

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 19 January 2022
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the Previous Meeting
4. Action Items
5. Committee Calendar – 2022
6. ASFM Business Report
7. Correspondence – NIL to report
8. Finance/Risk Report
9. Sub Committee Meeting Reports
 - 9.1 HR Committee
 - 9.2 Risk and Finance Committee – No Meeting
 - 9.3 Market Mix Committee – No Meeting
10. Red Flags & Risk Register
11. AOB
 - 11.1 Committee Skills Matrix Outcome – See attached
 - 11.2 Strategic Planning Day
 - 11.3 Constitutional Review
 - 11.4 Specialist Position
12. Close

NEXT MEETING

Committee Meeting – 16 February 2022

**ADELAIDE SHOWGROUND FARMERS ' MARKET
COMMITTEE MEETING – 5.00pm, Wednesday, 15 December 2021
Meeting held at the Heavy Horse Memorial Building**

Members present		
Lynne Dickson	Albert Conterno	Mem Ericson (Via Zoom)
Gay Wallace (via Zoom)	Michelle Hocking (via Zoom)	
Also attended		
AFO, Carol McGrane	EO, Christine Robertson	

1. Welcome and Apologies

Deputy Chair, LD, opened the meeting at 6.02pm. Apologies from BH and DW were noted. SdeV absent.

2. New Conflict of Interest

None declared.

3. Minutes of Previous Meeting

Minutes of the November meeting were moved by MH and seconded by AC. Accepted.

4. Action Items

EO confirmed that remaining responses from committee members re Skills Matrix should be received in early January.

ACTION: Constitutional review and survey to be added to January's agenda

5. Executive Officer's Contract Renewal (In camera)

See Agenda Item 12.1

6. Committee Calendar 2021/22

No comment

7. Confirmation of Officer Appointments

Not discussed

8. ASFM Business Report

The EO spoke to reduced attendance since SA border reopened end November. She confirmed there was a general retail trend of increasing online grocery shopping and caution by customers to avoid quarantine in the lead up to Christmas across food retail in SA

It was resolved that a 50% discount on stall fees be given to stallholders attending the Twilight Christmas Market. Moved by MH and seconded by GW.

9. Correspondence

None

10. Finance/Risk Report

The Treasurer spoke to good November, ahead of budget by 8k.

The EO responded to a question regarding current advertising spending and confirmed that signage (membership, Twilight, Information stand) and social media campaigns formed bulk of current spend. Bus/Tram advertising was suggested.

11. Subcommittee Meeting Reports

11.1 HR Subcommittee

The Deputy Chair confirmed that the EO's contract had been extended for two more years.

11.2 Risk and Finance Subcommittee – Minutes circulated prior

It was noted that it had been agreed at that meeting to hire professional covid marshals for December and into January if required.

11.3 Market Mix Subcommittee

No meeting

12. Red Flags & Risk Register

ACTION: A Risk & Finance subcommittee meeting to be called for February.

13. AOB

A discussion arose around the coolroom that had just broken down. It was generally agreed that the coolroom is a useful service offered by the market to stallholders. It was noted that Petar Jersic from Saskia Beer had offered \$2K towards the repair of the coolroom but this was declined due to complications that could arise.

The committee agreed to a spend of up to \$5000 as a capital expense to repair it.

The committee acknowledged the sad and sudden death of stallholder Kane VanDierman of Riverside Dairy.

14. Close

6.48pm

NEXT MEETING

19 January 2022

AGENDA ITEM	ACTION	STATUS
March 2021 – Agenda Item 6	EO to liaise with RAHS to seek options around customer car parking costs.	Ongoing
June 2021 – Agenda Item 11	EO to request Leader Street parking statistics from RAHS, specifically when the increase from half hour to one hour parking occurred, and statistics from Rose Terrace when half hour parking was introduced.	Ongoing
July 2021 – Agenda Item 6	EO to investigate systems for a more accurate market visitor count, considering the multiple entry points and costs.	In Progress
October 2021 – Agenda Item 3	EO to produce a Conflicts of Interest Register	Complete
October 2021 – Agenda Item 12	EO to send out a request for expressions of interest in committee vacancy before next meeting	Awaiting committee decision In January 2022
December 2021 – Agenda Item 4	Constitutional review and survey to be added to January's agenda	Complete
December 2021 – Agenda Item 12	A Risk & Finance subcommittee meeting to be called for February.	Complete

The Mission of the Market

“Create a vibrant market environment to connect customers directly to the best South Australian producers”

Our Vision for the Market

By the end of 2020 the Adelaide Farmers Market will have 3,500 customers visiting it each week.

Our Values and Key Message

We value quality South Australian produce and having a connection to those who produce it. Passion for food is part of our DNA, and with honesty and integrity we stay focussed on the Mission of the market. We don't do politics and we stay professional in our interactions with each other. We aim to enjoy ourselves, take the time to listen to each other's perspectives and create a safe and friendly working environment for everyone working or visiting the market. We value sustainability for both the market and our environment and keep this front of mind in our work.

Purpose of Report

The purpose of the Monthly Business report is to report on where the ASFM is as a business in order to provide the ASFM Committee with evidence based information to base decisions on. This report is compiled with information and expertise from ALL ASFM team members reporting to the Executive Officer and is current as of end of the reporting month.



Total No of Members
 2019/20 2020/21
1301 **1131**



Membership this Month
 2020 2021
458 **411**



Average Weekly Attendance
 2020 2021
1842 **2015**



NUMBER OF WEEKS
4 (3 + 1 Twilight)



Avg No. of Stalls this Month
 2020 2021
89.75 **92**



Google Analytics
 2020 2021
11,100 **11,010**
 (-0.8%)



Total Direct mail List
 2020 2021
7,175 **7,549**
 (6.2%)



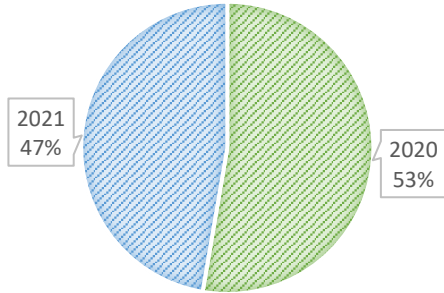
Facebook Follows
 2020 2021
26,424 **28,021**
 (5.7%)



Instagram Follows
 2020 2021
15,700 **18,417**
 (14.8%)
 Nov 21 Dec 21
18,319 **18,417**
 (98)

MEMBERSHIP SALES

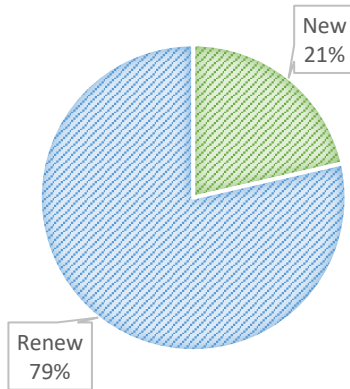
MEMBERSHIPS 2020/2021



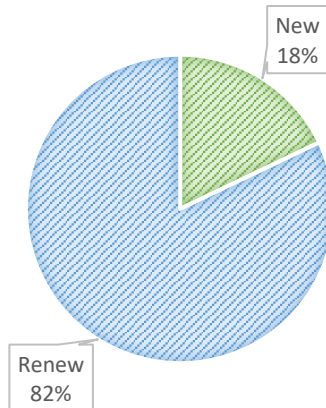
SUMMARY	Dec 20	Dec 21
Memberships	458	411

411 memberships were sold during December, 47 down on the December 2020 sales however November sales were up on previous year sales and over 1,000 are expected to auto-renew on 14 January 2022.

