

NEW

ALLIANCES, NEW PATHS

ORIGINS MARKET: GROWING TOGETHER FROM THE GROUND UP

Presented by Louise Cashmore





From the Source

Creating a unique sense of place and identity, Origins Market will capture the true essence of the South West's natural environment.

Celebrating natural and cultural heritage!

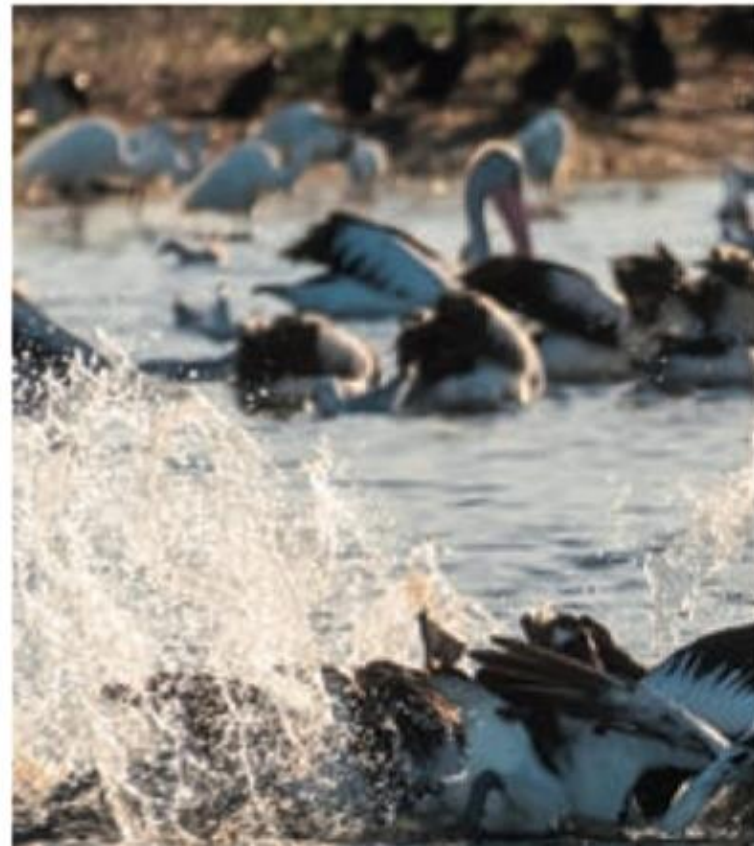
Origins will draw heavily on the locality of the Geographe region, mirroring its magnificent ecosystems within its walls as a dynamic marketplace.

Vasse Wetlands

The Wetlands have traditionally provided an important source of food to the ancestors of the land, as well as a place to gather and share stories.



Origins draws on these connective tissues as a place for people to meet one another and enjoy locally-sourced products.



Down to earth, set to soar

A meeting place for families, 'foodies' and
the eco-conscious.

**Coming together under one roof to
celebrate the very best of Western
Australia!**

Origins Market provides growers and
producers the opportunity to trade directly
with their customer.



*The very
best local,
sustainable
produce.*





Origins Market will provide visitors with an opportunity to experience and enjoy local products in a space that is yet to exist in WA!

Our vision for Origins is to provide a platform for visitors to **meaningfully connect with creators** and the creations they are passionate about – **engaging with the source** to celebrate WA, its produce and its people.



Growing Together

At Origins Market, we're passionate about growing the local economy and its people, building a community of likeminded individuals in sustainable, eco-friendly ways.



A collaborative space, Origins will provide producers and creators an opportunity to further expand their commercial capabilities, adding greater value to their products and to the consumer experience as a whole.





The Untapped Market

There is a growing demand for 'farm direct' produce and the 'best of the West' both locally and globally.

Population growth and visitors to the region continue to drive spending in Origins target categories.

The adjacent table depicts the total retail spending of 2018 at \$827.6 million. In 2021, this figure is forecast to be \$886.7 million. Opening in 2021, Origins will undoubtedly accommodate these growing demands!

Spending category	Spending market (constant 2018 \$m)			Change, 2018-2026	
	2018	2021	2026	Total	Avg %pa
Primary					
Food & Groceries	183.0	201.8	230.1	47.1	2.9%
Take-home Liquor	22.8	23.7	26.0	3.2	1.7%
Takeaway Food & Dining	48.2	48.8	52.6	4.3	1.1%
Other retail	182.6	190.8	210.7	28.1	1.8%
Total Retail	436.7	465.1	519.4	82.7	2.2%
Total Catchment					
Food & Groceries	339.2	376.7	431.6	92.4	3.1%
Take-home Liquor	44.0	46.0	50.8	6.8	1.8%
Takeaway Food & Dining	93.6	95.3	103.1	9.5	1.2%
Other retail	350.8	368.8	409.0	58.2	1.9%
Total Retail	827.6	886.7	994.5	166.9	2.3%

An Eco-Tourism Perspective

Origins Market provides an excellent opportunity for the forging of new paths and alliances within the realm of eco-tourism in Western Australia.

