

**15 April 2014**

## **MEDIA RELEASE**

### **Augusta Markets Success Again!**

The third Augusta Markets event was held on 12 April and has once again been hailed a success.

The event saw about 100 stallholders offer their products and crowd numbers equal to those at peak times of the last market. An initiative of Regional Development Australia Far North, the event has proven itself as a bustling street market and a great economic driver for the retail businesses within the Port Augusta township.

RDA Far North Chief Executive Officer Claire Wiseman said all feedback so far about the event had been positive. "It was a very good day and luckily the weather cleared up just in time for the market," she said. "The feedback we've had has all been positive, with most of it centred around the new food court area and the new kids zone."

Ms Wiseman said the amusement rides, face painting and jumping castles were all a hit with those that spent their time in the kids zone. "There were so many kids there, it was packed," she said.

Ms Wiseman said she would like to thank the Augusta Markets steering committee, Business Port Augusta and Port Augusta City Council for sponsoring the event and The Transcontinental Newspaper, Southern Cross Television and Magic FM for supporting the event. A thank you also goes out to John Sharp for organising and coordinating the ongoing music and entertainment for the event.

She said she would also like to thank the Port Augusta Scout group for maintaining the food court area and donating shade and seating and Augusta Party hire for providing shade and seating.

A survey will be sent out to all stall holders within the next few days to gain feedback and an idea on the economic value of the event for businesses.

The next Augusta Markets will be held on Saturday, 29 November. Registrations will open in the lead up to the event.

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