DEC-21



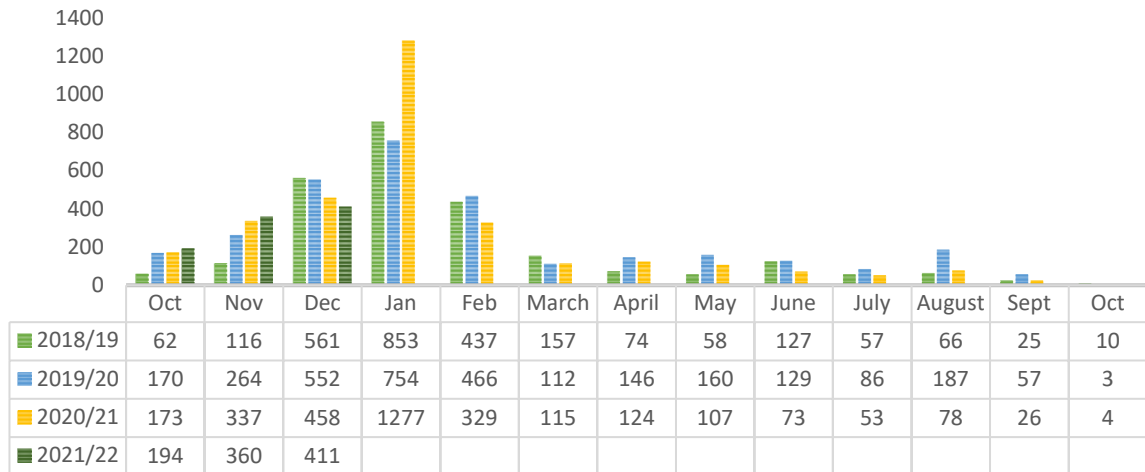
DEC-20



	Dec 20	Dec 21
NEW	82	88
RENEW	376	323

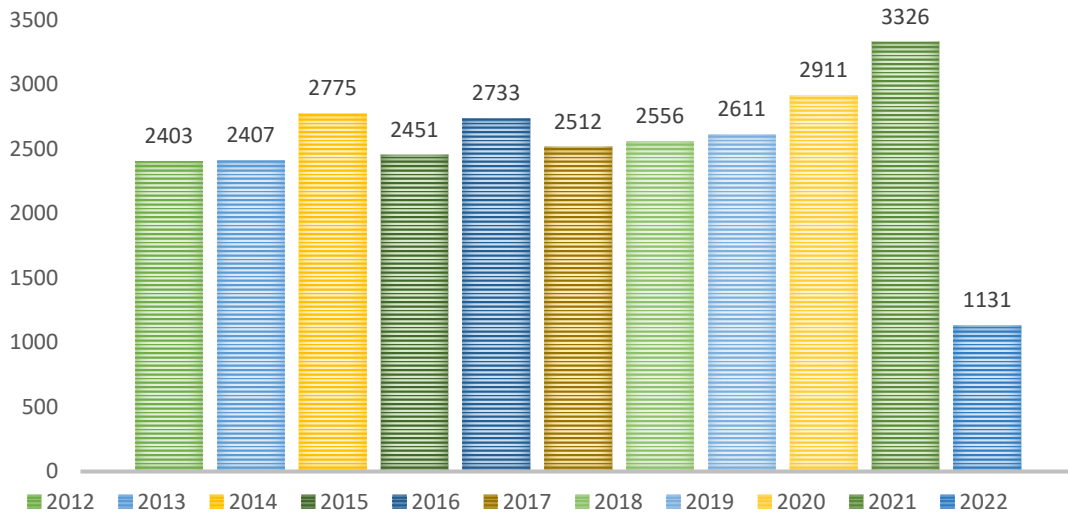
December Membership 88 new, 323 renewed
 December Membership 339 purchased online, compared to 72 that purchased at the market.
 Year to date membership is at 965, (770 renewals / 195 new)

MEMBERSHIP NUMBERS 18/19 VS 19/20 VS 20/21 MEMBERSHIP YEAR



Noting that November sales were higher than the previous YTD figures. Furthermore 339 were online, indicating that digital promotions have continued to be effective in driving sales and a total of 195 new memberships to date.

MEMBERSHIP NUMBERS 2012 - 2021 FINANCIAL YEAR



2020/21 Membership Year Oct 20 – October 21

	Purchased at market			Online			Concession*		Total			Previous Years		
	New	Renew	Total	New	Renew	Total	New	Renew	New	Renew	Total	2020	2019	2018
October (22 to 31)	12	20	32	50	91	141	13	39	62	111	173	170	62	65
November	31	30	61	95	181	276	37	76	126	211	337	264	116	151
December	11	44	55	71	332	403	22	141	82	376	458	552	561	607
January	9	71	80	116	1081	1197	28	245	125	1152	1277	754	853	814
February	12	48	60	47	222	269	9	62	59	270	329	466	437	393
March	11	19	30	43	42	85	13	16	54	61	115	112	157	122
April	12	9	21	65	38	103	27	14	77	47	124	146	74	98
May	5	7	12	63	32	95	22	15	68	39	107	160	58	70
June	28	6	34	30	9	39	13	3	58	15	73	129	127	60
July	35	7	42	10	1	11	10	1	45	8	53	86	57	84
August	26	6	32	42	4	46	13	1	68	10	78	187	66	65
September	14	1	15	11	0	11	3	0	25	1	26	57	25	14
October (1 to 20)	1	0	1	2	1	3	0	0	3	1	4	3	10	59
YTD Total	207	268	475	645	2034	2679	210	613	852	2302	3154	3086	2603	2602
Inc Online	852	2302	3154											

2021/2022 Membership Year Oct 21 – October 22

	Purchased at market			Online			Concession*		Total			Previous Years		
	New	Renew	Total	New	Renew	Total	New	Renew	New	Renew	Total	2021	2020	2019
October (21 to 31)	7	13	20	30	144	174	17	72	37	157	194	173	170	62
November	19	35	54	51	255	306	18	122	70	290	360	337	264	116
December	18	54	72	70	269	339	24	123	88	323	411	458	552	561
January			0			0			0	0	0	1277	754	853
February			0			0			0	0	0	329	466	437
March			0			0			0	0	0	115	112	157
April			0			0			0	0	0	124	146	74
May			0			0			0	0	0	107	160	58
June			0			0			0	0	0	73	129	127
July			0			0			0	0	0	53	86	57
August			0			0			0	0	0	78	187	66
September			0			0			0	0	0	26	57	25
October (1 to 20)			0			0			0	0	0	4	3	10
YTD Total	44	102	146	151	668	819	59	317	195	770	965	3154	3086	2603
Inc Online	195	770	965											

MEMBERSHIP COMMENTARY

The newsletter, direct mail and advertising has continued to drive membership sales this month resulting in a steady flow of renewals and new sign ups, specifically online.

