



MEDIA RELEASE
10 April 2017

BOOTS FOR CHANGE PROJECT WINS 2017 PHILANTHROPY AUSTRALIA AWARD

The Australian Farmers' Markets Association (AFMA) national **BOOTS FOR CHANGE 2016** project has been highly acclaimed at the 2017 Philanthropy Australia Awards winning **SPECIAL MENTION** in the **BEST SMALL GRANT** category (under \$50,000).

BOOTS FOR CHANGE was enabled by a Foundation for Rural Regional Renewal (FRRR) \$10,000 grant in conjunction with the ABC Heywire rural youth leadership program.

This seed funding amplified by leveraged philanthropic partnerships was deployed to create a national project to raise awareness of farmers' markets and the beneficial role they play in supporting Australian farming families, and regional economies.

'The impact of **BOOTS FOR CHANGE** was astounding and shows what can be achieved when good ideas are funded by visionary organisations,' said Boots For Change project manager, Jane Adams.

'From our start-up grant of \$10,000 we developed an awareness campaign that relied on pulling on boots as a sign of solidarity with Australia's farming families.

'This simple concept resonated widely and resulted in a total estimated farmers' market turnover during April 2016 of more than \$17 million. The social media coverage reached an audience of 1.75million Australians. These results far exceeded our expectations,' added Jane Adams.

The **BOOTS FOR CHANGE** project metrics were compelling. The independent review conducted by Colmar Brunton revealed powerful impacts.

- National total spend at **96 BFC Market Days** = **\$17.37million**
- Economic impact = **\$17.77million**
- Social media audience reach **1.75million**
- **99%** market managers expressed project satisfaction
- **48%** markets increased shopper numbers at BFC Market Days
- **45% markets** attracted more families and younger shoppers
- **180,000+ shoppers** attended BFC Market Days
- **3000+ farmer and artisan producers** attended BFC Market Days

BOOTS FOR CHANGE Market Days ran throughout April 2016 in 56 farmers' markets Australia-wide that hosted a total of 96 markets and engaged 3000-plus farmer and artisan food stallholders reaching 180,000-plus shoppers in all states.

'Market managers actively embraced the idea. Their imagination and efforts achieved amazing results and struck new supportive community relationships, especially in rural and regional towns where people certainly know how to kick up their boots,' said Jane Adams.

Other philanthropic partners included two Tasmanian based companies – Blundstone Australia and Bruny Island Cheese Company. The National Bank offered pro bono social media analysis. ABC Heywire and ABC Rural and Regional Radio were the official media partners.

Given the award-winning success of the inaugural project, AFMA a not-for-profit incorporated association staffed by volunteers, is hoping to secure **BOOTS FOR CHANGE** as a headland biennial national program. This will require the support of government and on-going generosity from the philanthropy sector. Pledges are sought by 30 June 2017 to enable **BOOTS FOR CHANGE** to kick-off again in April 2018.

There are over 180 farmers' markets trading regularly in all states. For more details visit www.farmersmarkets.org.au

FURTHER INFORMATION + IMAGES:

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colmar brunton.





BACKGROUND

AFMA adopted the **BOOTS FOR CHANGE** project from the Heywire 2015 Regional Youth Summit supported by the Foundation for Rural & Regional Renewal (FRRR) and ABC Heywire.

The campaign aim was to support grassroots family farming and rural youth, and activate the ABC Heywire idea developed by a group of young rural women led by Emma Mott from Bega, NSW.

There are over 180 farmers' markets trading regularly in all states. AFMA engaged these markets to bring to life the vision of the Heywire project. The markets' enthusiastic support is highly commended.

BOOTS FOR CHANGE 2016 FARMERS' MARKETS:

WA: Geraldton, Esperance, Kalamunda, Manjimup, Margaret River, On Manning

SA: Adelaide Hills, Adelaide Showground, Barossa, Gawler, Mt Pleasant, Riverland, Victor Harbour, Willunga

VIC: Clunes, Eltham, Eastland, Euroa, Eynesbury, Melbourne Farmers Markets – Carlton, Coburg, Collingwood, Eastland, Fairfield, Gasworks, Melbourne University, Slow Food Abbotsford, AFL Country; Mt Eliza, Mooroopna, Tallarook

NSW: Albury/ Wodonga, Bangalow, Bega, Bungendore, Byron Bay, Carriageworks, Castle Hill, Finley, Kiama, Lismore Produce Market, Moruya, Railway St Moss Vale, Murwillumbah, Nethercote, Orange, Tamworth, Wagga Wagga

TAS: Farmgate (Hobart), Harvest Launceston, Kingston

QLD: Blackall Ranges, Dagon, Gympie, Stanthorpe, Toowoomba

PARTNERS:

