

## **MEDIA RELEASE**

### **THE AUGUSTA MARKETS IS ON THIS SATURDAY**

The 10<sup>th</sup> Augusta Markets will bring the Port Augusta CBD area alive this Saturday 25 November. With participating stallholders from across South Australia the event is set to boost the local economy prior to Christmas.

Paula Osborn, Deputy Chief Executive Officer of Regional Development Australia Far North, said: “We have over 80 stallholders registered for the event and the variety is once again fantastic. There will be homewares, local produce, baby and children’s clothes, pet accessories, jewellery, shoes, plants and much more.”

It is hoped the event will again attract large crowds. According to Miss Osborn, “People from across the region attend the event and, whilst it’s great to have them in Port Augusta for a few hours, it is worth remembering that the visiting stallholders also boost the local economy. As part of our after-event survey last year, we asked visiting stallholders whether they contributed in other ways to Port Augusta’s economy. The majority indicated they contributed in terms of accommodation, meals, goods and services.”

While traditionally there have been two markets held per calendar year, in the future there will only be one. “Feedback received from the majority of participants since the inception of the event indicates that the market should be held only once a year. As the most effective event is the ‘Christmas’ market, stakeholders have agreed this is the best way forward”, Miss Osborn said.

“We look forward to seeing everyone at the markets in the Port Augusta CBD this Saturday. We hope everyone enjoys the vibe and grabs a Christmas bargain.”

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Media enquiries:

Paula Osborn, Deputy CEO  
Regional Development Australia Far North  
8641 1444 / 0437 641 039

Annie Farrell, Executive Manager Research & Policy  
Port Augusta City Council  
0421 522 879