



MEDIA RELEASE | 4 May 2022

Local resident, Rojina McDonald, to take the lead and grow Victor Harbor's favourite markets

Planning is already underway for the next Victor Harbor Artisan Market, as a new Market Manager has recently been selected by the City of Victor Harbor.

Rojina McDonald has been appointed as the new Market Manager following a competitive expressions of interest process undertaken in February.

The Council sought an innovative individual who could grow the quality of the event, embed the market as a major event on the Victor Harbor calendar, and support an emerging number of local artisans.

It is intended that the market will activate greater levels of interest and activity within Victor Harbor's Mainstreet Precinct and Railway Plaza area over coming years.

Rojina is well-known on the Fleurieu Peninsula, particularly in her role as Founder and Creative Director of Soul Publishing and author of *Faces and Food on the Fleurieu* and *Wine, Beer and Spirits of the Fleurieu*.

Through the application process it was clear that Rojina's passion for the region, alongside her vision to develop the market to a level similar to well-known artisan markets like Mindil Beach Sunset Markets, Eumundi Markets and the Stirling Laneways Market, would be highly beneficial.

Under the new arrangement, the Market Manager will manage the day to day event operations including site management, stallholder engagement, collection of stallholder fees, risk management, trader engagement and social media and online administration.

The City of Victor Harbor will continue to back the popular markets with logistical and marketing support.

New Market Manager, Rojina McDonald, says she is excited to be leading the popular community event.

"I feel that my local and regional connections will enable me to work well with the community in growing this fabulous market into something special," said Rojina.

“We already have so many quality makers and story tellers in this part of the region – it’s just a matter of putting them on show. The market is a great way to do this.”

City of Victor Harbor Mayor, Dr Moira Jenkins, said the Artisan Markets have become a significant attraction for the region and many people will be looking forward to the next market.

“The most recent market in February, which coincided with the Fringe Festival visiting Victor Harbor, saw almost 50 stallholders in attendance and hundreds of community members coming along to join in the fun,” said Mayor Jenkins.

“Those who have attended one of our Artisan Markets over the past few years will know that it is much more than a market – it’s a lively community event and a celebration of art and culture.”

“The Council is excited to see Rojina step into the role of Market Manager and continue delivering this popular event for the community.”

The Council’s City Activation team is currently working with Rojina to map out plans for the next 12 months while working with stakeholders to develop a sustainable and successful program of markets.

Visit www.victorharborartisanmarket.com for more information and regular updates.