

## **MEDIA RELEASE**

### **PORT AUGUSTA'S SHOPPING EXTRAVAGANZA IS ON AGAIN**

What is come to be known as the “biggest shopping event of the gulf” is on again on Saturday 25 November 2017.

This will be the 10<sup>th</sup> Augusta Markets held. Claire Wiseman, Regional Development Australia Far North (RDAFN) CEO said “Registrations will open on 18 September 2017 and participants will have six weeks to register their attendance with registrations closing on 27 October 2017.”

“As per the event held in April, it will be free for all businesses in Port Augusta and Stirling North to register and participate. However, once again all participants are required to organise their own insurance. If anyone is having difficulty with this they can contact our office on 8641 1444 and staff can advise on some lower cost options.”

Choosing a suitable date for the Augusta Markets event is not an easy feat. “The date has been chosen after liaison with local business owners and organisations. It is also important that we choose a date that does not clash with other local markets such as Port Augusta Coles Undercover, Wirrabara, Port Pirie and Whyalla.”

Whilst traditionally two markets are held each year, this will now be reduced to one. “Feedback that we have received from the majority of participants since the events inception is that the markets should be held once a year, with the most effective one being the "Christmas" markets. In liaison with the Port Augusta City Council, we have agreed that this approach is the way forward.” Ms Wiseman said.

Participants are encouraged to keep an eye on the Augusta Markets Facebook page and the RDAFN website at <http://www.rdafn.com.au/augusta-markets> for regular updates.

ENDS

Media enquiries: Claire Wiseman, CEO  
Regional Development Australia Far North  
0417 862 174

Port Augusta City Council  
8641 9100