



Adelaide
Farmers'
Market
Showground

2018
Annual
Report

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ADELAIDE SHOWGROUND FARMERS' MARKET

Established on 2 October 2006 with the assistance of the Royal Agricultural and Horticultural Society.

Vision

The Adelaide Showground Farmers' Market provides a sustainable retail market place for South Australian farmers and producers to direct sell seasonal, regional, fresh produce and food products made from that produce, to the community. The Market also promotes value-adding manufacture of primary South Australian produce and educates the community about the production and use of fresh food and the importance of a healthy environment to that food.

Our Mission

The Adelaide Showground Farmers Market offers a weekly food market selling fresh and value-added South Australian products direct from the growers and producers

- For consumers: we offer an authentic experience and an opportunity to connect with producers and their products.
- For producers: we offer an opportunity to generate a viable income, obtain direct consumer feedback and test products.
- For the community: we promote the value of healthy eating and sustainable primary production.

THE YEAR THAT WAS

“What makes the farmers market such a special place is that you’re actually creating community around food.”

Bryant Terry

It’s been a busy year

We started the year in **July** with ‘Sustainable living’ information sessions (funded by a grant from Natural Resources and Mount Lofty Ranges) continuing them through **July, August**.

In **October** we warmly welcomed both Hood Sweeney and Peoples Choice Credit Union as corporate sponsors.

The ASFM attended People’s Choice Credit Unions’ head office in **October** to promote this new partnership with the market. PCCU Staff were able to enjoy a cooking demonstration by Sprout Cooking, tasting of market produce and meet some of the stallholders.

December saw us conduct a Customer Research Survey on Market Membership. The results have helped us understand the mix of market customers and their shopping and attendance habits.

In **February** new summer opening hours were trialled which was followed by a survey carried out using Survey Monkey in **March** to evaluate the trial. With the decision made so close to the trial date, there was insufficient time allowed to advertise the change of trading hours to consumers and this cause significant confusion and angst amongst stall holders, market members

and customers.

In **April** we took part in Tasting Australia with a behind the scenes farmers’ market breakfast and tour on the 15th and 22nd of April.

Market Kitchen Coordinator, Sherine and Mark Gleeson - Founder of Food Tours Australia hosted a gourmet breakfast inside the market pavilion. Participants enjoyed the hustle and bustle of market setup and watched some of their breakfast dishes being freshly cooked in the market’s demonstration kitchen. They also had the opportunity to meet stallholders and taste some of our finest local products over breakfast and on a VIP market tour once the market opened at 9am.

Also in **April**, market sponsor Hood Sweeney conducted Social Media Training offering a free social media course to farmers’ market stallholders wishing to improve their skills on social media or start a page for their business.

During the year we enjoyed some fabulous guest chefs: Bree May, Noby Leong, Simon Bryant, Jessie Spiby, Sprout Cooking and Fringe star South American Ivan Aristeguieta. Some of the guest chef activity was supported by a grant from City of Unley.

Statistics

Stalls

Average stalls for the month	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	March	April	May	June	Average YTD v Full Year
2017-2018	85.6	86.25	81.75	96.1	102.7	*98.8	98	98.25	97.75	**81.2	89.4	83.12	91.9
2016/2017	86.4	85.5	80.5	87	96	93.5	91	94.8	92.9	81.7	91.5	89.4	89.4
2015/2016	87.3	90	82	95.8	102.2	95.3	93.7	98.6	101	94.1	91.6	88.8	93.7

- The average number of stallholder stall sites increased at the Showground Farmers’ Market against the previous year, resulting in an average of 91.9 stallholder sites per market during 2017/18.
- 7 new stallholders joined the Showground Farmers’ Market during the past year. These included stalls selling Butter, free range heritage breed pork products, jams, eggs, microgreens, plant-based cheese and bush tea.\
- 58 stallholders received site visits from the Market Manager and/or the General Manager during the year and 21 stallholders had been presented with Producer Guarantee certificates by the end of June 2018.

