

# The Finders Keepers.

Media Kit 2024



# The Finders Keepers

## Australia's leading

### *Design Market*

☀️ 15+ years of event experience

♥️ Community first

💖 Creative empowerment

👏 Small business champion

💜 Trusted & engaged voice

♥️ Socially responsible & sustainable ethos

🌈 Female led - since 2008

Est.  
2008





The Finders Keepers discovers and curates the best of Australian art, design and lifestyle products.

**We live and breathe  
*Small Business***

At our festival-style events, visitors love to explore the marketplace and embrace the community spirit. It's where they meet the makers, shop small and enjoy live music, food, wine and coffee. The Finders Keepers brings community together, in person and all year round online.

# The Finders Keepers *Brand Overview*

The Finders Keepers has been making market magic and empowering thousands of small businesses to embrace their creativity since 2008.

We're *champions of creativity*, nurturing emerging designers, makers and artists across Australia with multiple platforms to grow their businesses with purpose and profit. We've seen small brands go big; from KeepCup to The Horse, ROWIE to Mustard Made, The Finders Keepers plays a pivotal role in growing brand audiences.

We've seen a design-loving, *conscious shopping community* grow with our market events, as more Australians are keen to meet the makers, and shop small and local.







## Our passion & *purpose*

At The Finders Keepers, we envision a mindful marketplace that fosters a community of passionate shop-small supporters. We strive to embody the "third place" concept—a communal space where connections flourish, and the joy of discovery is shared.

We are committed to empowering creative entrepreneurs to thrive, offering year-round support and resources. We aspire to grow our creative community, providing a real-life hub for genuine connections, a place to celebrate the artistry behind each creation.

The Finders Keepers is more than a marketplace; it's a catalyst for empowering small businesses and spreading the joy of creativity.



# Sustainability *at our market events*

We are committed to reducing the impact and footprint of our events. We work closely with our host venues, local businesses and city councils to foster environmental friendly practices.

Initiatives we have introduced include:

- Water refill stations and promotion of BYO bottles and cups.
- Coffee grounds reused through Reground.
- Supporting our food vendors to *transition away* from single-use plastics.
- A rigorous waste sorting program which includes the collection of bottles/containers for the ["Containers for Change"](#) program
- Compostable waste used by [NuGrow.](#)
- Event signage is repurposed and upcycled.







CELEBRATING  
15  
YEARS

MINDFULLY MADE MARKETS

CELEBRATING  
15  
YEARS

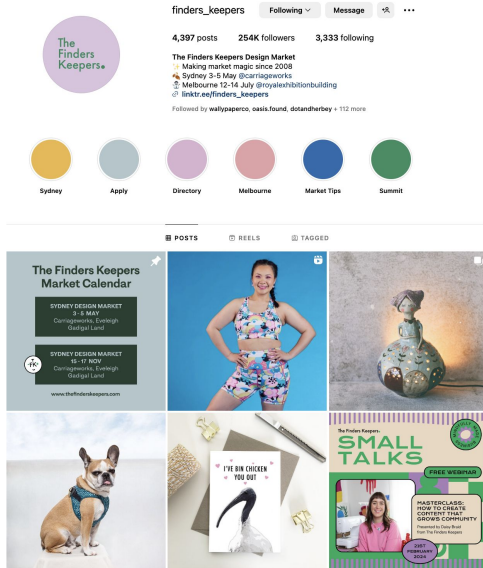
The Finders Keepers  
MELBOURNE  
/ NARRM  
with support from the  
Melbourne Community Foundation

The Finders Keepers  
MELBOURNE  
/ NARRM  
9 JULY 2020



# The Finders Keepers Community Channels

We maintain a highly-engaged audience throughout the year through our social and website channels. These numbers are always growing and have an above-average engagement across this suite.



Followers 254k + | 92% Female | 71% 25-45yrs |  
Average Monthly Reach 18k+ | Average  
Monthly Impressions 1M +



Followers 95k+ | Page Likes 90k+ | Average  
Monthly Reach 84k+



Followers 14k+ | Monthly Views 2.4M | Annual  
Views 2.7M



Followers 3397+ | Likes 27k+



The Finders Keepers

theinderskeepers.com We are champions of creativity and curators of Australia's leading design market. Finders Keepers is where communities come together to shop...

16.1k followers · 45 following  
1.9M monthly views



Save the dates design ...



Thanks for supporting ...