Noting that November sales were higher than the previous YTD figures. Furthermore 339 were online, indicating that digital promotions have continued to be effective in driving sales and a total of 195 new memberships to date. The Newsletter open rate in December was 44%.

2022 Membership Sales

- 411 memberships were sold during December, 47 down on the December 2020 sales however November sales were up on previous year sales and over 1,000 are expected to auto-renew on 14 January 2022.
- December Membership 88 new, 323 renewed

- December Membership 339 purchased online, compared to 72 that purchased at the market.
- Year to date membership is at 965, (770 renewals / 195 new)

MARKETING/COMMUNICATION

SOCIAL MEDIA AUDIENCES - DECEMBER 2021

REACH

Facebook

87.1K ↑80.6%



Instagram

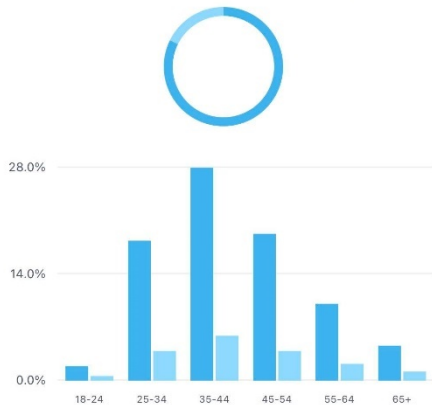
29.0K ↑2.6%



AUDIENCE

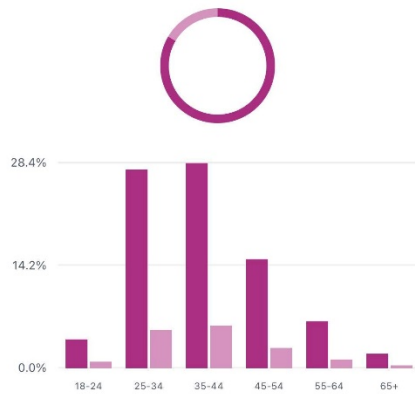
Age & gender

82.3% Women | 17.7% Men

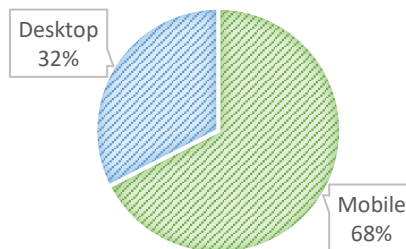


Age & gender

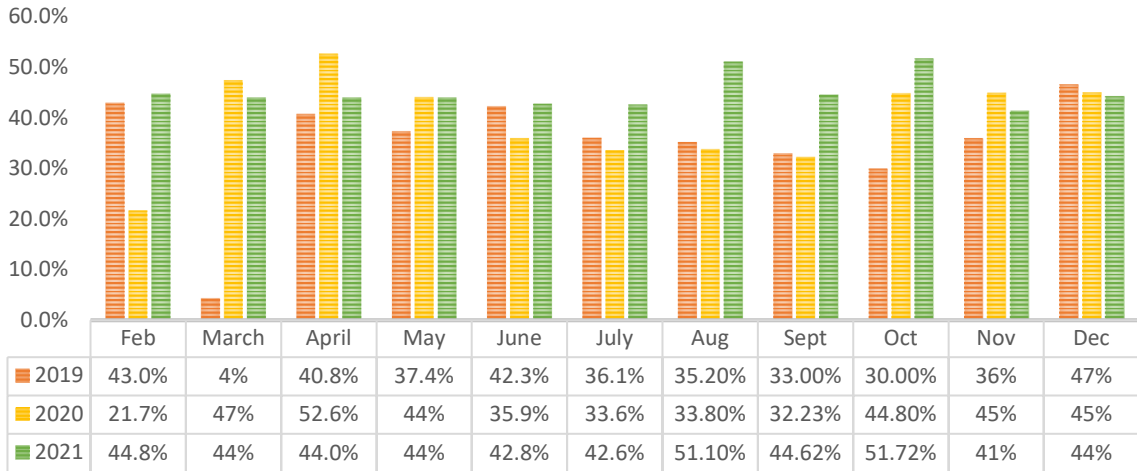
83.5% Women | 16.5% Men



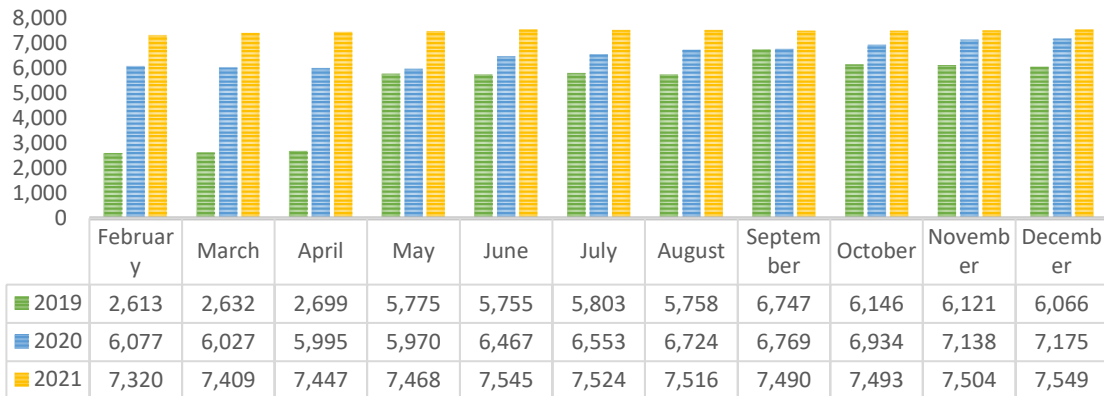
MOBILE VS DESKTOP WEBSITE VIEWS DECEMBER 2021