Adelaide Showground Farmers’ Market - Customers

- Customer counts have in the past been captured from hourly counts AND a count at the main entry gate. The main entry count ceased to be conducted from February 2018. For consistency the statistics shown reflect the hourly internal market count only for this and previous years, and are indicative of trend. In 2017/18 financial year there was a total of 150,336 recorded visitors at 50 markets. The market was held once again on Easter Sunday in April 2018. This was a smaller market with a low number of stallholders attending.
- Customers in the previous two years were 158,419 in 2016/17 at 49 markets and 155,829 in 2015/16 at 49 markets. The customer numbers, which were captured through hourly counts equated to an average of 2837 customers per week.
- Alternative ways of carrying out customer counts are being looked at for this membership year.
- Gilles @ the Grounds opened at the Showground in April 2018. A fashion and design marketplace which also encourages pre-loved/vintage sellers the Gilles market has complemented the Adelaide Farmers’ Market with a noticeable increase in customers on the days this market is on.

Membership Sales by membership year		Total M'ship Sales - YTD	New members	Renewals
2016 membership (sold Oct 15 - Oct 16)	at Oct 2016	2708	1043	1665
2017 membership (sold Oct 16 - Oct 17)	at Oct 2017	2305	565	1740
2018 Membership (sold Oct 17 - Oct 18)	at Oct 2018	2547	724	1823
% change between yrs 2017 and 2018		10%	28%	5%

Statistics Cont'd

Membership Sales by financial year	Total M'ship Sales per financial year	Breakdown by M'ship Year	New members	Renewals	Total
2015/2016 financial year	2733	2015 m'ship 2016 m'ship	208 853	24 1648	232* 2501*
2016/2017 financial year	2512	2016 m'ship 2017 m'ship	190 565	17 1740	207 2305
2017/2018 financial year	2556	2017 m'ship 2018 m'ship	139 586	41 1790	180 2376
Target 17/18 financial year			1012	1788	2800

* Includes Gawler

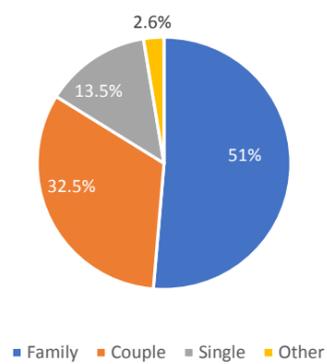
- At the end of June 2018, there had been 2376 memberships purchased for the 2018 membership year, against 2,305 memberships purchased for the 2017 membership year to the end of June 2017.
- The number of Adelaide Farmers' Market memberships sold during the 2017/18 financial year increased with 2,556 memberships sold during the financial year against 2512 in the previous financial year.

Membership Profile

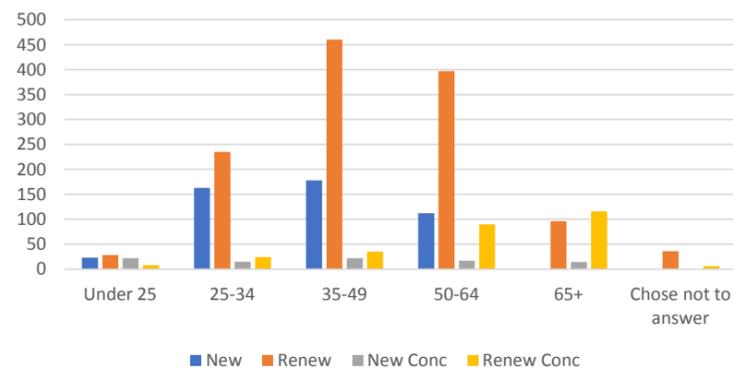
2139 members completed a membership profile survey with their membership registration or renewal form for their 2018 market membership. These survey results showed that:

- 51% of members reported that their house blend was 'family'
- The highest proportion of membership were members aged 35-49 and those aged 50-64

Household Blend



2018 Membership by Age and Type



FROM THE EXECUTIVE OFFICER

Agriculture changes the landscape more than anything else we do. It alters the composition of species. We don't realise it when we sit down to eat, but that is our most profound engagement with the rest of nature.

Michael Pollan

A Great Place To Be

It's such an honour to have the opportunity to lead the Adelaide Showground Farmers' Market forward and to build on the solid foundation of support and success it already enjoys.

I love the fact that we offer the opportunity to talk to the local farmers and producers about the size and taste of this year's harvest or the intricate details of what local produce goes into a product. They have an abundance of knowledge about their product that they are only too happy to share.

Buying from local farmers also allows you to support local agriculture and the local economy. Not only will your money be staying in our state but you will remember the smile of the farmer when you bite into that juicy Riverland peach or saute your fresh Adelaide Hills kale with Adelaide Plains mushrooms in rich Barossa butter and sprinkle them with toasted Willunga flakes almonds. It's not just shopping it's an experience.