# Our visitor community

💜 93% Female

📊 65% Aged 25-50

🌟 Victoria 37% | New South Wales 28% | Queensland 29%

🛍️ 100k+ Market visitors annually

💚 80% of our consumers look for Australian Made & Ethical

✉️ 56k+ Subscribers | Average Open Rate 34% | Average Campaign CTR 7%

📈 400k+ Website sessions

👏 250k+ Website visitors annually





## Our vendor community

💖 90% Female

📊 87% Aged 25-50

🌟 VIC 35% | QLD 28% | NSW 27%

✉️ 2800+ Engaged Subscribers

👏 Minimum Open Rate 37% | Average Open Rate 57% | Average Campaign CTR 14%

📈 80% Sole traders | Small businesses

📱 70% in their growth phase and at 3-5 yrs of business



# 2024 Design Market Calendar

## Autumn/Winter Markets

### **Sydney Design Market**

Carriageworks / Gadigal Land

3 – 5 May, 2024

### **Melbourne Design Market**

Royal Exhibition Building / Narm

12 – 14 July, 2024

## Spring/Summer Markets

### **Melbourne Design Market**

Royal Exhibition Building / Narm

11 – 13 October, 2024

### **Sydney Design Market**

Carriageworks / Gadigal Land

15 – 17 November, 2024









## Onsite Activations & Event Partners

At our festival-style events, we love to celebrate creativity with like-minded brands to bring fun, engaging ideas to life that enhance the markets experience. Everyone is welcome at The Finders Keepers, and our community regularly tells us they love our events as a place to support local makers and find unique, mindfully-made treasures during a creative day out.

From workshops to kids activities, recharge lounge areas to live art and demonstrations, we're all ears when it comes to your event ideas!

We love working with like-minded brands to truly celebrate our community.



# Partner profile

## Seasonal Partner



The Finders Keepers Design Market **Powered by Squarespace**

- Partner logo and tagline on all key event marketing and event signage for both Sydney and Melbourne markets.
- Partner logo and tagline on all major event marketing collateral for digital usage & digital advertising for both Sydney and Melbourne markets.

### Activation Results:

- Overall market visitation reach: 30,000+
- Overall Instagram Post Reach: 1,415,839+
- Overall EDM opens: 705,510+







## Partner profile

### Digital Partnership



**inke packaging.**

- 2022 Creative Business Summit Partner with exclusive co-branded tote bag.
- Presenting partner of our e-commerce markets.
- Exclusive email marketing campaigns.
- Exclusive social media campaigns.
- Major competition prize for sellers.
- On-site gift packs and giveaways for visitors.
- Partner logo and tracking links across multi-channel marketing activities.

#### Activation Results:

- Exclusive post reach : 200,000+
- Exclusive email opens: 31, 000+
- Over 8,000 Brisbane market attendees reached
- Unique content created, posted and shared

# Onsite Activations

## Partner Spaces

***Partner branded recharge lounge for visitors.***

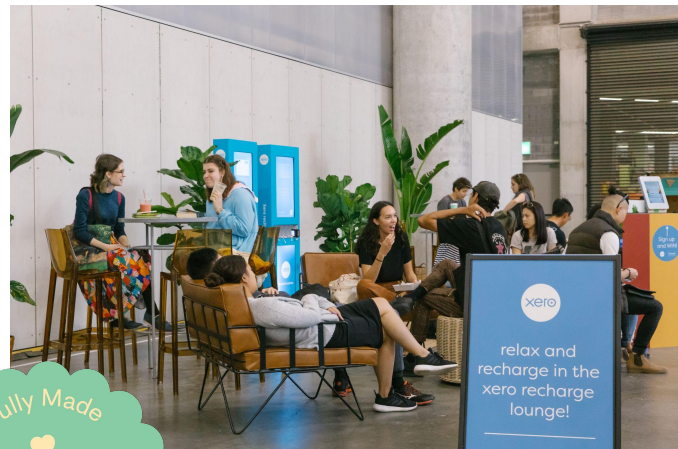
"We're thrilled to be partnering with The Finders Keepers for a second year running and supporting a platform that provides an opportunity for the country's design businesses to grow."

**– Xero Australia**

"We adored working with the vibrant FK team who went above and beyond to support us in creating an incredible activation experience for Cocobella that felt super on-brand, delivered excellent results and the support from the FK community on the day was outstanding."

Thank you Finders Keepers! "

**– Cocobella**





# Onsite Activations

## Partner Spaces

***Partner branded kids activity & workshop space!***

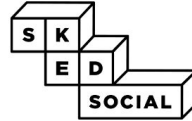
*"Being a part of the Finders Keepers community has truly been a game-changer for my craft business See Make Play. The vibrant atmosphere and the enthusiastic engagement with both kids and parents has made every event an absolute joy. The Finders Keepers Design Market has proven to be an invaluable opportunity for me to grow my business. The exposure and visibility gained through this platform has been instrumental in reaching a wider audience and expanding my brand."*

**– See Make Play**



# Community Partners & Supporters

## #goodcompany



# The Finders Keepers.

Get in touch! We would love to hear from you!

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