

**ADELAIDE SHOWGROUND FARMERS' MARKET**  
**COMMITTEE MEETING – 5pm, Wednesday April 20, 2022**  
**Meeting Room, Heavy Horse Memorial Building**

**AGENDA**

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1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the Previous Meeting
4. Action Items
5. Committee Calendar – 2022
  - 5.1 Specialist Position Recommendation
6. ASFM Business Report
7. Correspondence
  - 7.1 San Jose (Held over from March)
8. Finance/Risk Report
9. Sub Committee Meeting Reports
  - 9.1 HR Committee – No Meeting
  - 9.2 Risk and Finance Committee – Risk M2. Matrix Update
  - 9.3 Market Mix Committee – No Meeting
10. Red Flags & Risk Register
11. AOB
  - 11.1 Independent Chair Appointment
  - 11.2 Casual Vacancy Position – (Selection - Not appointment)
  - 11.3 Show Time – Off Site market – The Orphanage – Decision Required
  - 11.4 Customer Survey – (2017 Results Attached)
12. Close

**NEXT MEETING**

Committee Meeting – 18 May 2022

**ADELAIDE SHOWGROUND FARMERS ' MARKET  
 COMMITTEE MEETING – 5.00pm, Wednesday, 16 February 2022  
 Meeting held via Zoom and at the Heavy Horse Memorial Building**

<b>Members present</b>		
Lynne Dickson	Albert Conterno	Mem Ericson
Gay Wallace (via Zoom)	Sabine De Vuono	Bob Heath (via Zoom)
Diana Williams (via Zoom)		
<b>Also attended</b>		
AFO, Carol McGrane	EO, Christine Robertson	

**1. Welcome and Apologies**

Chair, ME, opened the meeting at 5.57pm. Apology from MH

**2. Committee protocols**

**It was resolved that the committee adopt the Committee Protocols and abide by them. Moved by GW and seconded by LD. Accepted.**

**3. New Conflict of Interest (COI)**

A discussion arose around the issue of pecuniary interest in relation to COI. BH declared a potential COI with reference in particular to the casual stallholder vacancy and his business relationships with both candidates. ME, AC and SDV also stated potential conflicts of this nature with stallholders at the market. All stallholder committee members agreed to provide details of similar business relationships with market stallholders for the COI register.

It was agreed that, with reference to the stallholder vacancy appointment, where a business relationship existed, participation in the discussion could occur but voting could not.

Confidentiality of the discussion was stressed to protect stallholder business relationships.

#### **4. Minutes of Previous Meeting**

Minutes of the January meeting were moved by LD and seconded by AC. Accepted.

#### **5. Action Items**

- Conflict of Interest register discussed. See also Agenda Item 3.
- Counting of customers – EO in discussion with RAHS re building frames for entrance ways.
- Strategic Planning day - EO to approach former Chair Alex Palin to facilitate. If AP is unavailable EO will circulate other facilitator options via email.

#### **6. Committee Calendar 2022**

Clarity sought around the process for legal specialist review in March 2022.

#### **7. ASFM Business Report**

EO spoke briefly about a plan for stalls in the centre of the pavilion, proposal to committee to follow.

A discussion arose around the creation of an Outcome Register, outlining reasons for decisions for accepting or rejecting stallholder Expressions of Interest.

BH leaves at 6.41pm

#### **8. Correspondence**

**8.1 David Lyons**

**8.2 Trish Simpson**

See AOB

#### **9. Finance/Risk Report**

The treasurer spoke about income being ahead of budget by 30k and ahead of last year. Report accepted.

## **10. Sub Committee Meeting Reports**

### **10.1. HR Committee - No meeting**

### **10.2. Risk and Finance Committee – Action Items Attached**

Items discussed: -

- Change to one roving Covid Marshal working well.
- Risk and Finance Subcommittee to meet with Risk Matrix under discussion
- Rebate to stallholders discussed given challenging months for many since border opened in late November.
- A discount on stall fees from March to end of June with a full review of stall fees including catering to occur at budget time.
- Moveable bike racks
- Exercise to be carried out to establish cash reserves required to keep the market alive, not simply solvent, should disaster strike.