Celebrating local, sustainable produce is quintessential to the ecotourism experience here in WA.

The untapped potential for eco-tourism to form partnerships and alliances with non-traditional areas such as the food and wine industry is vast.



Origins Market will provide a unique eco-friendly experience that would greatly benefit WA's ever-growing ecotourism industry.

Travelling For Food...

Food tourism has grown significantly in recent years, embracing ethical and sustainable values based on territories, landscapes, local cultures, fresh produce, and authenticity.

Visitors and tourists are increasingly travelling to the Southwest Region to experience its rich food and wine selections.

Showcasing the best of WA under one roof, Origins will successfully cater for such demands!





Local Partnerships

At Origins, we've connected with the local Wadandi people to build a greater sense of community connection.

Interpretative innovations aimed at educating and reconnecting visitors with the cultural ancestors of the land, the **Wadandi Boodja!**

Exploring the many stories about the Wetlands, the ecology, and the connections they have traditionally had to local people is essential to Origins.

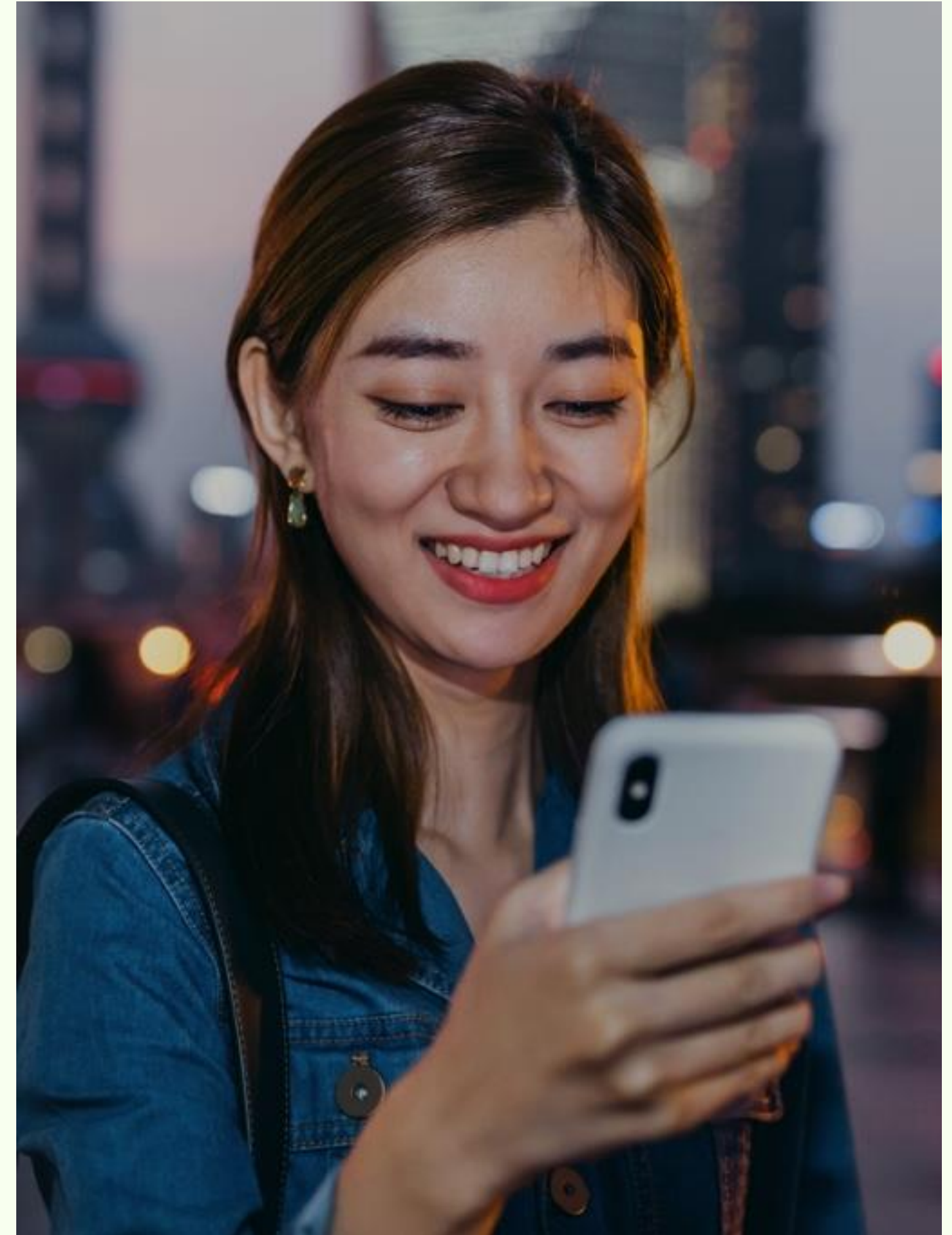


Growing Local To Go Global

In China and the Asia-Pacific, there is growing demand for Western consumables and locally-sourced produce. WA has the right products to service these demands, but the challenge is **scale** to ensure sustainable supply to meet the demand.

