot glass blowing and cold-working techniques (cutting, engraving, surface finishing) to create original representations of coral outcrops called Bommies.

Each item is hand-made and completely unique featuring high quality design and artistry. The Bommies are individually boxed and designed to be a complete, ready-to-transported gift or souvenir. They wholesale at $25.

Connor the Curlew Brooch by Tantalising Treasures

TEQ Theme: Queensland Lifestyle / Natural Encounters

Tantalising Treasures designs and manufactures laser cut hand-made acrylic jewellery and accessories in Queensland. Their Australiana products are unique and reflect the spirit of Queensland. The “Connor the Curlew” brooch features a native bird iconic to Queensland.

The quirky, witty range includes brooches, earrings, necklaces and key chains. An innovative memento option, they are very light and high quality.

The jewellery is very suitable as a functional gift or souvenir and can also be customised to reflect the local character of various Queensland destinations. The wholesale price for brooches is $16.50.

Bedtime Bilby & Plush Bilby Toy by Kris Sheather

TEQ Theme: Natural Encounters

The Bedtime Bilby children’s picture book and plush toy reflect Australia’s beloved Bilby. This original book and toy are an innovative way to spread the message about our endangered Bilby with an information page included in the book.

Portable and practical, both items have been designed locally for a quality outcome. The book is printed in Australia and the plush Bilby toy has minky fur and unique ear fabric.

Ideal as a souvenir of Australia, particularly for children, purchasers are also contributing to saving this Aussie icon, with 10% of profits from the book and toy sales donated to the Save the Bilby Fund national charity.

With a wholesale price of $13.20 for the book and $12.00 for the Bilby toy, both items are a good price point for retail.

Australian Stainless Steel Animals by Aboriginal Steel Art

TEQ Theme: Reef, Island, Beaches / Natural Encounters

Created by Indigenous artist Wayne “Liwingu” McGinness, all pieces are handcrafted in Kuranda, Queensland, giving customers a piece of authentic Australian Indigenous art. They can reflect various destinations from the Great Barrier Reef to the outback, incorporating animals such as the clown fish, turtle, echidna, gecko, butterfly and crocodile.

An original concept, all pieces are innovatively crafted from Australian stainless steel and come with a small tag with the animal’s name in Indigenous language. They are lightweight, portable and exhibit beautiful high-quality design properties.

These mementos of Australian animals are an ideal souvenir. As well as sculptures, Aboriginal Steel Art offers brooch / tie pin styles and business card holders. With a price point from $18 wholesale, the clown fish pictured is $33.

Aboriginal Ochre by Brave Ant Aboriginal Art and Culture

TEQ Theme: Outback & Discovery

Aboriginal dancer Rick Roser, spent so much of his time finding and preparing ochre paint for himself and other traditional Aboriginal dancers that he decided to share his knowledge and expertise with the wider community. His product, called “Ancient Pigments”, is a kit of 3 different coloured ochres in their raw powered form.

An original concept for a memento, they are genuine natural Australian earth pigments. Ochres are an important part of Aboriginal culture and have been used for thousands of years for artwork such as rock art and body paint for ceremony and corroboree.

The innovative kits are easily portable and include well-designed packaging for retail display with cultural information pertaining to the ochre and aboriginal culture. The kit contains instructions on how to use the ochre to create paint for artwork and the body. These work well as a souvenir and are well priced for such a unique offering in the tourism market at $23 wholesale.

Cairns, Tropical North Queensland
Sourcing from Creative Suppliers and Local Producers

We encourage VICs to source locally to expand mementos for sale that reflect your region, use local produce and are made by local producers.

This Guide and the accompanying Memento Preferred Supplier List have an art and craft base. There is also a place for locally produced items such as local produce like jams, honey, plant-based medicines, recipe books, history books, etc. as well as local specialties.