**It was resolved that a discount of \$15 per site for inside and outside stallholders be given from March to end of June. Moved by LD and seconded by DW. Passed.**

**It was resolved to purchase moveable bike racks for use at the market up to \$3,800. Moved by AC and seconded by SDV.**

### **10.3. Market Mix Committee – No Meeting**

## **11. Red Flags & Risk Register**

EO spoke to her investigation of options to make the eastern end of the pavilion cooler through installation of awnings. In discussion with RAHS.

DW leaves 7.01pm

## **12. AOB**

### **12.1 Independent Chair appointment**

Discussed in camera

### **12.2 Stallholder discount**

Discussed at Agenda item 10.2

### **12.3 Bike Rack Proposal**

Discussed at Agenda item 10.2

### **12.4 Policy update for Review – Responsible Packaging Policy**

A discussion arose around the updates to the policy. EO clarified that the amendment to the policy was to specify the standards of compostable packaging required i.e. suitable for both home and commercial composting to the defined Australian Standards.

**It was resolved to adopt the proposed changes to the Responsible Packaging Policy. Moved by SDV and seconded by GW. Passed.**

### **12.5 Climate Action Statement – for discussion and action**

A discussion ensued about the political element of the Climate Action Statement and its conflict with the market's aim to remain apolitical as stated in the Mission Statement.

**It was resolved that the ASFM not be co-signatories on the Climate Action Statement. Moved by SDV and seconded by ME. Passed.**

A discussion arose around the two applications for the casual vacancy. The legal expert, GW, reiterated the need to appoint the specialist committee position at the same time or just before the casual vacancy in order to remain constitutional.

**ACTION: EO to respond to and inform the two applicants of the constitutional reason for committee decision delay.**

## **13. Close**

7.21pm

## **NEXT MEETING**

16 March 2022

AGENDA ITEM	ACTION	STATUS
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	Complete
December 2021 – Agenda Item 12	A Risk & Finance subcommittee meeting to be called for February.	Complete
January 2022 - Agenda Item 5	Calendar to be completed to include full year 2022.	Complete
January 2022 – Agenda Item 11.2	EO to look for external facilitator and some suitable dates for Strategic Planning Day.	In Progress
February 2022 – Agenda Item 12	EO to respond to and inform the two applicants of the constitutional reason for committee decision delay.	Complete

		<b>ASFM / Committee Action Items</b>	<b>Election/Terms of Office</b>
January	2022	Committee meeting date 19 January	
February	2022	Committee meeting date 16 February	
March	2022	Committee meeting date 16 March	Legal Specialist Committee Position Review
			Michelle Hocking's term expires in April
April	2022	Easter Weekend 15-18 April	Legal Specialist Committee Position Advertise
	2022	Committee meeting date 20 April	
May	2022	Committee meeting date 18 May	
	2022	Legal Specialist advertised	Legal Specialist Committee Position Interview
	2022	Staff performance reviews	Gay Wallace's term expires in June
June	2022	Committee meeting 15 June	
	2022	Legal Specialist appointed	
	2022	19/20 budget approval required	
July	2022	Committee meeting 20 July	
	2022	Committee to approve AGM and election timeline and documentation	
	2022	Audit Information to be prepared	
August	2022	Committee meeting 17 August	9 Aug - Call for nominations
	2022	Approve Financial Report for AGM	
	2022		
	2022		NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting
September	2022	Royal Show Closure Sun 4/9 & 11/9	9 Sept - Nominations close
	2022	Committee meeting 21 September	15 Sep - Notification of AGM/Election to members
	2022		15 Sep - Online election opens
	2022		Lynne Dickson's term expires in October
October	2022	<b>AGM 19 October</b>	12 Oct - Online election closes
	2022		Election results announced at AGM
	2022		
November	2022	Committee Meeting 16 November	
December	2022	Meeting in December ?	

