



The Mission of the Market

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

Our Values

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.

Our Vision for the Market

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

AFM Strategy Map



Vision

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

Outcomes

Social
A viable marketplace for stallholders to sustainably sell their produce

Environmental
A positive contributor to the South Australian economy

Stakeholders

Stall Holders
 "Better two-way communication"
 "We are profitable"
 "I would encourage others to trade at AFM"

Customers
 "Value for Money"
 "Access to quality fresh produce"
 "Enjoyable and vibrant atmosphere"

Processes

Stall Holder Experience
 "Develop a formal Communications plan"
 "Develop a 'Buddy System'"
 "Suite of training resources for stallholders"

Growth
 "Ethnic diversity of foods"
 "Event and activation plan"
 "Social media plan"

Customer Experience
 "Variety of payment options"
 "Internal signage plan"
 "'Q' management / info staff"

Enablers and Resources

"Training resources"
 "One pager on new types of stalls needed"
 "Case studies on successful work with stallholders"

"Understand ethnic food & trends"
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"Education material on payments"
 "Marketing budget"
 "Volunteers for 'ground management'"

Strengths

- Quality of produce
- Local
- Current stallholders
- Family friendly
- Leadership team
- Vibrancy
- Cohesive committee
- Pooch Parking
- Kids Club

Weaknesses

- Reduced customer numbers
- Lost stallholders
- Lack of variety
- Stall presentation of minority of stallholders
- Once a week
- Exposure to elements
- 'Community' with stallholders
- Catering

Opportunities

- Central market mall development
- Available space
- Geography and accessibility
- Existing member base
- Current atmosphere surrounding the market
- Renegotiating lease / sponsorship
- Combine small events within the market
- Additional stallholders

Threats

- Recession / flat economy
- Changing retail sector
- Weather extremes
- Competing markets
- Market mix
- Stallholder numbers

PESTEL Analysis



Adelaide
Farmers'
Market

Political

- Pro's
- Increased grant funding
 - Need for politicians to be seen to support local organisations/farmers/producers
 - Desire for organisations to want to be associated with a farmers market/local not for profit organisations
- Cons
- Complaints by Neighbours
 - Congestion in the market
 - Volunteer numbers
 - Parking Challenges

Economic

- Pro's
- Increased urban density increasing potential customers in small area.
- Cons
- Wage stagnation
 - Increase waste disposal costs
 - Parking attendants' costs increasing

Societal

- Pro's
- Increased diversity
 - Awareness of health benefits of food
 - Trends towards healthy eating
 - Increase in wanting to support local
- Cons
- High cost perception of local/healthy foods
 - Language barriers with customers where English is not first language

Technological

- Pro's
- Smartphone technology (counting customers, marketing to customers, new ways to make shopping at market easier?)
- Cons
- Prevalence of online shopping from supermarkets increasing due to time pressure and ease
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Environmental

- Pro's
- Awareness of benefits to environment of shopping local from local producers
- Cons
- Potential for weather extremes
 - Risk from weather or disease events impacting producers.
 - Move away from cars making market access harder for some

Legal

- Pro's
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- Cons
- Legislative changes on farming practices
 - Trading hours of traditional retailers widening
 - Increase in penalty rates
 - Changes on tenancy regulations
 - Volunteer agreements / conditions / responsibilities changing for the organiser.