

MELBOURNE GIFT FAIR

AUSTRALIAN GIFT & HOMEWARES ASSOCIATION
DESIGN • LIFE • STYLE

POST-FAIR REPORT

30 JULY - 3 AUGUST 2022

MELBOURNE CONVENTION & EXHIBITION CENTRE

KEY BUYERS FROM



RETAIL STORES
(MULTICHANNEL)



GIFT, FURNITURE &
HOMEWARES STORES



NEWSAGENCIES &
PHARMACIES



FASHION, JEWELLERY &
ACCESSORIES STORES



INTERIOR DESIGNERS,
DECORATORS & STYLISTS



CHILDREN'S
RETAIL STORES



HEALTH, BEAUTY
& WELLBEING



FLORISTS, NURSERIES
& GARDEN STORES



HOSPITALITY
BUSINESS OWNERS



CORPORATE GIFT &
EVENT PLANNERS

+ PLUS MORE

HEAR FROM OUR EXHIBITORS

“ We were delighted to exhibit with AGHA in Melbourne this August. We saw an increase in sales from our last show in 2019, which was really encouraging. We also picked up dozens of new customers. We also loved the opportunity to strengthen relationships with our customers and fellow exhibitors. It was great to be back with AGHA!

— Sally Dunn, Annabel Trends

“ What a great opportunity for businesses like mine that are still navigating the grey area between start up and fully established business. Handcrafted products are made with love and attention - I'm so thankful AGHA created a platform for Artisans to expand beyond their local market to share their passion with Australia's retailers.

— Ennia Jones, Fleurette Aromatherapy

BUYER INSIGHTS

84%



WOULD LIKE TO SEE
MORE HOMEWARES
AND FURNITURE

75%



WERE DIRECTOR/
OWNER/PARTNER/
HEAD BUYER/
SHOP MANAGER



97%

WERE RESPONSIBLE
FOR, OR RECOMMEND,
PURCHASING
DECISIONS



82%

ARE INTERESTED
IN SEEING MORE
HANDMADE
PRODUCTS!*



80%

SAID GIFT FAIRS ARE STILL
RELEVANT TO THEIR
BUSINESS (19% SAY
SOMEWHAT
RELEVANT)*

*Of buyers who completed the survey

SALES ENQUIRIES

☎ 02 9763 3222

✉ sales@agha.com.au

🌐 www.agha.com.au

AUSTRALIAN
Gift & Homewares
ASSOCIATION

HEAR FROM OUR BUYERS

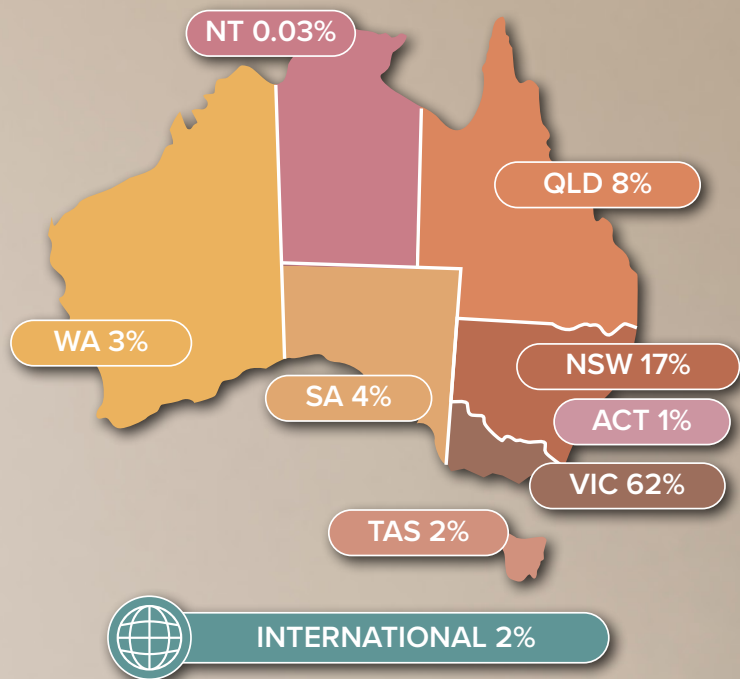
“It’s really important [to attend] because we get that opportunity to have those relationship with our suppliers and keep that personal connection, find new products, and keep pushing our business forward.

– Dee-anne, Seaweed And Sand

“We come over to have a look what’s changed in the last couple of years ...it’s great to see new products. [We are excited to see] the variety and the range – it’s wonderful. There’s a lot to choose from and there’s a lot of people to talk to.

– Kristen, The Gift Closet

BUYERS LOCATION



TOP PRODUCT CATEGORIES

OUR BUYERS ARE LOOKING FOR



HOMEWARES & FURNITURE,



GIFTS



KITCHEN & DINING



GARDEN & OUTDOOR LIVING



KIDS FASHION, TOYS, BOOKS & GAMES



JEWELLERY & FASHION ACCESSORIES



LADIES' FASHION



HEALTH, WELLNESS & COSMETICS



CORPORATE GIFTS & STATIONERY



PROMOTIONAL PRODUCTS, GOURMET FOOD & HAMPERS

WATCH THE HIGHLIGHTS VIDEO



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🌐 www.agha.com.au

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ASSOCIATION

HOW WE BROUGHT BUYERS TO YOU



84,700 REACH

STUDIO 10'S
HOME DÉCOR
TRENDS



LIVE
HOSTING
WITH EMILY
OSMOND



MARKETING

SOCIAL MEDIA MARKETING



17,300+

FACEBOOK FOLLOWERS



13,500+

INSTAGRAM FOLLOWERS



1,900,000

FACEBOOK PAGE REACH DURING
THE CAMPAIGN PERIOD



350,000

INSTAGRAM REACH DURING
THE CAMPAIGN PERIOD

DIGITAL MARKETING



80,000+

EMAIL SUBSCRIBERS



↑ 4.9% CTR

HIGH EMAIL MARKETING
ENGAGEMENT*



250,000+

ANNUAL WEBSITE USERS



110,000+

READERS OF THE DIGITAL
INDUSTRY CATALOGUE^

*Average Click-Through-Rate for all industries is 2.6%

^Note these figures are per annum based on annual circulation

EXTERNAL ADVERTISING



9,000,000

MEDIA AND DIGITAL
ADVERTISING REACH



8,000,000

RADIO REACH

All adding to the value of exhibiting at Melbourne Gift Fair

WANT TO GROW YOUR BUSINESS? SECURE YOUR STAND!

**SYDNEY
GIFT FAIR**
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION
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18 FEB - 21 FEB 2023
SYDNEY OLYMPIC PARK,
SYDNEY SHOWGROUND

**MELBOURNE
GIFT FAIR**
AUSTRALIAN GIFT & HOMEWARES ASSOCIATION
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5 AUG - 9 AUG 2023
MELBOURNE CONVENTION
& EXHIBITION CENTRE

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