### **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**  
 2020/21      2021/22  
**3022      2842**



**Membership this Month**  
 2021      2022  
**115      76**



**Average Weekly Attendance**  
 2021      2022  
**2479      2289**



**NUMBER OF WEEKS**  
**4**



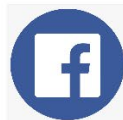
**Avg No. of Stalls this Month**  
 2021      2022  
**92.5      94.5**



**Google Analytics**  
 2021      2022  
**9,425      13,554**  
 (43.8%)



**Total Direct mail List**  
 2021      2022  
**6,409      7,615**



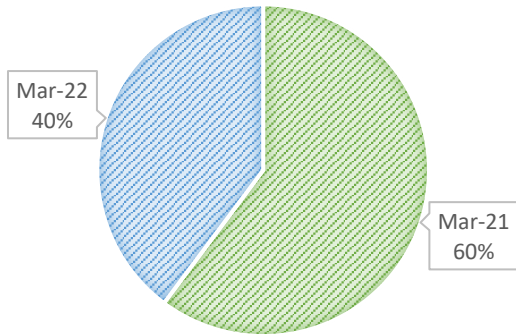
**Facebook Follows**  
 2021      2022  
**27,348      28,339**  
 (16.1%)



**Instagram Follows**  
 2021      2022  
**16,500      18,857**  
 (12.5%)

# MEMBERSHIP SALES

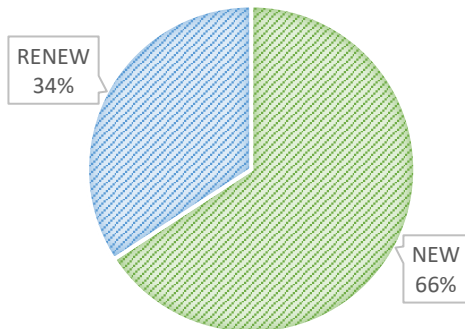
## MEMBERSHIPS



SUMMARY	Mar 21	Mar 22
<b>Memberships</b>	115	76

Membership sales continued to slow this month to 76 sales, 39 less than the same time last year. 50 were new and 26 renewed. On 1<sup>st</sup> of April the first membership price drop will occur for the year, which traditionally has been known to impact March figures overall. Year to date sales figures are down by 180 compared to the same time last year.

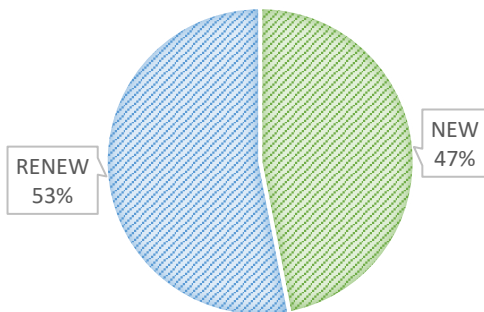
## MAR-22



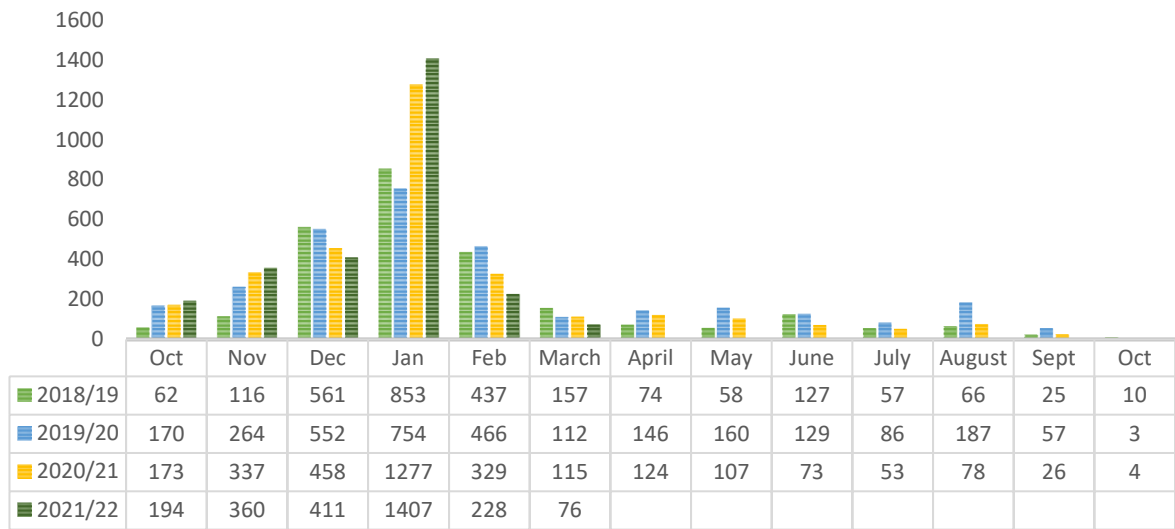
	Mar 21	Mar 22
<b>NEW</b>	54	50
<b>RENEW</b>	61	26