The Team

Delivering a great market experience takes not only quality produce and products, outstanding

stall holders and a great venue, it also takes a great team behind the scenes. I am fortunate to be backed by a small group of talented individuals that form our market team. They are passionate about the market and have a wealth of ideas and enthusiasm that I can't wait to develop further.

With a policy of making sure that any idea is open for robust discussion, I am confident that as a team we can take the market to an even brighter future.

The Year Ahead

Our marketing goals for 2019 are to drive up visitor and membership numbers via improved communications, new partnerships and targeted promotions.

New Website

Over 55% of visitors view our site on their smart phones. The current site is hard to read on a mobile but our new website launching in November 2018 is fully mobile responsive, allowing us to increase the number of online membership sales and renewals, driving down administration costs and removing any obstacles to renewal. Changing

our marketing email platform to MailChimp will allow us to test which email content generates the best response, personalise emails and aim to increase our current email open rate from 9.5% to around 22% which would be an average response. We will plan towards using a quality CRM system in the future to help us manage and utilise our customer data in a more productive manner.

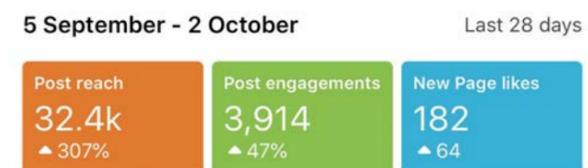
Tested & Targeted Promotion

We are experimenting with Google Adwords and Facebook advertising. By running A/B testing where we see which advertising copy and images generate the best response through small scale trials, we are able to get more bang for our advertising dollar. Better use of our marketing spend will be one of our top priorities heading forward.

Social Media

With a focus now on story telling, our audience on social media has grown over 300% in the last month, a vital method of communication with contemporary audiences. We now reach over 40,000 per month via social media channels and will continue to work on growing this audience.

Facebook



Instagram

Followers: 6,376 (up 67% on previous month)

Community

We will continuously learn from previous years in order to give our market customers the best possible experience. Our goal is to connect producers and consumers, and make the market a place that is conducive to a sustainable food system here in South Australia and a successful retail environment that offers an experience not just a place to shop.

We will seek to engage our local community through targeted programs, activities and events that will bring people to the market and show them the value of connecting directly with the

people that grow and produce the products. These programs will align us directly with the growing demand to provide initiatives that improve the well being, quality of life, community participation and life skills of our local community.

A series of hands on 'skills workshops' are already planned as part of this commitment to educate our community in the value of using fresh food and the importance of a healthy lifestyle.

We want our customers to feel a sense of ownership of the market and that it's a place where their whole family is welcome.

Our newly introduced 'Pooch Parking' has already had a considerable positive impact on the experience of families at the market. This program demonstrates our understanding of the important role that companion pets now play in families and our focus on making the market a positive community experience for all.

We will continue to strive towards our goal of phasing out single use plastic bags and non-recyclable plastic packaging in the market by January 2019.

Thank you

I would like to thank Geraldine Conterno, Carol McGrane and Catherine Woods for their dedication, hard work, enthusiasm and willingness to embrace bold visions for the future.

I also thank the ASFM Committee for their warm welcome along with the staff, volunteers, stall holders, sponsors, members and customers for their contributions to the Adelaide Showground Farmers Market and also Elaine Ratcliffe for her valuable contribution to the market over the last four years. I look forward to a fantastic year ahead.



Christine Robertson
Executive Officer
Adelaide Showground Farmers Market
October 2018



TREASURER'S REPORT

By
Scott Barclay
Treasurer

For the year ended 30 June 2018

This is a report to members of the Adelaide Showground Farmers' Market Inc (ASFM).

The consolidated net surplus for the year was \$18,310 which was an improvement of \$42,275 on the result for the previous financial year which saw a net loss of (\$23,965.00). 2016/17 had been only the second year where the ASFM have recorded a net loss, largely due to difficult growing conditions for primary producer stallholders which resulted in a reduction in stalls at the market.

Fortunately, more favourable conditions were experienced by growers in the 2017/18 year and as a result stall numbers returned to previous levels.