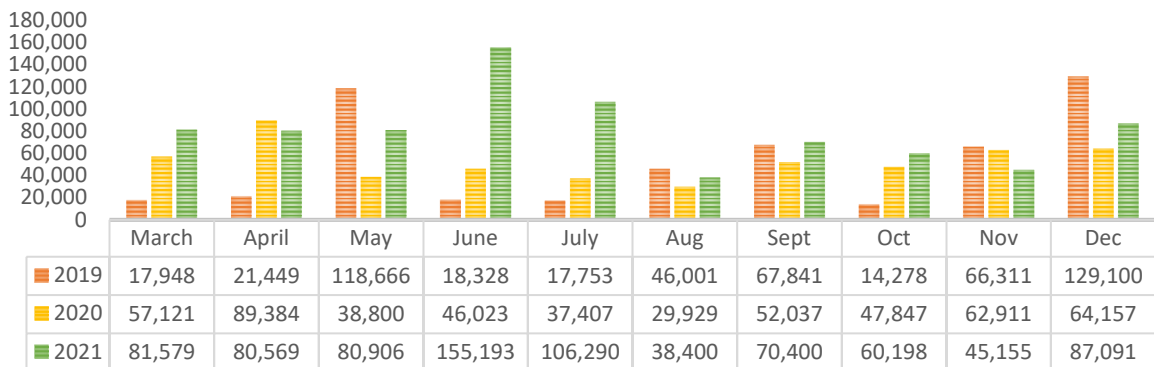
EMAIL OPEN RATE



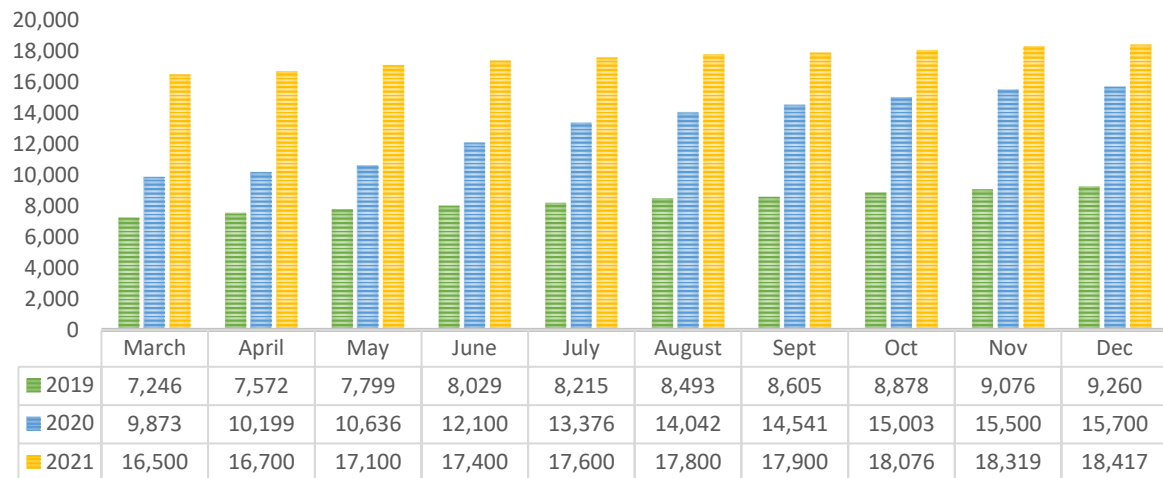
EMAIL SUBSCRIBERS



FACEBOOK REACH



INSTAGRAM FOLLOWERS



MARKETING COMMENTARY

December was a busy month for marketing with several promotions centered around Christmas festivities including 10 Elves on the Market Shelves, Santa coming to Market, 12 Days till Twilight and the Twilight Christmas Market. Furthermore, driving membership sales continued with the promotion “Win 1 of 2 Clax Shopping Carts” when you sign up by the 14th December.

Marketing efforts were focused on increasing membership, market spend, awareness and attendances through digital platforms including paid advertising on Google, Facebook, and Instagram during the month of December.

Engagement levels and Google search engine optimization increased overall in December compared to year-on-year figures and/or previous month figures for most platforms.

The ASFM appeared in 33,122 Google search listings, compared to 25,700 at the same time last year and 22,209 on the previous month. This being the highest level on record. However, web visitors from Google were down on the previous year by 42.9% but increased by 94 compared to the previous month.

Facebook engagement grew to 16,300 an increase of 42.9% at the same time last year and 3,372 in November 2021. Reach also grew to 87,091 an increase of 26.3% at the same time last year and compared with 46,611 in November 2021. Facebook followers this month increased by 5.8%. Furthermore, Instagram grew by 14.7% compared to same time last year and 81 followers on the previous month.

The weekly newsletter total subscribers increased by 6.2% compared with the previous year and the open rate was only slightly down on previous year’s figure by 0.7%.

Instagram has seen significant growth in the second half of 2021 with now over 18,400 followers and a 52% increase in content interaction.

COVID-19 impact will need to be closely monitored and marketing messaging to adapt to current environment; for example “Discover the Market, an essential service with great outdoor shopping, direct from the farmer, open to everyone” (no middleman or transport delays).

A Google strategy is currently being developed and should result in a greater presence on various platforms for the Market

DECEMBER ACTIVITIES:

Membership Promotions:

Win 1 of 2 Clax Carts has been the promotional concluded on the 14th December.

- Post-performance - Facebook 2 x paid advertisements, impression 5652, spend \$24.10
- Post-performance – Facebook 1 x advert, 7,281, 175 clicks, spend \$49.78
- Post-performance Post Ad Boost on Instagram 9,484, 50 clicks, spend \$80
- Audience reaches women, 45 – 65 years.
- Renewals and sign up to membership have been featured in all four weekly newsletters to 7549 members and subscribers. With a specific messaging targeting those non-members or those needing to renew.

Listings on free promotional websites and Google during December included:

- Eventbrite, 205 listed an interest to attend Twilight Christmas Market
- Facebook Event Listing for each event
- Australian Tourism Data Warehouse Event Listing Twilight Christmas Market
- Google My Business – 15 general posts including stallholders & events
- Play and Go - <https://playandgo.com.au/twilight-christmas-market-adelaide-showground-farmers-market/> plus all kids’ corner activities, Santa Coming to Market & Find 10 Elves on Market Shelves,
- Food South Australia – Eat Like a Local December Issue featuring Twilight Market
- RA&HS The Society Magazine feature editorial on the Twilight Market and Christmas activities
- Kids in Adelaide - <https://kidsinadelaide.com.au/adelaide-christmas-markets/>
- Glam Adelaide 2 posts & event listing: <https://glamadelaide.com.au/christmas-arrives-at-the-adelaide-showground-farmers-market/> - did 2 features in December, on Christmas activities and Twilight Market
- Christmas Australia - <https://christmasinaustralia.com.au/christmas-markets-adelaide/>
- The Sunday Mail – Column on Twilight Market.
- Children’s University Adelaide Website Promotion– Kids Corner Workshops promotions
- Families Magazine – Market Christmas Feature general
- Credit Union SA Feature – Christmas Blog

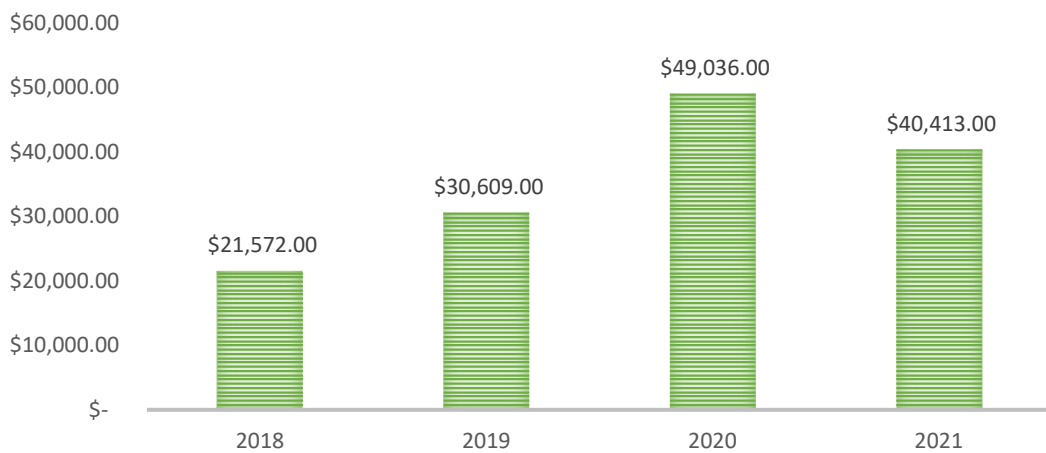
General Promotion & Advertising

- Email distribution list continues to growth steadily with 7549 subscriber/members compared with 7175 same time last year. Open rate for November was 44% compared to 41% on the previous month.
- Kids’ Corner activities continue to be success with 2 sessions being held this month that included Cookie Decorating and Ornament Making with 75 attendances.
- Santa Coming to Market had an estimated attendance of 130 (however numbers were not officially recorded) and this will be undertaken in 2022.

