



## Monday 2 February

**Amy:** Hi guys, thanks for coming. My name's Amy Hewgill, I'm a crafty lady. I own a business called the Loop Knittery and we sell high quality yarn to handknitters, to crafters like yourself. So that's why I'm here. I wanted to start by welcoming you and saying thanks for coming to our very first meeting, and I thought we could quickly go round and introduce ourselves — so, name, why you came and what you do that brings you here.

### In attendance:

Stacey — plush toys

Tom — plush toys

Ann — felt

Stephanie — jewellery

Christine — casting on a sleeve (Lucy's moral support)

Katy — handsewn felt goods

Deidre — textile jewellery and printed teatowels

Katie — pouches, brooches, scarves

Srey — sewing, sock monkeys

Julie — all things crafty

Rose — candles

Briar — reconstructed clothing

Emma — jewellery

Prue — vintage fabric bags

Michelle — hand dyed sock yarn

Raven — spinning, knitting, basket weaving

Julie — jewellery, art

Mel — photography, jewellery

Adrienne — art, printmaking

Dave — furniture, photography

Delia — Lucy's mum (also moral support)

Marta — photography

**Amy:** Well great, I hope you guys took notes, because there'll be a quiz later. So there'll be time for social networking afterwards, so if you saw anybody that you're like "ooh I want to talk to them about whatever", make sure you write it down, write down their name or make a point to go over and talk to them afterwards, there'll be plenty of time for networking after.

So, I want to introduce Lucy Arnold who is the entrepreneur that is behind Felt and she actually is one of the leaders of Crafty Business, it was one of her ideas, so...

**Lucy:** Millie (who makes sock monkeys and sells on Felt), and Amy and I decided to start Crafty Business after Craft2.0 in August last year. I think probably quite a few people here might have been along for that. Having started Felt and spent 18 months working on it and then doing Craft2.0, it really seemed to me like there was a niche for people who were doing craft and trying to move it from being a hobby into being a business — there's not a lot of resources available for us. So I thought with a bit of experience in both fields under my belt, it might be a good opportunity to start something. And judging by the turnout it seems like there might be a little bit of a niche.

I think most people here are familiar with Felt to some degree, probably because most people here heard about it through the email that I sent out. It's an online marketplace for handmade goods, something like Trade Me but focused on quality products at set prices rather than auctions and bargain hunting. Felt was designed to provide an elegant outlet for people who make beautiful things. It's free to sign up and there's a minimal listing fee and commission. It's all personally managed by the individual sellers, and so far it seems to be going pretty well. There are now nearly 2000 registered users in New Zealand. Most of them are buyers, which is good for us, and pre-Christmas it was getting around 1000 hits a day. At the moment it's getting about 500, which is still good.

Felt came about because basically I was making my own things, armwarmers, which I made for my mum for her birthday and then decided I'd develop a little further. I started selling them on Etsy, which is the American site that inspired Felt, and I thought I'd try selling them in New Zealand. I tried selling them on TradeMe, but they got lost amongst the vast array of stuff that's on TradeMe, so I thought, well, there obviously needs to be somewhere that people can sell this kind of thing, where where the price doesn't get beaten down and where it's appreciated for the skill and the time that goes into it.

So I came up with Felt. I designed it myself and got a web development company to build it for me. Now I have a part-time programmer working on it, so it's just myself and Marcel, and that's where it's at now.

There are cards on the table if you want to help yourself, I've got heaps more! so if you sell on Felt and you'd like some cards to pop in with your products when you send them out, they're quite handy for that, and there's some Crafty Business buttons and Felt buttons floating around as well, so help yourselves to those.

<inaudible prompting from Amy>

Sorry, I need a prompt, I'm really terrible at talking in front of people!

So Crafty Business — we have some ideas about where we'd like it to go, but essentially this session is to get your ideas about what you want to get from it and what would be helpful, whether there's particular areas of interest or people that you'd like us to ask to come and speak. We're open to suggestions basically. We thought it would be quite nice to keep some structure to the meetings, have a speaker perhaps every month and spend the first half with the speaker and then second half as a sort of social networking type deal, but it's entirely open to you guys at the moment really. We've got some paper and pens floating around somewhere, so if you want to write down ideas for us or come and talk to Amy or me, we'd really like to hear what it is that people want from this. I guess that's probably about all I've got to say, but if anyone's got any questions or anything that they'd like to say, feel free. And if not...

