



MEDIA RELEASE:

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Save Our Seaside Markets

The *Kiama Seaside Markets*, an initiative of the Kiama & District Chamber of Commerce (KDCC), are a much-loved 16 year-old tradition which supports local business and is a wonderful regular part of family life in Kiama. At 3pm on Sunday February 20 the markets may disappear forever – the KDCC needs your support to make sure this doesn't happen.

“The Markets were established by the Chamber to promote economy, tourism and community spirit but this is now under threat. Kiama Council has called for Expressions of Interest to take over the Markets. This is a disastrous situation for our Markets - and for all in the Kiama community. The Chamber is highly committed to the Markets and is best-equipped to run them, having many years of experience, contacts and relationships. We have a bigger picture view of the markets which prioritises the benefits to the local community and even have some exciting plans to further build on those benefits”, said a Spokesperson for the KDCC.

The Markets provide a significant boost to the local business community as evidenced by the shop-front businesses that employ extra staff on Market days – that's also a win for local employment. When asked, local businesses are keen to praise the benefits to local business of the Markets. As one shop-front owner said, “I wish there was a Market on every week!” This strengthening of Kiama's economy has to be good for everyone living as well as working in the Kiama community.

The monthly Markets are also undeniably a great way to attract tourism to Kiama. Visitors from as far away as the Central Coast, the Blue Mountains and southern New South Wales flock to Kiama each month, by bus, train and coach for Kiama's iconic Seaside Markets. Stallholders come from far and wide – often prepared to wait for months for the opportunity to exhibit at such well-attended Markets. Whilst here, visitors and stallholders alike are able to experience the exceptionally beautiful environment that is unique to Kiama – some stay for the weekend or longer to take advantage of our fine eateries, clubs and accommodation - and many say “we'll definitely be back!”

A recent educational video produced by student Shannon Clark, a former Kiama girl, is a testimony to the significance of the *Kiama Seaside Markets* - what they represent for the Kiama community, and what a unique resource they are for all of us who have chosen to base our lives and work in beautiful Kiama. The video can be seen on YouTube at www.youtube.com/watch?v=L7e9GEcTS3Q

Kiama Seaside Markets are an initiative of the Kiama & District Chamber of Commerce (KDCC). For more information about how you can help ensure the future of the *Kiama Seaside Markets* or to learn more about the Chamber, please visit the website at www.kiamachamber.com.au or contact the Chamber on executive@kiamachamber.com.au or (02) 4232 3844.

Media enquiries:

Caroline Jones, KDCC Public Relations Manager; Ph: 0418 553 222; Email: cmljones@bigpond.com

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