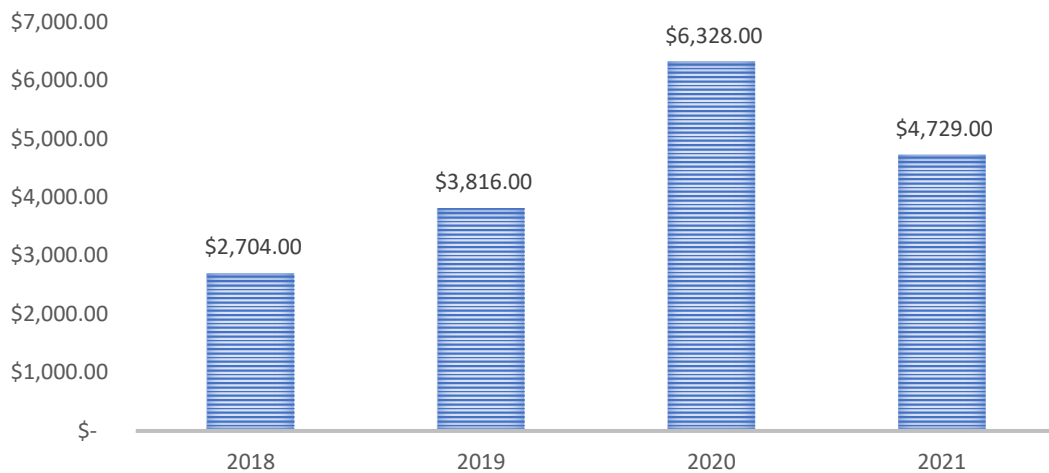
- All kids' corner and supporting activities were promoted for free on social media, in the weekly newsletter and listed with selected event platforms including ATDW, Google My Biz, Glam Adelaide, Play and Go, Kids in Adelaide and Eventbrite. Bookings were introduced for some sessions, but the majority were "Walk-ins' on the day.
- The Bouncy Castle booked for the Twilight Market was cancelled due to the incident that occurred in Tasmania.
- Glam Adelaide Feature

OPERATIONS

DECEMBER 2021 SITE FEES



DECEMBER 2021 CATERING FEES



Both catering and site fees are down in December due to the discount given to stallholders for the twilight market and also due to a number of stalls having to take a break while they isolated from Covid.

WEEKLY ATTENDANCE COUNT/RECORDS DECEMBER 2021

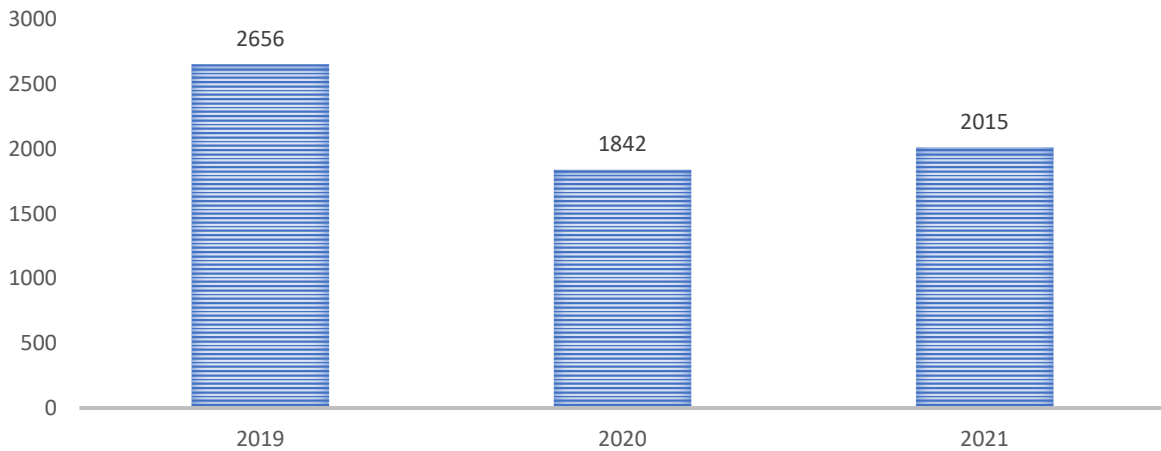
	5/12/2021	12/12/2021	19/12/2021	23/12/2021
Attendance	2314	2229	2567	953
Compared to 2021	6-Dec-20	13-Dec-20	20-Dec-20	23-Dec-20
Attendance	1559	1715	2622	1472
Notes	Covid 19 Gilles Santa's Wonderland Elf on the Shelf @market	Covid 19 Santa's Wonderland	Covid 19 Gilles Santa's Wonderland Santa @ Market	Covid 19 Santa's Wonderland Twilight
Weather	24	35	22	29
Number of Sites	97	97.5	100	73.5
Number of Stallholders	76	76	79	55
Number of shared sites	1	1	1	0
Caterers onsite	7	5	6	6

ATTENDANCE NUMBERS

Despite poor attendance at the Twilight Market, attendance in December has grown and exceed 2020 in two out of the other three weeks. There was no market on Sunday 26 December being Boxing Day.

Indoor shoppers remains the same but it has been noted that the amount of time spent inside is less and people are 'list' driven not browsing with less sales arising for those stalls not selling what's considered to be the 'basics'.

DECEMBER 2021 ATTENDANCE



Attendance in December was generally considerably higher than 2020 but the poor attendance of the twilight market brought averages down

Average Stall Statistics

Average stalls for the month	July	August	September	October	November	December	January	February	March	April	May	June	Average YTD v Full Year
2021-2022	88.75	93.3	92.1	93.2	96.6	*****92							
2020-2021	90.75	91.4	94.37	92.75	91.3	*****89.75	85.7	85.12	92.5	*****84.25	93.2	91.25	90.8
2019-2020	78.3	76.4	79.1	80.25	83	85.7	81.25	85.63	85.1	73.25	81.9	86.5	81.4
2018-2019	83.3	78	76	88.25	85.1	88.4	86	93	94.3	***77.75	82.5	82.9	85.3
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
* Dec 2017 figure drops to 88.1 if the Twilight market is included (34.5 stalls attended)							***April 2019 figure increases to 87 if Easter Sunday market excluded (50 sites included)						
							**April 2018 figure increases to 91.5 if Easter Sunday market excluded (40 stalls attended)						
							***Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended)						
							****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attende						
							***** Dec 2021 figure decreases due to Twilight Market and no Boxing Day						

Average Attendance Statistics

Average attendance for the month	July	August	September	October	November	December	January	February	March	April	May	June	Average YTD v Full Year
2021-2022	2449	2381	2384	2536	2154	2015							
2020-2021	2384	2227	2392	2116	2189	1842	2154	2525	2480	2446	2607	2449	2318
2019-2020	2539	2342	2613	2929	3408	2656	2884	2628	3010	2354	2523	2744	2719
2018-2019	3059	2641	2972	2918	2716	2745	2589	3308	2904	2908	2672	2291	2810
2017-2018	3068	3274	3010	2992	3227	2463	3647	3446	2854	3037	2635	3125	3043

