



APPLICATION FORM TIPS

Applications for The Makers and Shakers Market have become extremely competitive. There are no more than 60 stall spots available at each event (50 in Adelaide and Canberra) and the market's main focus is on locally made homewares, food and some limited spots for lifestyle products (skincare, jewellery, adult fashion and accessories).

General tips

1. Take note of opening and closing dates and don't leave submitting your application form until the last minute if it means you won't put forward your best application.
2. All applicants will be sent an email with the outcome of their application a few weeks after applications close. Please don't email the day after they close asking for an update. Answering these emails distracts from reading and processing applications.
3. If you've never been to The Makers and Shakers before, look through the photos on our [website](#) to get a sense of the style and quality we are looking for.

Tips for filling out the application form

1. Make sure your links are correct and active. Links to a website that isn't live or empty Etsy shops are not relevant and don't reflect well on your online presence.
2. When supplying a bio, please use third person (eg, don't use 'I' or 'We' but your business/trading name or first name).
3. We are looking for your story as a maker, only writing a one sentence bio will not be favourable to your application that tells us nothing about you, your business or your process.
4. Customers care about where things come from. You don't need to name your suppliers but we'd like you to explain why you use them or what's great about them.

Images for your application form

1. Please do not use any images that you haven't sought permission from the photographer to supply to us for marketing purposes.
2. Please do not send us any collage photos (more than one photo as one image).
3. Blurry phone-taken photos will be detrimental to your application.
4. Ideally, we'd like to see your stall set up at a market, but if you've never sold at a market before, please do a mock setup to give us a sense of what your stall will look like.
5. The photos for marketing purposes will be used on our website and social media. We use these photos to sell your products to our large audience. Great photos can make a big difference to customers seeking out your products on market day.
6. If your images are poor quality that don't represent your product well, this only reflect a lack of effort on an application.

More tips

1. We can supply a trestle table, but please only ask for one if you need it. Resources go into sourcing these based on what you request on the form.
2. Our concept is to 'meet the maker' so we are mostly looking for makers who are willing to personally attend the market.
3. If you've been a stallholder previously, this doesn't guarantee you will always be accepted. We may need to rotate new and emerging talent in your category.
4. Read the terms and conditions so you are aware on payment deadlines and the cancellation policy.

Good luck and we look forward to receiving your application!

The Makers and Shakers Market