2017/18 Income

Total income from stallholder fees for market attendance increased by \$37,210 to \$414,873 during the year. This included income for site fees, catering revenue and power fees. Rental income for the outside market increased with better grower conditions for primary producers, whilst the income for inside stall fees grew during the year following the introduction of stallholder licences which reduced inside stallholder absenteeism. The

average number of stallholder stall sites increased at the Showground Farmers' Market with an average of 91.9 stallholder sites per market against an average of 89.4 stall sites in the previous year.

Power fees for stallholders are charged on a per day basis on market day, with the fee calculated on a cost recovery basis to cover anticipated consumption and the cost of electrical equipment tag and testing. However, due to less than anticipated usage and the failure and then replacement of a meter, there was a reduction in the cost of electricity charged to the ASFM during the year and this resulted in a shortfall in expenditure against income in this area.

Membership income increased for the year to \$132,796 from \$122,074 in 2016/17, with an increase in the number of market members joining during the 2017/18 financial year to 2,556. This was on par with the previous financial year when 2512 market membership were sold, with 2733 and 2451 market members in the previous two years. Sales during the financial year included sales of 2017 market membership from July – October 2017 and then sales of 2018 market membership from late October 2017 – end June 2018, with

2376 people having purchased 2018 market membership by the end of the financial year.

Membership rates were increased by \$5 per members for the 2018 membership year, reversing a decision of the Adelaide Showground Farmers' Market committee during the previous year, when the combined reduction in the number of memberships sold and the cost of membership contributed to an overall fall income in this area.

2017/18 Expenditure

Expenditure fell from \$573,800 in 2016/17 to \$543,091 during the last financial year, which continued a trend of lessening expenses (expenses in the 2015/16 year were \$612,946). This reduction was largely been due to a reduction in wages and salaries with the ASFM Finance Manager taking long service leave and then subsequently retiring.

The savings were partly offset by an increase in Accounting and Legal Fees with the outsourcing of some accounting and compliance related book-keeping tasks to local Accounting and Business Advisory firm Hood Sweeney, who also provided cash and in-kind sponsorship during the year.

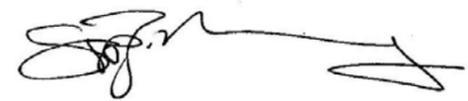
Following feedback to the committee by stallholders on the need for more promotional activity, spending on Advertising, Marketing, Art Work and Design was increased during the year to \$67,254 from \$46,387 in the prior year. This spending included new radio advertising with local station Nova 91.9 with three commercials featuring market stallholders airing from March 2018 onwards.

2017/18 Expenditure

The organisation is committed to sound financial management which allows it to fulfil its mission of promoting primary production in South Australia and direct consumer access to fresh, local, seasonal produce.

The Committee has continued to adhere to its 'Reserves Policy' to ensure that the organisation would remain solvent and prepared for any extraneous financial situation including possible trading downtime should an emergency situation arise. At the end of the financial year \$231,520 was held in Bank Term Deposits with People's Choice Credit Union. Additional funds were invested with Macquarie Equities with SPDR 200 Fund

ETF Units held at a market value of \$92,784, an increase in value from \$85,696 at the end of the previous year. These financial assets generated an investment income of \$1,845 during the year.



Scott Barclay
Treasurer October 2018



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Special Purpose Financial Reports

Adelaide Showground Farmers Market
ABN 73985201550
For the year ended 30 June 2018

Prepared by Hood Sweeney



Income Statement

Adelaide Showground Farmers Market For the year ended 30 June 2018

	NOTES	2018	2017
Income			
Membership Income		132,796	122,074
Sales	2	28,887	34,638
Merchandise Sales		9,246	1,304
Rental Income	3	414,873	377,663
Total Income		585,802	535,679
Cost of Goods Sold			
COGS - Bags		9,570	-
COGS - Car park costs		16,996	21,408
COGS - Merchandise Costs		3,420	-
Membership Costs		8,387	4,999
Total Cost of Goods Sold		38,373	26,407
Other Income			
Profit/(Loss) on Sale of Non-current Assets		83	-
Distributions Received		4,850	3,848
Interest Income		2,034	7,496
Portfolio Gain / Loss		7,005	2,812
Total Other Income		13,972	14,156
Total Income		561,401	523,428
Expenses			
Accounting and Legal Fees		10,730	4,020
Advertising and Marketing		63,697	46,387
Art Work and Design		3,557	-
Authentication Expense		1,606	1,624
Bad debts		1,315	-
Bank Charges		6,085	5,000
Cleaning Expense		-	1,177
Committee Expenses		5,041	-
Computer Supplies		1,462	6,450
Depreciation Expense		11,719	9,648
Dues & Subscriptions		2,590	1,377
Electricity		16,275	19,659
Employee Entitlements	4	(19,294)	-
Equipment Hire & Expenses		13,872	18,934
Insurance		6,978	7,702
Kids Club Expenses		9,586	14,172
Kitchen Supplies		4,206	-
Maintenance		1,006	2,757
Office Supplies		3,493	2,994