FOR YOUR INFORMATION

New Stallholders: <ul style="list-style-type: none">• OMGhee• Nourish'd Naturally	Returning stallholders: <ul style="list-style-type: none">• The Prawn Store will be back in April• Coffin bay Oysters are planning to be back just before Easter
Stallholder Finishing Temporarily: <ul style="list-style-type: none">• Taronga Almonds are now going fortnight, they just aren't making the sales they used to• Fruit Wise are now considering going fortnightly as sales have declined since Omicron arrived• Coinda is currently absent due to Covid limitations and harvest	Stallholders Finished Permanently: <ul style="list-style-type: none">• McCarthys Orchard

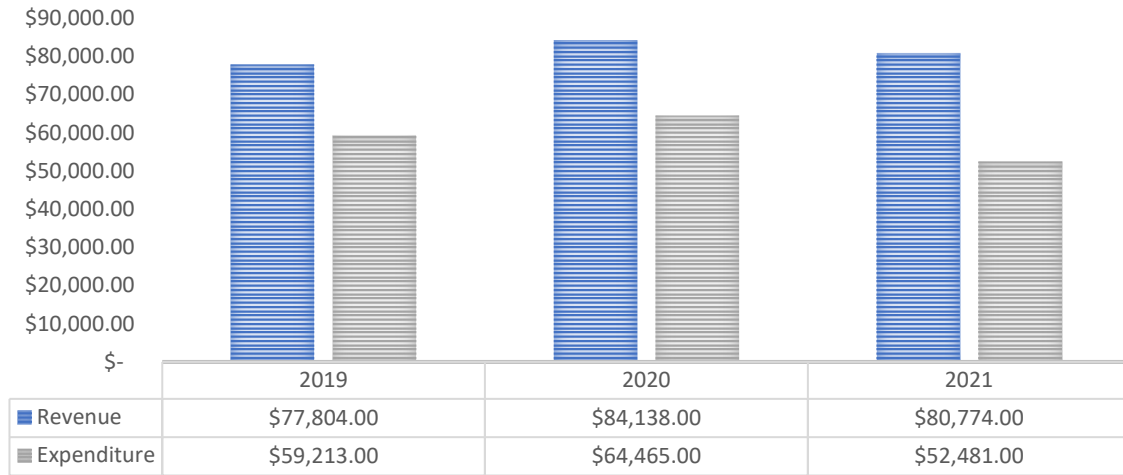
Fruit Fly Status

Fruit Fly restrictions have now ended for area the ASFM resides in.

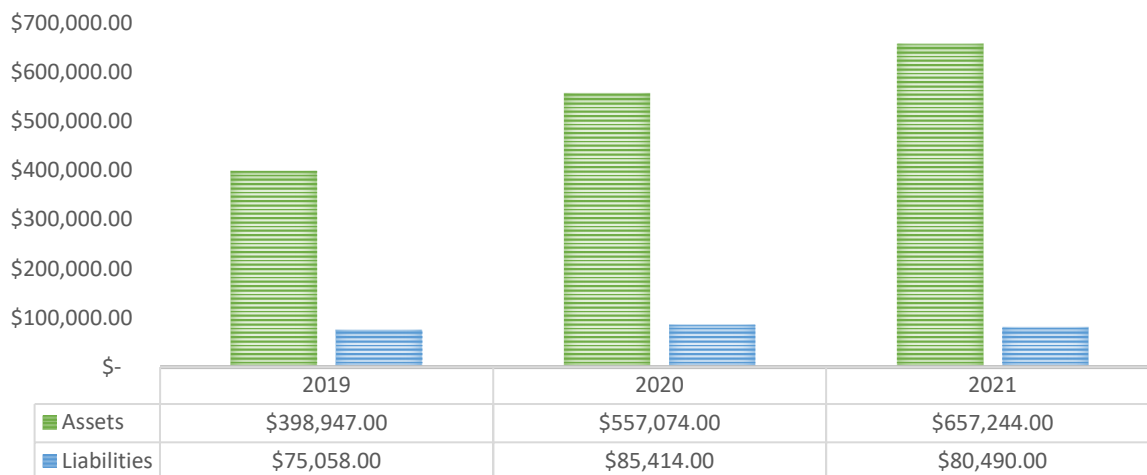
There continues to be restrictions in place for the Ridleyton outbreak however this does not affect the market area.

FINANCE

REVENUE/EXPENDITURE DECEMBER 2021



TOTAL ASSETS/LIABILITIES DECEMBER 2021



NOTES

MEMBERSHIP PROMOTION

The CLAX Cart membership promo was a success with membership sales up to the finish date 14 December with the two very happy winners being: Siobhan O'Donovan, Betty Mulden.

CARAVAN AND CAMPING SHOW

This has now been postponed from February this year and is being rescheduled for Sunday 3 April. This will be an outdoor only market and inside equipment will be provided with onsite storage.

COVID VACCINATION SETUP

SA Health will be using Jubilee Pavilion as an extension of the vaccination program from Thursday 20 January 2022 through to 28 February 2022. The RAHS will provide free car parking to vaccination clients and have resolved to provide parking free to all other users of the northern car parks, including Adelaide Farmers Market patrons, during this period. Boom gates to enter Rose Terrace Car Park #2, allowing free entry, will be raised throughout the period commencing 20 January. The boom gate at Leader Street will operate as normal and there will be no access along Western Crescent to or from the North West Car Park

GILLES @ THE GROUNDS

The scheduled market for 23 January has been cancelled due to Covid.

TWILIGHT MARKET

Despite a good first hour crowd, the numbers at the Twilight Market were reduced compared with the previous year. 953 vs 1472

The market received good editorial coverage (free from our media release), supported by event listings on key platforms and a strong response to paid social media and google promotion that reached new audiences and drove engagement.

Unfortunately, approximately 2 hours prior to the Twilight Market opening, the SA Government announced a significant increase in COVID-19 numbers and more hospitalisations that may have contributed to a decrease in expected numbers on the night.

The number of stallholders participating were also significantly more than in 2020, hence those "selling out" were significantly less, yet the expectations were greater based on those previous year's sales and numbers. The Willunga Farmers' Market was also on the same night which may have impacted overall numbers especially those pre-ordering and opting to pick up at Willunga.

COVID

Despite efforts to increase market attendances, the current COVID-19 environment is having impact on numbers. Hundreds of people have been admitted to hospital with the virus since South Australia's borders opened on November 23, while four people with COVID-19 have died.

The relentless daily reporting of case numbers is creating nervousness and fear amongst South Australian consumers and impacting consumer confidence making them extremely cautious about going out. Furthermore, the government encouraged people to stay and work at home in the lead up to Christmas and New Year Eve, as well as introducing new restrictions on numbers in the lead up to New Year's Eve celebrations.

Market attendances fluctuated throughout the month and daily reported COVID-19 cases in South Australia surged from just 25 on December 15 to 3493 on January 5, with experts predicting a peak upwards of 6000 a day by mid-January.