**Briar:** I just wanted to say, when you were talking about you know, round New Zealand and the amount of sales before Christmas, like I just made a sale to London before Christmas, and so I just think it has the potential to be, you know it's New Zealand-based, but so much wider as well...

**Lucy:** I think that's how Crafty Business kind of comes into as well. Knowing the people that I do know in this room, there are a lot of skills here that could be shared in order to be able to market stuff overseas and take things in new directions...and you know, there's a lot of inspiration in this room, and there's photographers and there's marketing experts and there's accountants and all sorts of people who have day jobs which are really relevant to what crafters need when they're running a business as well, so yeah, that's kind of what it's all about.

**Prue:** I was just going to say something as well — for me, I'm an accountant, so I know that part of it, but I have no clues about how to set my best price or how to best reach my target market. After being just, oh put it on Felt — what else do I do?

**Lucy:** That's really interesting for me as well — because I'm running Felt, I would really like ideas on how I can help people promote their stuff through Felt or outside of Felt, you know like what direction to take my advertising in that will help people make sales, basically, so I'm looking out for ideas for that as well.

**Amy:** And I know from my point of view — I work from home, you know, my business is out of my home, I'm a web-based business, so I get a little bit frustrated only thinking in my own mind, so I need people to bounce off of, so I'm here for the social aspect as much as the marketing and the costing and all these other things, so that's why I find the group is going to be so valuable, is that we get to bounce ideas off other people and find each other's strengths and work off those.

**Lucy:** And it can be a very insular, isolating thing to work by yourself at home — I've done it for six months and I couldn't have done it for any longer, so I think the social part of it is really important as well.

**Amy:** Well great, so don't forget to get up, walk around, start talking to people. Make sure you meet a couple of people, exchange cards, talk about what you do, ask about what they do and figure out how you can work with each other. Because that's why we're here!

**Katy:** One more question, is there going to be a Craft2.0 this year?

**Lucy:** There is! Yes! Sarah and Fiona from Our City O-Tautahi, the venue, actually came to see me last week and they're really keen to have another one. They're very excited about it. Unfortunately because they have exhibitions on all the time, we're having to fit in around the exhibitions that are scheduled for this year. So it looks like it's going to be June 6, which is a Saturday, and it'll be probably the same deal as last time, 11 till 3, I think it was? And we have the set up on the Friday night before and the Saturday morning.

**Amy:** June 6, one week before Knit in Public Day!

**Lucy:** It's still not confirmed, but that's most likely going to be the date, and then another one on October 11, so a bit closer to Christmas this time so hopefully we get some Christmas shoppers through.

**Katy:** And it will be the same venue?

**Lucy:** Same venue, yes — they've been so good. They've bent over backwards to accommodate Craft2.0. They're exactly the right sort of people to be involved as well and I've really enjoyed working with them, so we'll probably keep it there I think.

**Amy:** And you'll have sign ups for Craft2.0 coming out through Felt as well?

**Lucy:** Yup, if you're signed up on Felt you'll get notification of the applications for Craft2.0 opening. It's a fair that there are applications — we can't accept everyone. Those people that were there last year will realise that it's quite cramped, but hopefully having two a year will kind of ease that and we're also looking at ways that we can improve the flow around the building. I don't know if people knew that we ran workshops that days as well but rather than having them onsite on the day, we're going to run them elsewhere on the Sunday, so people can sign up for them that day, which means that stallholders can do them as well.

We were really pleased with the way Craft2.0 came off last year, but it also meant that we've now got lots of ideas on how to improve it.

**Briar:** Maybe it's too small! There's one in Vancouver that happens before Christmas every year and it's like one of those big kind of barn-like symposium and it's just as cramped...

**Prue:** Actually I saw there's a show in Melbourne coming up in a couple of weeks — I've seen it on people's blogs — and they've got something in the building and then they've got an additional market outside the building as well.

**Lucy:** Sarah from Our City was actually looking at what they can do to maybe put a marquee along by the river and have stalls out along the bridge as well. It's tricky because it's a Council thing...

**Prue:** And it'll be the middle of winter! <laughter>

**Lucy:** Yes, but the stalls in the marquee will be cheaper than the ones inside.

**Amy:** You must have knitted goods if you're going to be outside, right? <laughter>

**Lucy:** So yes, Craft2.0 is going ahead. And hopefully it'll be an ongoing thing.

**Amy:** Okay, so thank you for coming and feel free to give us your ideas — we'd love to hear about speakers and topics and whatever you have in your brain tonight. Thank you.