



MEDIA RELEASE

Tuesday 27th February 2024

Capital Region Farmers Market celebrates 20 years of supporting the community

Canberra's favourite farmers Market, [Capital Region Farmers Market](#), celebrates 20 years in 2024, and is getting ready to mark the occasion with a very special celebration to be held on Saturday 16th March.

"Our 20th Birthday is really all about celebrating how much we've truly enjoyed being part of and supporting the Canberra community over all these years," said Capital Region Farmers Market Manager, Sarah Power.

"In 2024, we're celebrating 20 years supporting farmers, makers and producers of the Canberra Region – that's 20 years providing Canberrans and their families with the best and freshest produce each weekend, and 20 years supporting worthy community projects via our Founders, the Rotary Club of Hall.

"It's been a very fulfilling 20 years for Market organisers who started out in 2004 with just 15 stalls and around 850 customers. Today we have over 130 stallholders on our books and welcome up to 6000 visitors through the gates each Saturday.

"All our visitors have contributed immensely to what is a warm, buzzing and welcoming Market, but more importantly a Market that truly makes a difference. Over the past 20 years, Capital Region Farmers Market has provided close to \$4million in funding to local, regional, national and international projects via its Founder, Rotary Club of Hall," Sarah said proudly.

Market organisers have been reflecting on the past two decades and the many ups and downs that have brought the market stallholders and regular customers together each week. There's been everything from live cooking demonstrations, celebrity chefs including Stephanie Alexander and Antonio Carluccio, A Market recipe book, buzzing celebrations for World Bee Day, two relocations out to GIO Stadium, a young chefs competition and grants to support local schools in their food and farming endeavours.

“We weathered the Covid-19 pandemic when many did not, continuing to support our farmers and their families, and never wavering in providing Canberrans with the best and freshest food each week. We supported our many stallholders through drought and the devastating bushfires of Summer 2019/20, meaning they could come back to us once they rebuilt,” Sarah reflected.

During its time, the Market has been home to over 600 stallholders including local and regional farmers from in and around the Canberra region and further afield. Original stallholders from that very first Market include [Homeleigh Grove](#), [Mowbray Park Produce](#), [Bryan Loader](#), [Jindebah Hills Coffee](#) and Treetops Apples.

The Market’s official celebrations will take place at Market on Saturday 16th March 2024, and Canberrans are invited along to enjoy the 20th Birthday Cake competition judging, family activities including face painting and colouring in, exclusive birthday treats and giveaways from the many talented makers, exclusive 20th birthday merchandise and local entertainment including performers and musicians. And of course, there will be over 100 stallholders providing fresh Autumn produce galore.

“When it comes down to it, our Market wouldn’t be what it is today without the support of our customers, some of whom have been coming to Market since the very beginning. We welcome all Canberrans to come and mark this milestone with us and have a bit of fun on our 20th birthday,” Sarah concluded.

Capital Region Farmers Market is open Saturdays throughout the year, 7am-11.30am at Exhibition Park in Canberra. The 20th Birthday celebrations will take place on Saturday 16th March 2024. For more information, visit www.capitalregionfarmersmarket.com.au

MEDIA CONTACT: For more information, images or to arrange an interview please contact Lauren Griffiths, Threesides Marketing, on 0417 409 264 or lauren.griffiths@threesides.com.au

MEDIA BACKGROUNDER

20th birthday celebrations

When: Saturday 16th March 2024

Time: 7am – 11.30am

The day will include:

- 20th Birthday Cake competition judging.
- Family activities including face painting and colouring in.
- Exclusive birthday treats created by many talented makers.
- Exclusive 20th birthday merchandise.
- Local entertainment including performers and musicians.
- Stallholder giveaways.
- Over 100 stallholders providing fresh Autumn produce.

More info: www.capitalregionfarmersmarket.com.au

Six big stories – notable beneficiaries of Capital Region Farmers Market (via Rotary Club of Hall)

Rotary Club of Hall founded Capital Region Farmers Market in 2003, with the first Market taking place in March 2004. Over the past 20 years in operation, Capital Region Farmers Market stallholder fees have been put back into local, regional, national and international projects determined by Rotary Club of Hall, with close to \$4 million in funding provided since 2004.

Here's just a selection of the ways the Market has assisted communities. Representatives from each organisation will be attending the Market's 20th birthday celebrations on Saturday 16th March, and are available for interview.

The GO Foundation (and other scholarships)

The Rotary Club of Hall's desire to balance the scales for Indigenous children in the Capital Region through cultural and educational support led to a collaboration with footballers Adam Goodes and Michael O'Laughlin in establishing a Canberra Region version of their scholarship program. \$300,000 has been provided to date. This also aligns with our many other substantial scholarships that support students in our region. <https://www.gofoundation.org.au/>

The Mulch Project

Multiple years' support with purchasing equipment and other needs for this outstanding permaculture gardening project for people with disabilities. *mulch* is a social enterprise enabling young adults with disability to develop skills and build community connections through work in the horticultural enterprise. Participants are engaged in

the seed-to-sale process in mulch's permaculture garden. Skill development goals are individually tailored to suit each participant's interests, skills and abilities.

<https://mccg.org.au/services/mulch/>

Cure Brain Cancer Foundation

In 2017, a \$50,000 donation helped the Cure Brain Cancer Foundation bring the international BIOMEDE clinical trial to Australia, giving hope to children with DIPG (a lethal type of brain tumor.) <https://www.curebraincancer.org.au/home>

Wallaroo Fire Brigade

Shed construction for the brigade. Rural Fire Brigades are often more than just an emergency service. They can also be a vital community service, provide a community meeting point or offer assistance with non-emergency roles.

ROMAC (Rotary Overseas Medical Aid for Children)

Life-changing or life-saving and complex operations for children happen regularly in Canberra through ROMAC. Medical staff and community volunteers provide the support network for however many months it may take. ROMAC provides surgical treatment to around 50 children from Oceania every year in Australia and New Zealand. Hall Rotary has been providing the partial or whole ACT medical access expenses of one child a year (up to \$6000) for over a decade.

<https://www.romac.org.au/>

Abbas Hussaini

Our Club also provides targeted help to individuals in need. As a refugee, Abbas was the first principal of a volunteer school (the Learning Nest in Cisarua) for refugee children which the Rotary Club helped with funds for rent and materials. As a new arrival in Australia, Abbas was helped by Rotary first to get his driver's license, then with a car and other items essential for re-starting life after a disaster, and for his family to join him. He also worked multiple jobs, including at the Market for a year, and somehow found time to volunteer to plant native trees on a local farm.

Talent available for interviews

- Original stallholder - Mowbray Park Produce – Grace
- Founder and original stallholder - Homeleigh Grove – Peter
- Rotary Club of Hall Rotarian and Director of Market committee – Yvonne