Profit and Loss

Adelaide Showground Farmers Market
For the month ended 31 December 2021

Account	Nov 2021	Nov 2021 Budget	Dec 2021	Dec 2021 Budget	YTD 2021/22	2021/22 YTD Budget	YTD 2020/21 Actuals	2021/22 Budget
Trading Income								
Bag Revenue	194.77	416.00	271.79	416.00	2,167.43	2,496.00	2,330.73	5,000.00
Car Park Card Revenue	6,786.39	4,000.00	8,036.42	5,000.00	18,440.60	11,260.00	9,814.30	30,800.00
Catering Rental Income	4,450.94	4,200.00	4,729.11	5,800.00	28,056.46	26,400.00	28,235.52	56,000.00
Donations	0.00	0.00	0.00	0.00	0.00	0.00	159.59	0.00
Membership Income	30,605.16	27,315.00	26,289.07	28,500.00	77,818.21	80,015.00	75,807.66	211,115.00
Merchandise Sales	4.55	120.00	70.08	120.00	143.26	240.00	597.20	1,000.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	0.00	9.11	0.00
Power Fees	2,068.11	1,500.00	2,300.77	2,800.00	14,009.58	13,000.00	14,336.69	27,000.00
Private Funding	0.00	0.00	0.00	0.00	245.44	0.00	972.62	0.00
Site Rent Income	37,370.24	36,000.00	40,413.16	55,000.00	232,032.35	212,000.00	225,361.23	451,900.00
Sponsorship income	0.00	0.00	0.00	750.00	750.00	1,500.00	750.00	2,500.00
RAHS Subsidy	0.00	0.00	0.00	0.00	8,000.00	8,000.00	0.00	16,000.00
Total Trading Income	81,480.16	73,551.00	82,110.40	98,386.00	381,663.33	354,911.00	358,374.65	801,315.00
Cost of Sales								
COGS - Bags	128.83	312.00	227.78	312.00	1,359.47	1,872.00	1,580.68	3,750.00
COGS - Car park costs	0.00	3,718.00	0.00	4,650.00	1,386.36	10,470.00	5,395.45	28,500.00
COGS - Merchandise Costs	352.85	30.00	297.85	30.00	1,180.70	60.00	486.60	250.00
Freight	0.00	25.00	0.00	25.00	0.00	150.00	214.30	300.00
Membership Costs	543.15	875.00	810.15	912.00	3,365.95	2,561.00	2,770.54	6,755.00
Total Cost of Sales	1,024.83	4,960.00	1,335.78	5,929.00	7,292.48	15,113.00	10,447.57	39,555.00
Gross Profit	80,455.33	68,591.00	80,774.62	92,457.00	374,370.85	339,798.00	347,927.08	761,760.00
Events								
Event Income								
Event Income - Orphanage Market	0.00	0.00	0.00	0.00	0.00	2,700.00	0.00	2,700.00
Event Income - Covid 19	0.00	0.00	0.00	0.00	3,000.00	0.00	0.00	0.00
Total Event Income	0.00	0.00	0.00	0.00	3,000.00	2,700.00	0.00	2,700.00
Event Expenses								
Event Expenditure - Tasting Australia	0.00	0.00	0.00	0.00	0.00	0.00	(225.14)	0.00
Event Expenditure - Orphanage Market	0.00	0.00	0.00	0.00	0.00	(6,500.00)	0.00	(6,500.00)
Event expenses - COVID-19	0.00	0.00	(1,995.10)	(1,000.00)	(3,602.75)	(3,000.00)	(3,711.35)	(3,000.00)
Total Event Expenses	0.00	0.00	(1,995.10)	(1,000.00)	(3,602.75)	(9,500.00)	(3,936.49)	(9,500.00)
Gross Profit (Loss) on Event	0.00	0.00	1,995.10	1,000.00	6,602.75	12,200.00	3,936.49	12,200.00
Gross Profit (Loss) on Grant Funding	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

Other Income

Distributions Received	0.00	0.00	0.00	0.00	1,690.58	0.00	687.49	0.00
Portfolio Gain / Loss	0.00	0.00	0.00	0.00	(24,428.00)	0.00	(3,451.66)	0.00
ATO - Cashflow Boost Payments	0.00	0.00	0.00	0.00	0.00	0.00	34,056.00	0.00
Total Other Income	0.00	0.00	0.00	0.00	(22,737.42)	0.00	31,291.83	0.00

Operating Expenses

Accounting								
Accounting and Legal Fees	0.00	0.00	1,300.00	2,150.00	3,850.00	4,900.00	7,590.00	8,600.00
Audit Fees	0.00	0.00	0.00	750.00	3,800.00	6,000.00	2,500.00	6,000.00
Total Accounting	0.00	0.00	1,300.00	2,900.00	7,650.00	10,900.00	10,090.00	14,600.00
Marketing								
Advertising and Marketing - Above line	3,579.34	4,500.00	4,970.21	4,500.00	18,908.68	27,000.00	6,497.58	54,000.00
Advertising and Marketing - Below line	125.93	500.00	501.63	500.00	1,869.48	3,000.00	2,475.26	6,000.00
Total Marketing	3,705.27	5,000.00	5,471.84	5,000.00	20,778.16	30,000.00	8,972.84	60,000.00
Bank Charges	593.59	500.00	1,060.06	800.00	2,630.32	2,450.00	2,223.30	8,446.00
Car Park Reimbursement	0.00	0.00	0.00	0.00	0.00	0.00	22.73	0.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	400.00	0.00	800.00
Committee Expenses	20.30	375.00	295.94	375.00	4,561.94	2,250.00	3,703.05	4,500.00
Computer Consultant Fees	340.00	100.00	0.00	100.00	1,430.00	600.00	591.25	1,200.00
Dues & Subscriptions	769.52	180.00	137.35	450.00	2,055.27	1,330.00	1,275.56	3,000.00
Electricity	1,402.23	1,500.00	1,402.23	1,500.00	9,650.47	9,000.00	8,413.38	18,000.00
Equipment Expense/Hire	5.00	5.00	5.00	5.00	1,703.70	30.00	30.00	60.00
Insurance	539.22	0.00	539.22	0.00	3,164.27	0.00	5,618.09	8,300.00
IT Upgrade Expense	0.00	0.00	0.00	0.00	0.00	0.00	414.18	0.00
Kids Club Activity Programme	242.59	500.00	0.00	500.00	1,933.99	3,000.00	0.00	6,000.00
Kitchen Supplies	0.00	333.00	0.00	333.00	34.58	1,998.00	0.00	4,000.00
Maintenance	0.00	450.00	181.82	100.00	1,019.86	2,435.00	3,561.22	11,500.00
Membership Card Purchase	0.00	0.00	0.00	0.00	543.65	0.00	0.00	400.00
Minor Equipment	140.91	185.00	0.00	185.00	580.22	1,110.00	8.07	2,220.00
Money Out (Kounta)	2.00	0.00	110.00	0.00	342.00	0.00	390.00	0.00
Office Supplies	247.83	200.00	297.70	200.00	1,464.94	1,200.00	995.41	2,400.00
Other Consulting Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
Postage & Shipping	0.00	0.00	0.00	0.00	0.00	0.00	0.00	260.00
Private funding expenses	0.00	0.00	0.00	0.00	0.00	0.00	500.00	0.00
Realised Currency Gains	1.65	0.00	1.61	0.00	6.29	0.00	19.87	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	570.00	1,600.00	0.00	1,600.00
Site Attendant's Fee	1,280.00	1,120.00	1,600.00	1,400.00	8,320.00	7,640.00	7,560.00	17,000.00
Site Consumables	0.00	200.00	176.78	0.00	754.87	260.00	89.96	1,200.00
Site Equipment Hire	1,363.89	1,000.00	899.31	1,000.00	7,310.55	11,500.00	3,303.30	18,600.00
Site Licence Fees Rent	14,000.00	14,250.00	14,350.00	14,250.00	98,350.00	85,500.00	49,000.00	171,000.00
Software Licence Fees	386.80	400.00	457.14	450.00	2,250.28	2,700.00	2,466.26	5,800.00
Staff Amenities	15.27	106.00	37.08	106.00	230.89	636.00	537.07	1,280.00
Staff Training	0.00	1,500.00	0.00	0.00	0.00	1,500.00	22.15	3,000.00
Superannuation	2,935.64	2,319.00	1,840.26	2,500.00	11,114.77	14,276.00	12,625.34	29,600.00
Telephone	371.82	475.00	564.17	475.00	2,657.10	2,850.00	2,285.31	5,700.00
Travel & Entertainment	46.13	100.00	0.00	100.00	236.75	600.00	273.46	1,200.00
Uniforms	0.00	0.00	0.00	0.00	0.00	1,800.00	0.00	1,800.00
Volunteer Expenses	236.57	416.00	199.22	416.00	1,339.23	2,496.00	963.34	5,000.00

