

VINTAGE

FAIRS AND EVENTS

Vintage Fairs and Events Newsletter Edition 2 – March and April 2015

Hi Again and thanks for the great feedback that we received for the “First Edition”. This is our second newsletter and it has been an even busier time than the last one so we hope that you like it.



As mentioned in the first edition we literally tripped over the opportunity of running our own fairs and are thoroughly enjoying the challenge.

Our approach is to turn up in the location of each event that we run and spend at least 2 weeks before the event so that we can circulate and distribute flyers, put corflutes out and make sure that our banners are up and in prominent places so that the people in the area see them.

We have also been able to get banners up earlier than our target as in some cases we are virtually driving past an area and it makes sense to let as many people as possible know as soon as possible that the fair is on so that they can pop a date claimer into their diary.

The fairs that we are running currently are listed below:-

Tamborine Antiques and Collectables Fair – Friday March 6th 5pm to 8pm, Saturday March 7th 8pm to 5pm and Sunday March 8th 8pm to 2pm

COMPLETED and Rebooked for 2016 – 4th, 5th and 6th March 2016

Stanthorpe Antiques and Collectables Fair – Friday March 27th 5pm to 9pm, Saturday March 28th 9pm to 5pm and Sunday March 29th 9pm to 2pm

COMPLETED and Rebooked for 2016 – 1st, 2nd and 3rd of April 2016 (After Easter)

Grafton Antiques and Collectables Fair – Friday May 8th 5pm to 9pm, Saturday May 9th 9pm to 5pm and Sunday May 10th 9pm to 2pm

Rockhampton Antiques and Collectables Fair – Friday June 26th 5pm to 9pm, Saturday June 27th 9pm to 5pm and Sunday June 28th 9pm to 2pm

As of now we have completed our first two fairs (Tamborine and Stanthorpe) and are a week away from running the next one at Grafton.

We were also advertising all of these fairs in national magazines, on TV, on Radio, in local news publications including editorials and the standard flyers, corflute signs and banners.

Our advertising approach has changed from the first fair that we did due to surveys that we have done. We had 400 surveys completed at the Tamborine event and only 10 people indicated that they saw us on TV even though we had 76 spots over a 2 week period. We also had only 2 people let us know that they had heard about the Tamborine event on radio so have discontinued that approach and focused on targeting the localised area in local newspapers, ensuring that we get at least one editorial/story in each paper we advertise in, adding 3 more banners to our kit and ensuring that we personally do flyer drops in each area. Plus we put out corflutes and do follow ups on the flyer drop places and add more where required.

In addition we are giving out flyers at all events we attend as dealers as well.

Our First Fair...

As mentioned earlier we kicked off March with the first of our own fairs at Mt Tamborine on the 6th, 7th and 8th and thoroughly enjoyed the process.



Tamborine Antiques & Collectables Fair

THIS WEEKEND

March
6th, 7th & 8th

Friday.....5pm to 8pm
Saturday..8am to 5pm
Sunday.....8am to 2pm

VINTAGE
FAIRS AND EVENTS

**WHERE: Vonda Youngman Community Centre
4 Knoll Rd, North Tamborine, Mt Tamborine**
vintagefairsandevents.com.au

Let's be brutally honest – Tamborine had its successes and its failures.

The successes were that the dealers told us that it was very dealer friendly, well organised, in a good spot and the weather was fairly kind to us. The locals who attended loved it and indicated that they would attend again next year.

The failures (in our view) were that due to the poor response from TV and radio our numbers through the door were lower than we had hoped for. Not a lot of spending happening although some dealers did really well. In addition the big market that is on at the Tamborine Showgrounds clashed with our event and very few who went to it also came to our fair.

Part of our overall attitude is to analyse each event and work at continually improving them as we go along. To combat the big market we have moved the dates back so that they will be on the following weekend. We will also ramp up our localised advertising and do more targeting newspaper ads on the Gold Coast and behind the mountain in places like Beaudesert.

We then did the rounds taking banners down, finding the spots that we placed our corflutes and searching for some missing ones...

All in all though it was a fairly positive experience and one that is well worth pursuing. So much so that we have already booked the venue for next year. April 1st, 2nd and 3rd 2016 – mark that down in your calendars. ☺

We then actually managed to get a few days at home before we set off to do another fair. This one was a vintage fashion event run by Keith Baverstock at Mt Gravatt which turned out quite well for us.

