

27 August 2019

## Re: AFMA Web Listing 2019 - 2020

Dear Market Manager,

It's already that time again – to **check and update the market listings on the AFMA website!** We wish to make sure we have accurate details for your market listing.

Your help and support for this annual activity is greatly appreciated as the AFMA website is the only one-stop national listing of farmers' markets, a vital go-to information platform for all stakeholders. The website is our major communications tool and is widely and regularly used.

### VISITATION RATES + USER SNAPSHOT

Visitation rates to the AFMA site continue to rise and typically register typically 1.5 pages per visit. Google Analytics report that an average 85% of the visitors are new, monthly page views 4500+ and a rising trend on sessions per month.

The most popular page is 'Find A Market' (90%+) and the majority of visitors access the site by mobiles (45%) closely followed by desktop (40%) The predominant age is 18 -34 years, female (46%).

### 20<sup>th</sup> ANNIVERSARY

While your market may not have been trading that long, it is important to note that the **Australian farmers' market sector is celebrating its 20<sup>th</sup> Anniversary** this year. Congratulations too to Willunga Farmers' Market, established in 2002, winner of the 2019 Outstanding Farmers' Market category in the recent 2019 Delicious Produce Awards.

### RESOURCES

It is timely also to draw your attention to two new important information resources available from the AFMA site:

#### **TIPS FOR TRANSITION TO AN AUTHENTIC MARKET FACT SHEET**

<https://farmersmarkets.org.au/wp-content/uploads/TIPS-FOR-TRANSITION-fact-sheet.pdf>

#### **WASTE MANAGEMENT FACT SHEET**

<https://farmersmarkets.org.au/wp-content/uploads/MARKET-WASTE-MANAGEMENT-FACT-SHEET.pdf>

Both these documents contain practical information to assist farmers' market managers and stallholders.

The AFMA website also links to the AFMA **Facebook** page: [www.facebook.com/farmersmarketsaustralia](http://www.facebook.com/farmersmarketsaustralia) This page is updated daily with sector and market specific posts. You are invited to like and link your market posts to it to widen farmers' market conversations and awareness.

## FEE

**To be listed on the AFMA website the annual market web-listing fee due is \$100 (GST exempt) per market for the period 1 July 2019 – 30 June 2020.**

If you wish your market to commence a new listing or to continue to be listed on the site you are requested to complete the attached **WEB REGISTRATION FORM** and return it **by 30 September 2019** to:

MAIL: AFMA, PO BOX 1101, POTTS POINT NSW 2011  
E: info@farmersmarkets.org.au

Operators of multiple markets are requested to pay this fee per individual market, where separate listings are sought.

## CHECK LIST

Please **check your current market listing details carefully** and use the **Registration Form** provided **to advise any changes to your listing.**

All listees are asked to first **review the Charter, Model Rules and Definitions on the website** to ensure your market operates reasonably within the recommended guidelines.

If you seek **multiple market listings**, please copy the form and **complete a separate form** for each market to be listed.

Please note the web listing **provides a direct link** to each nominated market's website or Facebook page. The site also includes a comprehensive Google-map search facility.

## PAYMENT

Please remit the web-listing fee as a **direct deposit** (marked **2019/20 WEB FEE & include MARKET NAME**) or mail a **cheque** paid to: Australian Farmers' Markets Association

**DIRECT DEPOSIT: ST GEORGE 112-879 ACC NO: 485 963 841**

**MAIL: AFMA, PO BOX 1101, POTTS POINT NSW 2011**

Receipts will be issued.

Please email any queries to: info@farmersmarkets.org.au

Your market's support in this endeavour is greatly appreciated, especially as the contribution is a primary source of revenue for AFMA's ongoing national advocacy of farmers' markets.

Best wishes



JANE ADAMS - AFMA