Wages & Salaries	29,591.20	23,198.00	19,067.10	25,000.00	121,347.12	142,791.00	133,933.87	296,000.00
Workcover Levy	218.50	230.00	218.50	250.00	617.55	1,426.00	810.35	2,960.00
Waste Management	1,864.61	500.00	347.77	500.00	2,248.57	3,000.00	0.00	6,000.00
Car Park Subsidy	0.00	1,000.00	0.00	1,000.00	0.00	6,000.00	0.00	12,000.00
Total Operating Expenses	60,320.54	56,142.00	50,560.10	59,895.00	316,897.34	353,278.00	260,699.36	725,726.00
Net Profit	20,134.79	12,449.00	30,214.52	32,562.00	34,736.09	(13,480.00)	118,519.55	36,034.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 December 2021

	31 DEC 2021	31 DEC 2020	31 DEC 2019
Assets			
Bank			
Adel Show Farmers Market Inc	75,080.45	173,258.95	132,544.02
Bendigo - Business Account	388,967.56	172,783.56	37,084.69
Cash Management Account	13,362.84	9,364.35	6,765.70
Petty Cash	513.45	958.60	886.70
Total Bank	477,924.30	356,365.46	177,281.11
Current Assets			
Clearing - Cash	127.70	53.00	351.25
Inventory	15,057.40	21,828.23	14,312.10
Money In (Kounta)	(342.00)	(390.00)	(6,260.00)
Trade Debtors	21,471.52	15,449.83	17,025.67
Unrealised gain/loss on investments	-	-	14,875.66
Workcover receivable	37.95	-	-
Total Current Assets	36,352.57	36,941.06	40,304.68
Fixed Assets			
Computer Equipment	29,166.14	29,166.14	60,404.14
Computer Equipment Dep	(21,681.69)	(19,423.55)	(47,408.91)
Fence Amortisation	-	(3,548.10)	(3,195.19)
Fencing	-	7,097.00	7,097.00
Furniture & Fixtures Accum Dep	(25,914.99)	(22,750.77)	(29,112.64)
Furniture & Fixtures at Cost	48,043.37	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	5,025.00
Outdoor Seating - Private Funding Accum Dep	(3,108.58)	(1,709.35)	(35.70)
Shipping Container	3,165.00	3,165.00	3,165.00
Shipping Container Dep	(1,060.49)	(770.87)	(453.93)
Signs and Banners	10,040.00	20,233.00	47,017.00
Signs and Banners Dep	(9,458.47)	(15,980.32)	(40,292.25)
Total Fixed Assets	38,467.67	49,035.29	56,397.25
Non-current Assets			
Amortisation on Website Development	(30,696.00)	(20,464.00)	(10,232.00)
SPDR 200 Fund ETF Units	84,036.34	84,036.34	84,036.34
Website Development	51,160.00	51,160.00	51,160.00
Total Non-current Assets	104,500.34	114,732.34	124,964.34
Total Assets	657,244.88	557,074.15	398,947.38
Liabilities			
Current Liabilities			
GST	11,214.09	13,384.65	10,125.11
PAYG Withholding Payable	3,513.53	6,075.53	6,719.53
Rounding	(4.41)	(6.99)	(5.81)

	31 DEC 2021	31 DEC 2020	31 DEC 2019
Superannuation Payable	6,150.92	6,827.88	6,718.98
Trade Creditors	34,372.63	22,476.64	28,501.81
Wages Payable	-	-	347.96
Total Current Liabilities	55,246.76	48,757.71	52,407.58
Non-current Liabilities			
Prepayments	(3,774.48)	-	-
Provision for Annual Leave	29,943.74	36,656.61	22,650.84
Suspense	(925.10)	-	-
Total Non-current Liabilities	25,244.16	36,656.61	22,650.84
Total Liabilities	80,490.92	85,414.32	75,058.42
Net Assets	576,753.96	471,659.83	323,888.96
Equity			
Current Year Earnings	35,801.00	103,342.23	(30,278.69)
Retained Earnings	540,952.96	368,317.60	354,167.65
Total Equity	576,753.96	471,659.83	323,888.96

ASFM Skills Matrix January 2022

	Committee	Staff
Industry Knowledge/Experience		
Knowledge of Sector	2.4	2.3
Knowledge of Broad Public Policy	2.0	2.3
Understanding of Government Legislation	2.3	2.7
Technical Skills/Experience		
Accounting	2.4	3.0
Finance	2.1	2.7
Business Development	2.9	2.7
Communications	2.7	4.0
Membership	2.0	4.0
Media/Public Relations	2.7	3.3
Social Media	2.4	3.7
Law	2.0	1.7
Marketing/Events	2.9	3.7
Disability & Discrimination	2.3	2.7
Networking and Partnerships	2.7	3.0
Risk Management	2.7	3.0
Human Resource Management	2.7	3.0
Strategy Development	3.1	3.0
Governance		
Strategic Thinking	2.9	4.0
Past Not for Profit Board Position	2.1	3.0
Governance related risk management	2.4	2.7
Behavioural Competencies		
Team player/collaborative	3.0	4.0
Common Sense and Judgement	3.3	4.0
Integrity and high ethical standards	3.7	4.0
Mentoring Abilities	3.1	3.7
Listening Skills	3.0	3.7
Ambassadorial Experience	2.4	2.7
Verbal Communication Skills	2.9	4.0
Willingness and Ability to devote time to the role	3.1	4.0

	A subject area with low matrix score but balanced out with a current specialist position
	A subject area with low matrix score in committee but balanced with a strong staff score
	A subject area with low matrix score in committee not balanced with a strong staff score