At the membership kiosk we have noticed several new memberships from those relocating to South Australia and an anecdotal increase in memberships from those in the 25-35 age range. Some greater statistical analysis will need to be conducted on the membership sales to benchmark against previous years and to determine if this is an actual trend. It is possible that some new sign-ups could be attributed to the 14-day campaign on social specifically promoting market membership and targeted at this demographic. This was also supported through Ed.M.'s and Google posts.

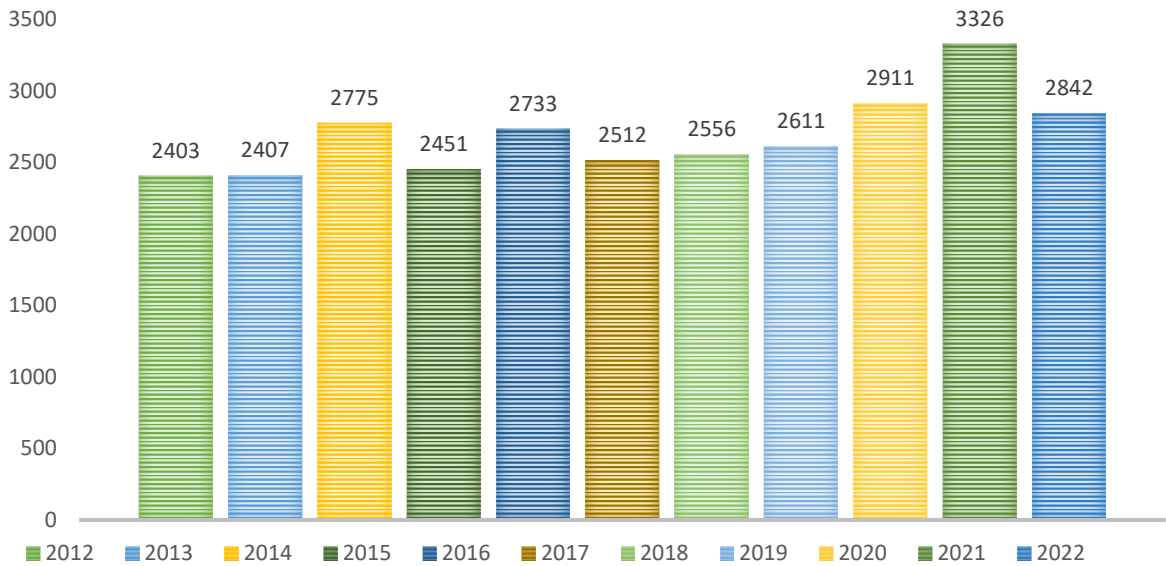
## MAR-21



## MEMBERSHIP NUMBERS 18/19 VS 19/20 VS 20/21 VS 21/22 MEMBERSHIP YEAR



## MEMBERSHIP NUMBERS 2012 - 2022 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
<b>Inc Online</b>	<b>852</b>	<b>2302</b>	<b>3154</b>											

## 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	28	186	214	70	1123	1193	26	375	98	1309	1407	1277	754	853
February	80	45	125	37	66	103	50	25	117	111	228	329	466	437
March	28	18	46	22	8	30	19	9	50	26	76	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	180	351	531	280	1865	2145	154	726	460	2216	2676	3154	3086	2603
<b>Inc Online</b>	<b>460</b>	<b>2216</b>	<b>2676</b>											

### MEMBERSHIP COMMENTARY

It has been a busy month despite the fact that Kids Corner and the Market Kitchen continue to be on hold due to the impact of COVID-19 restrictions and ever-changing caseload.

