



24 August 2020

FROM STRENGTH TO STRENGTH:

CFA's famous markets have traditionally focused on goods with an artisanal and even a feminine touch. Our first market of the year coincides with Mother's Day and carries a great number of gifts and products that are germane to that important day. It is important to us that we celebrate our community and that our community celebrate each other and it makes us extremely proud each year to be part of this.

Naturally COVID-19 changes everything and our next big CFA Market, the Christmas Fair in Martin Place, may not go ahead this year. In order to maintain the financially independent voice of Cystic Fibrosis Australia and to continue our long-standing market tradition, we will be moving our markets online.

In keeping with the traditional strength of our CFA Markets we will be maintaining a focus on fantastic gift ideas and boutique items and clothing. However, the new scope of the online Marketplace allows us to express different sides of our cause and address core tenets of our company ethics. The CFA online Marketplace will be a great place to source 'sustainable' and 'accessible' goods.

Nowadays 'sustainability' may seem to speak for itself, it is one of the truly global and all-encompassing causes for human beings. However, people living with CF face specific challenges relating to increased temperature and air particle pollution and CFA wants to clarify our stance on the importance of collective action on environmental issues.

Accessibility is also an important – though lesser known – frontier in the campaign for global living standards. Over 1.25 billion human beings are living with reduced mobility, dexterity or grip strength, and it is no longer 'good enough' to simply design our products and environments around those with optimum physical health.

So visit CFA's Marketplace [HERE](#), not just because they are a great way to support the CF cause, but also because they represent a heavily vetted selection of the kinds of products that we believe are worth supporting. If you would like to become an online retailer at CFA's Marketplace contact nickim@cfa.org.au.

Kind regards

Nettie Burke
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Cystic Fibrosis Australia