On the Monday morning after the Mt Gravatt we set off for Stanthorpe to get banners up, put corflutes out and to do the initial flyer distribution. We continued doing the additional marketing and set the second of our ½ page ads up in the local newspaper.



The flyer is a rectangular advertisement with a red background and white text. It features several images of collectible items: a porcelain figurine of a woman in a blue dress, a gold jewelry box, a red and white beaded necklace, a green and red vintage tractor, and a yellow and red ceramic bowl. The text is arranged in a grid-like format with horizontal lines separating the sections.

Antiques & Collectables Fair

Exhibition Centre
Stanthorpe Showgrounds
High St. Stanthorpe

March
27th - 28th - 29th

Friday	5pm to 9pm
Saturday	9am to 5pm
Sunday	9am to 3pm

Further Info
www.vintagefairsandevents.com.au

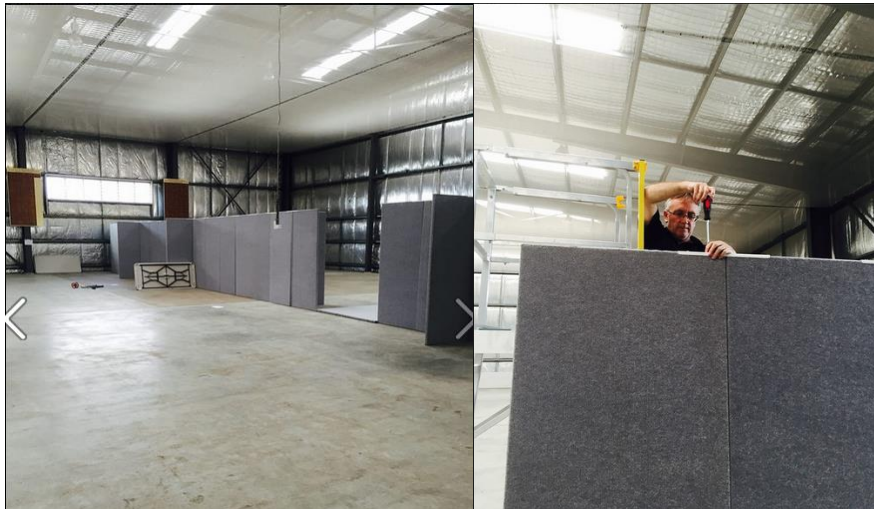
We also managed to get the Stanthorpe Primary School to join us at the event and run a fundraiser for themselves – we hope to have them on board again next year.

On the Friday we set off to do a fair at Dalby. Dalby turned on the stinking hot weather with 41 degrees during set up and no fans or air-conditioning. Saturday wasn't much better even though it had toned down to 38 – 39 degrees until a monster storm hit on the Saturday night.

Sunday was much easier to handle as the temperature was in the late 20's. We packed up and headed back to Stanthorpe – normally a 2+ hour drive that turned out to be 3 ½ hours due to another ripper storm on the way.

On the Monday morning we set out to get more ads and another Editorial into the local papers and then continued on adding more flyers and letting more of the locals know that event was on.

On Thursday we had to put the partitions up and set the venue up so that the dealers could walk in and get cracking from the moment they arrived.



Friday, Saturday and Sunday at the fair were pretty busy as our more targeted marketing resulted in 80% more people through the door than Tamborine and a much more successful event overall.

The successes and failures were different this time around – the dealers were still happy with the way we were looking after them, we had more through the door but the spending pattern still wasn't great even though most dealers did ok.

The failures were that the Show Society had decided to NOT provide tea and coffee for the public and had failed to "tell" us that they had changed their minds on that important issue.

They also "forgot" to put out sufficient seating for the public in the area that they were in charge of. Will most likely look to bring in outside catering next year instead.

The nibbles that we provided on the Friday night went down well especially when combined with a taste of the great wines provided by Tim and Michelle from the Twisted Gum Winery.

April...

Once we had done the tidy up of everything and collected all of the signs and corflutes we headed down to Bendigo to do the Bendigo Antiques fair that Rob Dennis runs each year.

We took a couple of days to get down there as we were both pretty tired from doing 2 of our own events in such a short period of time.

We also had a passenger that a lot of you will know – Tim Butler who looked after our security and then was planning to head to Bendigo to do the security there too – naturally we were happy to make room for such a decent bloke. ;)

The Bendigo fair is a long standing one that we had been trying to get into for about 4 years and finally had our chance. Luckily for us it was a good one and we will be back again next year for sure.

The Bendigo fair runs from the Saturday through to the Monday and set-up is all done on the Friday (Good Friday).

We stayed in Bendigo as we had another event on the following weekend with a Friday set-up and trading on the Saturday and Sunday. Unfortunately this one was a shocker for us – in fact our second worst fair ever. ☹️

You win some you lose some.

The next step was to jump back in the Motor Home and head north again – this time to Port Macquarie. We had been to a fair in Port Macquarie in August last year that was the third worst ever so we weren't sure what to expect – but given the change of venue into a more populated and busy area it was worth another go.

Well, it was good in terms of the numbers through the door but the spending was very low in comparison. It's a shame really as it's a lovely place on the map and we are still likely to give it one more go before becoming completely allergic...LOL

We packed up quickly as we had to get to Grafton on the Sunday night as we had meetings set for the Monday morning.

We arrived in Grafton about 7.30pm after a long wet drive due to the rain setting in.

On the Monday we were on our way to the first of our meetings when we blew a tyre on our car trailer and that threw all of our plans out the window.



We managed to get that fixed, had a new battery put into the trailer as well so that the trailer could be pumped up to the right height for travel and then headed back to the Gold Coast for yet another repair on our Motor Home air conditioning followed by a visit to the Motor Home people to fix the issue with the trickle feed from the Motor Home to the trailer.

Two more days of mindless running around getting things fixed – no rest for the wicked eh!!!

Anyway, that done we headed back to Grafton to finish off our preliminary marketing by adding another 3 banners to the one that had been on the old pub since the start of April.

We also completed the meeting schedule that we had set so before the issues with the trailer so that was good. 😊





We also added some more newspaper advertising to the schedule.

ANTIQUES AND COLLECTABLES FAIR
The Barn, Grafton Showgrounds, Prince St.
8th, 9th, 10th May 2015
Friday 5pm to 9pm • Saturday 9am to 5pm
Sunday 9am to 3pm
FURNITURE • JEWELLERY • CERAMICS
MN: 0412 451 871
www.vintagefairsandevents.com.au

6 April 15, 2015 Clarence Valley Independent

Antiques & Collectables Fair

The Barn
Grafton Showgrounds
Prince Street, Grafton

May
8th - 9th - 10th

Friday	5pm to 9pm
Saturday	9am to 5pm
Sunday	9am to 3pm

Further Info
www.vintagefairsandevents.com.au

The time wasn't that much fun as Bronwyn ended up in hospital again with chronic nerve pain in her leg after spending the previous 3 days in bed while I did a heap of running around making sure that everything was done.

Luckily the hospital visit seems to have worked and things appear to have settled down a bit now.

Then on the Wednesday we headed up to Caloundra for the annual fair that we will be attending this weekend coming (see list below).

After the issues with the Motor Home we decided to head off a day earlier than planned just in case we had any more vehicle related problems.

The next couple of months will be just as busy with fairs we will be attending at:-

Caloundra – 1st to 3rd May

Grafton – 8th to 10th May – OUR FAIR

Canberra – 15th to 17th May

Wagga Wagga – 22nd to 24th May

Canberra (Vintage fashion) – 29th to 31st May

Esk – 5th to 7th June

Twin Waters – 12th to 14th June

Rockhampton 26th – 28th June – OUR FAIR

Basically as soon as we finish the Twin Waters event we will be heading to Rockhampton to kick start the rest of the marketing – the good news is that we have already arranged to have one of our banners placed in a good spot 2 weeks before we arrive. ;)

So all in all not much chance of us seeing “home” during that period but that’s cool as we are together. 😊

So, until our next Newsletter we hope all is good in your world.

All the best until then



Bronwyn and Keith

PS. Feel free to copy this PDF and give it to others or simply send them the link that we sent you. 😊

PPS. Let us know if you want to share industry relevant photos, videos and information on the Facebook page and we will set up the authorisation for you.

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