### MEMBERSHIP OVERVIEW:

#### 2022 Membership Sales

- 76 memberships sold, 39 less than at the same time last year.
- 50 new, 26 renewed
- Purchased at market 28 new, 18 renew
- Online 22 new, 8 renewed
- Year to date membership sales is 2842,180 down compared to the same time at 3022  
Breakdown 2237 renewed, 605 new

### **EDM. Membership Drive**

Targeted weekly EDM messaging by sending two separate versions to encourage sign up before the April price reduction:

- 4251 subscribers
- 891 non-renewed members

Target Market: Reaching over 5142 potential members that are already engaged with the market.

### **Advertising Membership Drive**

Created a targeted advertising campaign on Facebook, Instagram, and Messenger

Duration: 14 days from the 17th – 31st March 2022

Campaign audience reached: 10,114

Link Clicks 227 to the membership page

Cost: \$98.13

### **Supported Membership Promotions:**

- Renew and sign-up membership have continued to be featured in all four weekly newsletters to 7607 members and subscribers. Customised to the audience.
- 2 x Google Posts have promoted market membership – 1 post linked to the Memberships page.

## MARKETING/COMMUNICATION

Across our digital platforms, we have continued to see steady growth with Facebook reach up 81,115 or 60.7% and engagement by 4.7% compared to the previous year. Instagram engagement was down this month by 20.8%, but followers increased overall by 60.

Google Analytics showed an increase of 23.2% or 22,186 views of the business profile this month and 1072 new website visitors, an increase of 16%. Astonishingly Google My Business reported 73,929 views of ASFM images in February (not available at the time of February reporting). A total of 817 images are on the site and 250 new pictures were uploaded from January to March. This continues to be an effective strategy to help with SEO and drive traffic to the market and website.

Over one hundred new images were uploaded to the market website to ensure imagery remains, current reflective of seasonal changes and location. New images will be uploaded as time permits.

Advertising on Facebook, Instagram and Messenger was undertaken by ASFM, with some still active however, paid reach to date was up 25% and 28,872 people in March. Boosted event listings resulted in 323 responses. ASFM obtained just over \$200 credit from Facebook to use for advertising this month.

A radio campaign on Nova919, 5AA and Fresh FM will kick off an overall campaign in April, May and June. Starting with Nova919 and 5AA in mid-April and May. A fully executed campaign with supported artwork is currently being developed and will be introduced following the initial April radio campaign, Easter and Mother's Day promotions

The campaign elements will align with the Fresh FM Radio in May/June and be aimed at a growth target market of 25–34-year old which presents a real opportunity and a secondary target audience of 35–44-year old's that we want to continue to grow and expand upon.

5AA is not a primary market but will continue to reach the 50 plus age demographic that is currently attending and to ensure we remain top of mind. Strategically, we need to focus on the target market

that presents the greatest “Growth” opportunity and not be tempted to spread the budget too thin to cater for various demographics, as this will have the least impact and return on investment. We also need to have a marketing mix executed across various platforms using traditional and contemporary methods, especially given our target markets are big users of digital platforms, especially social.

Ongoing digital content management across all social platforms including Facebook, Instagram, Google, Twitter and website continues to be a regular daily activity.

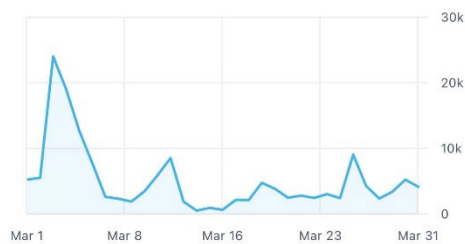
Stallholder website profiles have continued to be worked on, but this will take several months to finalise given current work priorities and the reliance on external parties to review, provide updated content and imagery and then approve. Currently, 30 stallholders have been approached to update and less than 10 have acknowledged receipt, reviewed, provided updated content, and approved

