



MEDIA RELEASE

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PERTH'S ICONIC FREMANTLE MARKETS – AND ITS THRIVING CHARACTERS

Fremantle Markets, Fremantle's historic landmark and one of Western Australia's premier tourist destinations is experiencing consistently high visitor numbers and an upturn in business – despite emerging trends of hardships for retailers, Australia-wide.

Established in 1897, the Fremantle Markets holds a special and important place in the history of Fremantle, and more broadly in Western Australia. It is a place to come together with friends and family and immerse in its diverse offerings, fascinating history and engage with the welcoming characters behind the stalls.

“It is a place for visitors – be it local or international- to enjoy the distinctive atmosphere of over a hundred years of vibrant culture and heritage as they wander the laneways and discover clothing, jewellery, souvenirs and taste a variety of cuisines –and even return to familiar faces- with some stalls having been operating for up to 40 years”, said CEO Natasha Atkinson.

“With more than 150 stalls ranging from mouth-watering foodies' dreams, handmade arts and crafts to fashion there really is something for everyone. But it is not only the fresh local produce and handmade products that are behind the driving success of the markets with locals and returning visitors building close relationships with the stallholders - as well as their products” , she said.

Delving deeper into the heart of the Fremantle Markets' spirit it is the familiar faces like Donna who owns Herb, Spice & Tea shop with her tales of the market's going ons, Phillip from Cotton Pickin' who fell in love with the markets on his U.S R&R over 35 years ago and newcomers like budding superstar Justine from Naked Specs – the largest stockiest globally of designer eyewear Paul Taylor that make up the wealth of personalities at Fremantle Markets, celebrating each other's successes and sustaining the longevity of Fremantle Markets.

Despite the ever-increasing popularity of online retail, Roy Morgan studies find the majority of consumers continue to do their grocery shopping in-store rather than online showcasing just how cherished the community atmosphere and face to face interactions at markets such as Fremantle Markets are to locals and their businesses as found in a Financial Review study.

The following personal accounts shed further light on how and why Fremantle Market has held a special place for stallholders and customers - and continues to do so:

- Long- time stallholder Donna from Herb, Spice & Tea shop who has been a part of Fremantle Market's community for more than 30 years says she has '*enjoyed being a small part of Perth / Fremantle major attraction. It is a village; you watch the world go by and generations grow and love the Fremantle Markets. I remember my first day trading, it was exciting then as it is today. I know the Markets are the heart and soul of Fremantle*'.
- Phillip W. Dawson from *Cotton Pickin'* –stallholder since 1983 who fell in love with Fremantle Markets when he was visiting as part of R&R with the U.S Navy '*I love the building of the Fremantle Markets, the atmosphere and the people. I feel connected with the Fremantle Markets, it is and continues to be an important part of my life. The [Fremantle] Markets helped me develop my business due to lower costs and the number of different people coming through*'
- Justine Levin from Naked Specs Optical Pty Ltd who first opened up her stall in 2017 recalling why she chose Fremantle Markets for her business '*We wanted an avenue that would allow us to not only have local exposure but national and international exposure and having been a lover of Fremantle Markets I thought it would truly honour my company's vision with the diverse and eclectic customer base that it has whilst being part of a small and yet mighty small business community of passionate entrepreneurs. The community feel both with customers and other traders is my favourite part!*'
- Roy Morgan study found Australians still prefer to purchase groceries in store rather than online despite ever increasing online presence <http://www.roymorgan.com/findings/7911-australian-online-grocery-shopping-march-2019-201903220623>
- Financial Review found that Australians prefer and value face to face interactions that they receive at markets over large wholesalers <https://www.afr.com/life-and-luxury/arts-and-culture/farmers-markets-make-most-of-city-foodies-20160304-gnab92>
- City of South Perth research found in June 2019 the retail trade estimate for Western Australia rose 1.09% from the previous year indicating that although there is certainly hardship in the states retail sector it is not without hope <https://economy.id.com.au/south-perth/retail-trade>

Whether its food, entertainment, shopping or a sense of community there is something for everyone at the portside Fremantle Markets – More Than Just a Market!

Open every Friday 9am – 8pm, Saturday 9am – 6pm, Sunday 9am- 6pm

and Monday Public Holidays (Fresh Produce open from 8am)

www.fremantlemarkets.com.au



INFORMATION RELEASED BY:

Leanne Tyrrell
PR Consultant
Tyrrell Publicity & Promotions
PH: (0403) 081-999

FOR FURTHER COMMENT:

Natasha Atkinson
Chief Executive Officer
Fremantle Markets
PH: (0401) 537 447