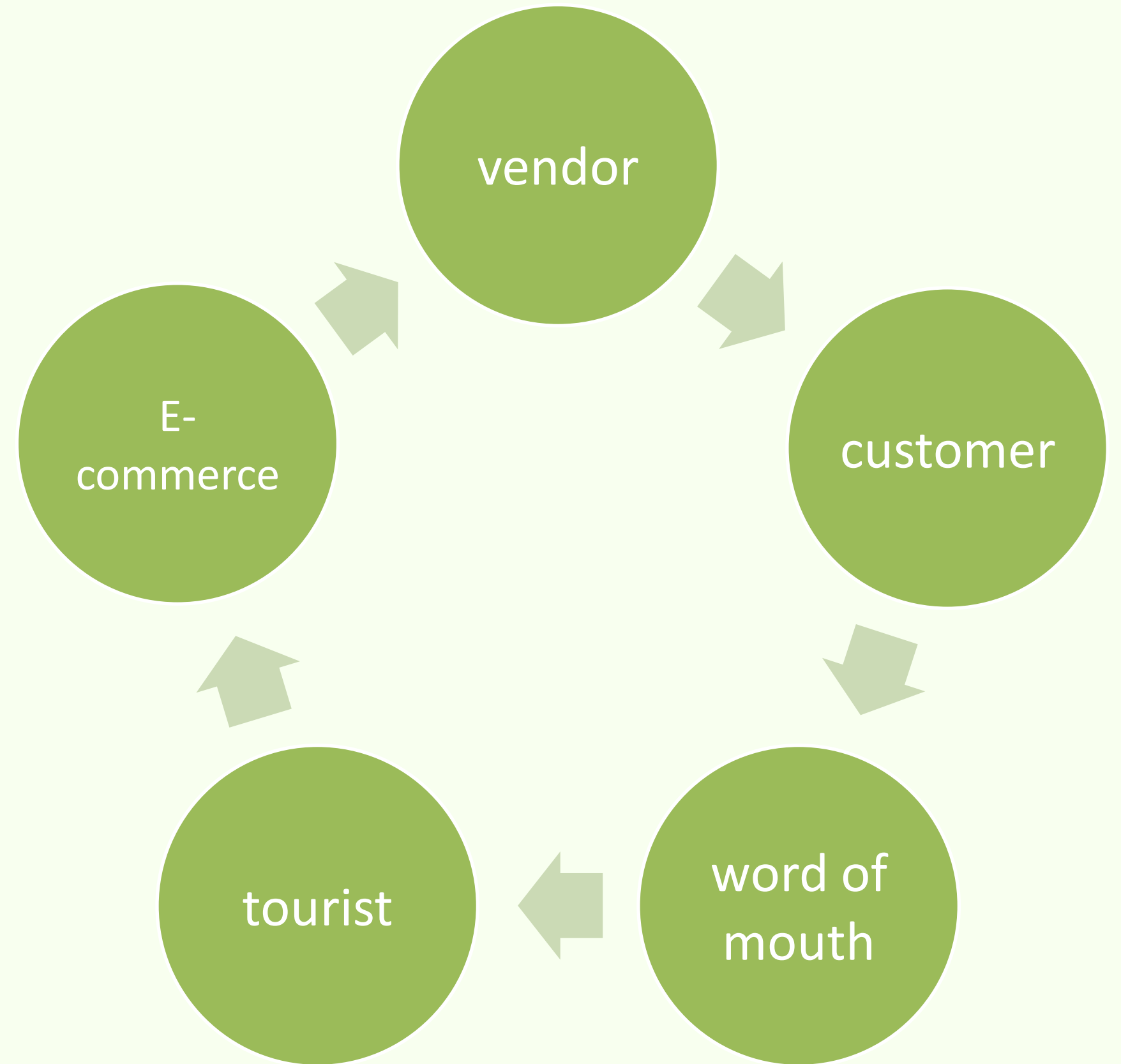
For this reason, we've partnered with an ASC-listed company who will work with Origins Market and its participants on five key opportunities:

- investment
- export readiness
- collaboration of synergistic products/services to achieve scale
- channels to identified export markets
- tourism



Origins Market The Eco-System

*“Origins Market is
a circular economy.
A physical space with
endless virtual
opportunities.”*





Good Things Are Growing
Here...