## SOCIAL MEDIA AUDIENCES – MARCH 2022

### REACH

#### Facebook

**81.4K** ↑61.2%



#### Instagram

**20.9K** ↓20.8%



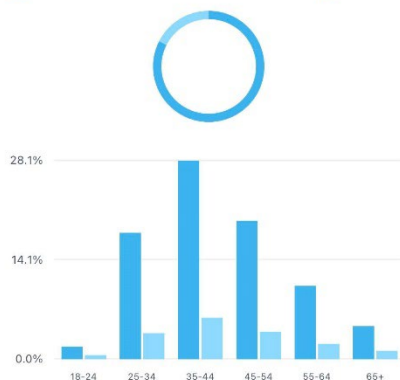
### AUDIENCE

Facebook Page likes ⓘ  
**27.1K**

Instagram followers ⓘ  
**18.9K**

#### Age & gender ⓘ

82.5% Women 17.5% Men

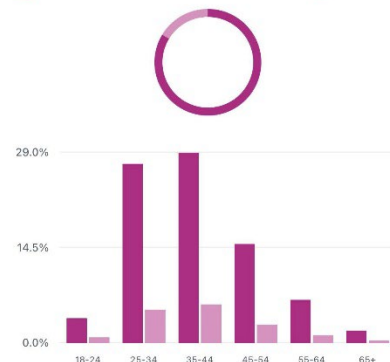


Facebook Page likes ⓘ  
**27.1K**

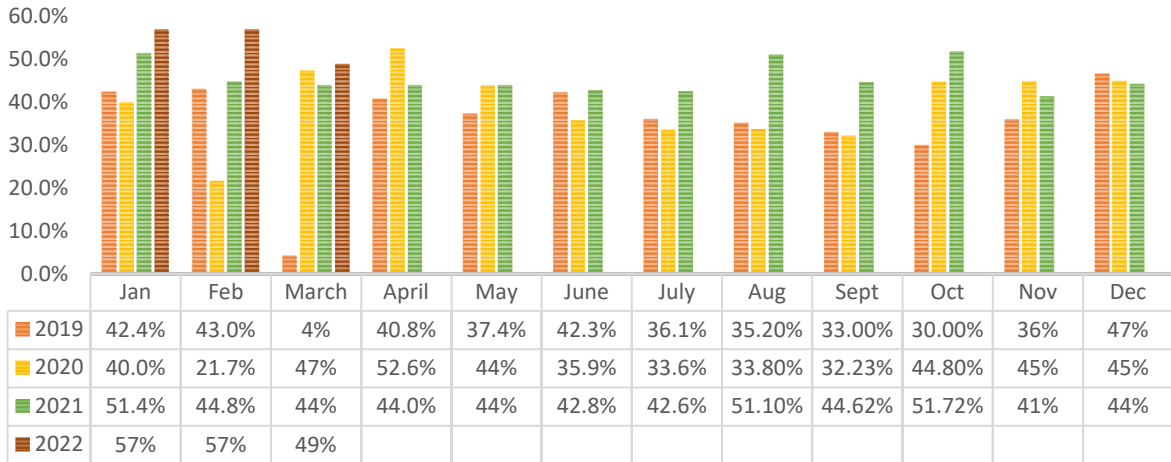
Instagram followers ⓘ  
**18.9K**

#### Age & gender ⓘ

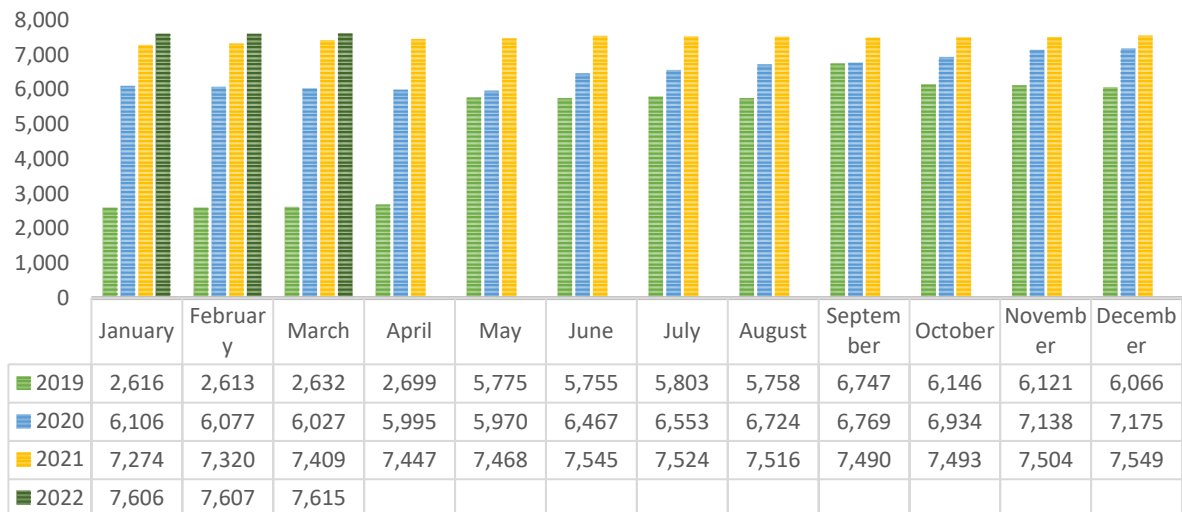
83.7% Women 16.3% Men



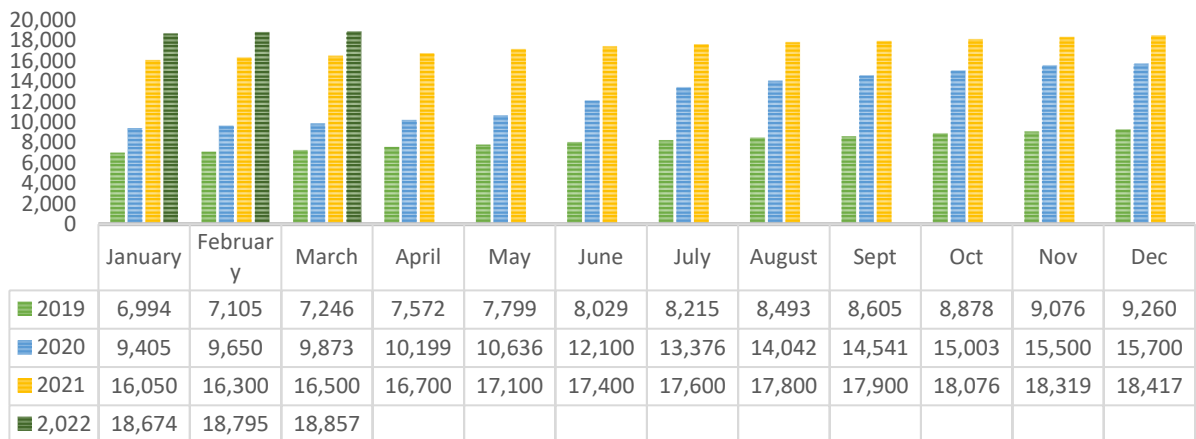
## EMAIL OPEN RATE



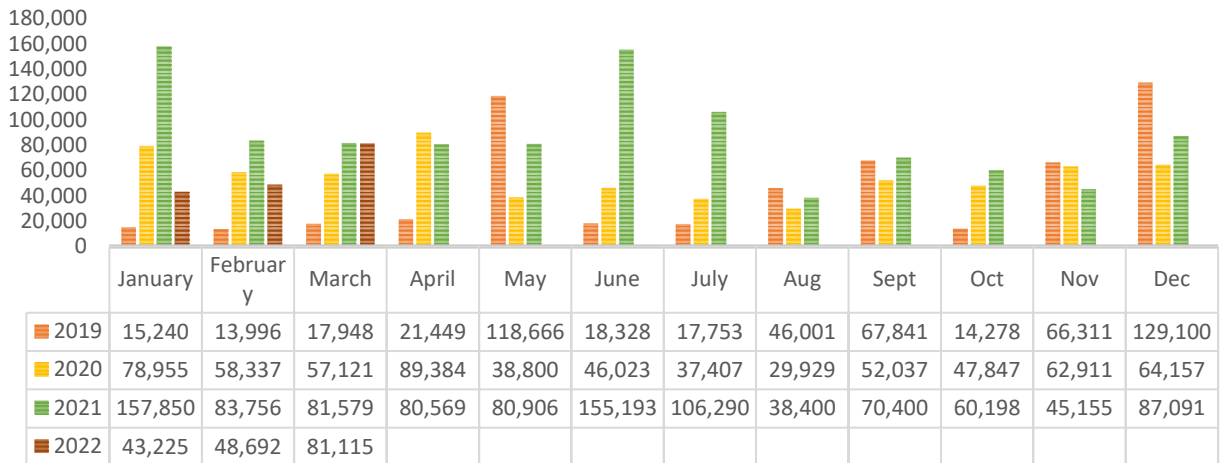
## EMAIL SUBSCRIBERS



## INSTAGRAM FOLLOWERS



## FACEBOOK REACH



### DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

#### Facebook

- Reach was up by 60.7% at 81,115
- Engagement up by 4.7% compared to previous year
- New likes 135
- 27 Posts

#### Instagram

- Reach was down 20.8% or 20,944