Local producers and creative suppliers may be sourced in a number of ways. Some suggestions include:

- Local markets in your town or region to check out stall holders that may have appropriate mementos to stock in your VIC.
- Local clubs and associations such as the historical society, men's shed, photography club, art groups, local produce and growers association, QCWA, etc.
- Through local arts organisations that may be able to provide referrals to their members or put out a call for local mementos on your behalf e.g. Regional Gallery, Council’s regional arts development artist database, etc.
- Online marketplaces for handmade products e.g. Etsy etsy.com/au/search?q=australia
- Queensland arts organisations e.g Flying Arts flyingarts.org.au Artisan artisans.org.au
- Design and Craft fairs – locally or city based designer markets such as ‘Finders Keepers’, young designers market.
- Search the Australian Made website for local producers and makers in your area australiamade.com.au

What to Expect When Dealing with Creative Suppliers

The range of suppliers included on the Preferred Supplier List is diverse, from sole traders to some with larger manufacturing businesses. Some creative makers are relatively new to supplying retailers and may be hobbyists. Others are small businesses with commercial trading terms.

Pros of Dealing with Creative Suppliers

- Original and Handmade - Creative suppliers produce specialised mementos that are original designs and often handmade.
- Quality Finish - Creative makers producing handmade mementos pride themselves on the quality of their finished products.
- Artistic and Cultural significance - Creative mementos often reflect and express an artist’s deep understanding of their local culture, location and local materials.
- One-off - Creative suppliers can produce one-off and unique mementos.
- Customisation - Many suppliers offer the option of providing items that can be customised for your VIC or location.
- Exclusivity - Exclusive mementos can be commissioned and designed especially to suit your VIC. You may wish to have an existing design customised with your location incorporated or to use an image of a local scene or point of interest in your town.
- Dealing Direct - In many cases, you will be dealing directly with the artist or maker if you need to communicate a brief or specific needs.
- Enhanced Visitor Experience - Connecting visitors with local producers, local artists, craftspeople and designers. Artists can provide personal product briefings for VIC staff and volunteers or direct to visitors, and even artist in residence.
- Economic Development - Supporting increased local spending and supporting local producers and small businesses to enhance regional economy.

Cons of Dealing with Creative Suppliers

- Higher Price - Sometimes high quality, handmade mementos are priced higher than mass-produced options.
- Longer Supply Times - Longer lead times to produce large quantities are to be expected, with creative makers typically having limited stock on hand. Timeframes and turnaround time between ordering and delivery will vary.  
- No Consignment - Some creative makers may have limited businesses experience, processes and efficiencies in place, such as invoicing, ordering procedures or terms of trade. Check that your supplier has an ABN to trade or Statement by Supplier Form for those not quoting an ABN.
- Reliability - Some creative makers are strong on passion and creativity and it will be important to test that this is matched by reliability and commitment.
- No Consignment - Creative suppliers are often small businesses or sole traders with limited or no capacity to offer consignment.
- Wholesale Pricing - Creative suppliers will often sell both direct at retail prices and to retailers at wholesale prices. VICs need to request wholesale prices for orders to sell in retail.

For further assistance contact
Tourism and Events Queensland  
vic.secretariat@queensland.com or Creative Economy  
contact@creativeeconomy.com.au
P. 1300 340 980

The Husque Macadamia Nut Bowl by Marc Harrison

Many memento suppliers like Marc Harrison of Husque become small businesses. Originally an industrial designer, Marc launched his product Husque through the memento awards from which he has grown and continued to sustain a small business. Often new sidelines can become small businesses in their own right.
Successfully retailing depends on attractive visual merchandising and functional display. While each VIC has different retail space available there are some common factors that are essential to consider to improve product placement and increase retail sales. In displaying mementos VICS should consider the following three Ps.

**Positioning and Placement**

- Consider featuring local mementos grouped together.
- What catches the eye of the customer?
- What stock is at eye level?
- Where is expensive stock placed?
- What mementos are impulse buys? Place these close to the check-out.

**Packaging and Labelling**

- Are the mementos well-presented to be attractive to customers?
- Is the packaging suited to retail display? Will it be on shelving? Hung? In a cabinet?
- Are all mementos clearly labelled? – Price, Story, Origin?

**The Power of Story**

- The story behind each memento is crucial. It provides authenticity and interest for a customer and should be displayed wherever possible.
- Sharing stories and training in product knowledge with staff and volunteers is time well spent. Stories can be a talking point with visitors and will often result in sales.
- The personal touch matters. Locals telling local stories and providing insights to their local area makes a big difference.