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Income Statement

	NOTES	2018	2017
Other Consulting Fees		23,404	11,178
Postage & Shipping		949	1,296
Travel & Entertainment		1,626	7,286
Site Attendant's Fee		9,650	4,565
Site Consumables		3,386	-
Site Licence Fees Rent		53,302	52,513
Software Licence Fees		3,840	-
Staff Training & Amenities		1,412	3,209
Sundry Expenditure		(251)	4,567
Superannuation		24,046	26,784
Telephone		4,265	5,019
Volunteer Payments		1,045	-
Wages & Salaries		270,895	287,386
Workcover Levy		1,599	1,689
Total Expenses		543,091	547,393
Profit/(Loss) from ordinary activities		18,310	(23,965)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Assets and Liabilities Statement

Adelaide Showground Farmers Market As at 30 June 2018

	NOTES	30 JUN 2018	30 JUN 2017
Assets			
Current Assets			
Cash & Cash Equivalents	5	277,010	320,582
Trade and Other Receivables		8,833	-
Inventories		14,622	16,787
Other Current Assets	6	1,845	1,369
Total Current Assets		302,310	338,738
Non-Current Assets			
Financial Assets	7	92,784	85,696
Plant and Equipment, Vehicles		51,554	53,266
Total Non-Current Assets		144,338	138,962
Total Assets		446,648	477,700
Liabilities			
Current Liabilities			
Trade and Other Payables	8	5,574	4,740
GST Payable		2,928	6,591
Provisions	9	13,345	32,639
Payroll Expenses Payable	10	13,983	19,610
Other Current Liabilities		808	22,419
Total Current Liabilities		36,637	85,999
Total Liabilities		36,637	85,999
Net Assets		410,011	391,701
Member's Funds			
Capital Reserve			
Current Year Earnings		18,310	(23,965)
Retained Earnings		391,701	415,666
Total Capital Reserve		410,011	391,701
Total Member's Funds		410,011	391,701

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Notes of the Financial Statements

Adelaide Showground Farmers Market For the year ended 30 June 2018

1. Summary of Significant Accounting Policies

a) Basis of Preparation

This financial report is a special purpose financial report prepared for distribution to fulfil the Committee of the Association's financial reporting requirements under Adelaide Showground Farmers Market Constitution and the Associations Incorporation Act (SA). The Committee of the Association have determined that the Association is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets. The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this report.

b) Property, Plant and Equipment

Cost and Valuation

Property, plant and equipment are recorded at cost less where applicable any accumulated depreciation or impairment. The carrying amount of the plant and equipment is reviewed annually the Committee of the Association to ensure it does not exceed the recoverable amount.

Any gain or loss on the disposal of revalued assets is determined as the difference between the carrying value of the asset at the time of the disposal and the proceeds from the disposal, and is included in the results of the Association in the year of disposal.

Depreciation

The depreciable amount of all fixed assets are depreciated on a straight line basis over the useful lives of the assets in the association commencing from the time the assets are held ready for use.

c) Income Tax

The Association is exempt from income tax under the provisions of Section 50-10 of the Income Tax Assessment Act 1997.

d) Employee Entitlements

Employee Provisions represent liabilities for Annual Leave, Long Service Leave and on costs owing to employees as at 30 June 2018. Provisions are measured using the best estimate of the amounts required to settle the obligation at the end of the reporting period.

e) Financial Assets

Investments in financial assets are initially recognised at cost, which includes transaction costs and subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period.

	2018	2017
2. Sales		
Car Park Card Revenue	14,959	21,386
Business Sponsorship	5,000	6,475
Sponsorship income	6,750	4,050
Miscellaneous Revenue	2,178	2,727
Total Sales	28,887	34,638



	2018	2017
3. Rental Income		
Site Rent Income	361,562	377,663
Catering Rental Income	31,400	-
Power Fees	24,904	-
Early Payment Discount	(2,993)	-
Total Rental Income	414,873	377,663
	2018	2017
4. Employee Entitlements		
Wages & Salaries - Annual Leave Movement	(6,031)	-
Wages & Salaries - Long Services Leave Movement	(13,263)	-
Total Employee Entitlements	(19,294)	-
	2018	2017
5. Cash & Cash Equivalents		
Petty Cash	1,823	1,900
Term Deposit **278	115,000	-
Term Deposit **268	116,520	-
Bendigo - Business Account	7,596	86,422
Bendigo - Debit Card Account	-	1,297
Cash Management Account	90	963
Adel Show Farmers Market Inc	35,981	-
Term Deposit	-	230,000
Total Cash & Cash Equivalents	277,010	320,582
	2018	2017
6. Other Current Assets		
Distributions Receivable	615	1,369
Franking Credits Receivable	1,230	-
Total Other Current Assets	1,845	1,369
	2018	2017
7. Financial Assets		
SPDR 200 Fund ETF Units	84,036	83,953
Unrealised gain/loss on investments	8,748	1,743
Total Financial Assets	92,784	85,696
	2018	2017
8. Trade & Other Payables		
Accounting fees payable	1,045	-
PAYG Withholding Payable	4,563	4,740



	2018	2017
Workcover Payable	(34)	-
Total Trade & Other Payables	5,574	4,740
	2018	2017
9. Provisions		
Provision for Long Service Leave	-	13,263
Provision for Annual Leave	13,345	19,376
Total Provisions	13,345	32,639
	2018	2017
10. Payroll Expenses Payable		
Other Current Liabilities	-	19,582
Superannuation Payable	5,077	28
Wages Payable	8,906	-
Total Payroll Expenses Payable	13,983	19,610



Committee of the Association's Report

Adelaide Showground Farmers Market For the year ended 30 June 2018

Management Committee Report

The Committee of the Association submit the special purpose financial report of Adelaide Showground Farmers Market Inc for the year ended 30 June 2018.

Principal Activities

The principal activity of the association during the year was to provide farmers markets in the Adelaide area.

Significant Changes

No significant change in the nature of these activities occurred during the period.

Operating Results

The profit from ordinary activities for the year amounted to \$18,310.

In accordance with Section 35(5) of the Associations Incorporations Act (SA), the Committee of the Association of Adelaide Showground Farmers Market hereby states that during the financial year to which the accounts relate:

(a) Piper Alderman, being a law firm of which committee member Bianca Battistella is a member, received and became entitled to receive, a benefit as a result of contracts for the provision of legal services between Piper Alderman and the association;

(b) the nature of the benefit received or to be received by Piper Alderman is payment for the provision of legal services to the association, and

other than as stated above in respect of Bianca Battistella:

(c) no:

(i) officer of the association;

(ii) firm of which an officer is a member; or

(iii) body corporate in which an officer has a substantial interest,

has received or become entitled to receive a benefit as a result of a contract between the officer, firm or body corporate and the association; and

(d) no officer has received directly or indirectly from the association any payment or other benefit of a pecuniary value.

This statement is made in accordance with a resolution of the members of the Committee of the Association and is signed for and on behalf of the members of the Committee of the Association by:


Chairperson and Treasurer


Committee Member

Date 11/9/18



Statement by the Committee of the Association

Adelaide Showground Farmers Market For the year ended 30 June 2018

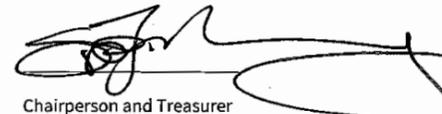
The Committee of the Association have determined that Adelaide Showground Farmers Market Incorporated is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the Financial Statements.

In the opinion of the Committee of the Association of Adelaide Showground Farmers Market, the financial report as set out on pages 2 to 9:

a. presents fairly the financial position of Adelaide Showground Farmers Market as at 30 June 2018 and its performance for the year ended on that date; and

b. at the date of this statement, there are reasonable grounds to believe that Adelaide Showground Farmers Market will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the members of the Committee of the Association and is signed for and on behalf of the members of the Committee of the Association by:


Chairperson and Treasurer


Committee Member

Dated: 11/9/18

NOTES

Know your food,
know your farmers,
and know your kitchen.

"Joel Salatin"



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