- New followers 62
- 40 Post

#### Google My Business

- 21 Posts
- 22,186 viewed the business profile up by 23.2% compared to March 2021
- 1072 website visitors from google an increase of 16% compared to the previous year.

#### EDM / Newsletter

- Email distribution list has increased to 7615, 206 more compared to the same time last year.
- Open rate 49% up 5 % on the previous year.
- Click through rate averages at 8% which is down 1% on the previous month and will vary depending on the number and type of links in the newsletter. The industry average is a 2.94% click rate.

#### GENERAL MARKET PROMOTIONS PAID ADVERTISING:

##### 3<sup>RD</sup> March Facebook – Event Response Promotion – Long Weekend

- Adelaide Showground Goodwood Road Digital Signage (general banner)
- Facebook Advertising reach **4776**, 76 event responses, spend \$50 duration 2 days

##### 11th March Facebook – Event Response Promotion

- Adelaide Showground Goodwood Road Digital Signage (general banner)



- Facebook Advertising reach **8972**, 187 event responses, spend \$57 duration 3 days

**24th March Facebook – Event Response Promotion**

- Adelaide Showground Goodwood Road Digital Signage (general banner)
- Facebook Advertising reach **1405**, 55 event responses, spend \$10 duration 4 days

**30th March Facebook – Event Response Promotion -ACTIVE**

- Adelaide Showground Goodwood Road Digital Signage (general banner)
- Facebook Advertising reach **280**, 5 event responses, spend \$1.99 duration 3 days

**Paid Reach (Facebook & Instagram)**

Reached 28,872 people up 25.1% and 323 event responses, spend \$186

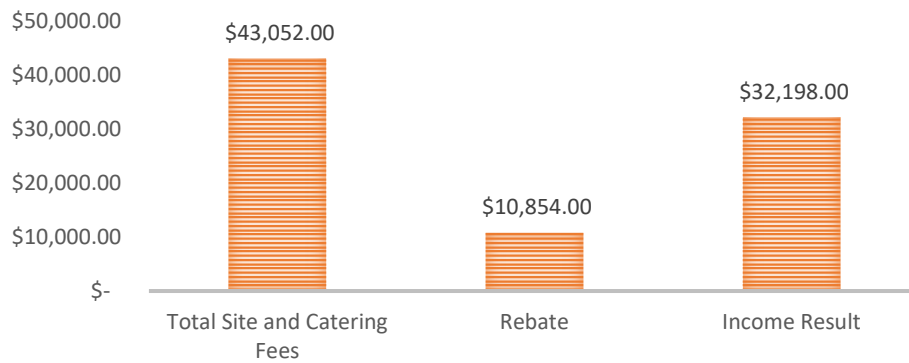
Facebook has provided a \$200 credit this month for the ASFM to in conjunction with an Advertising Business Development Program.

## OPERATIONS

### MARCH SITE FEES



### MARCH SITE FEES/REBATE

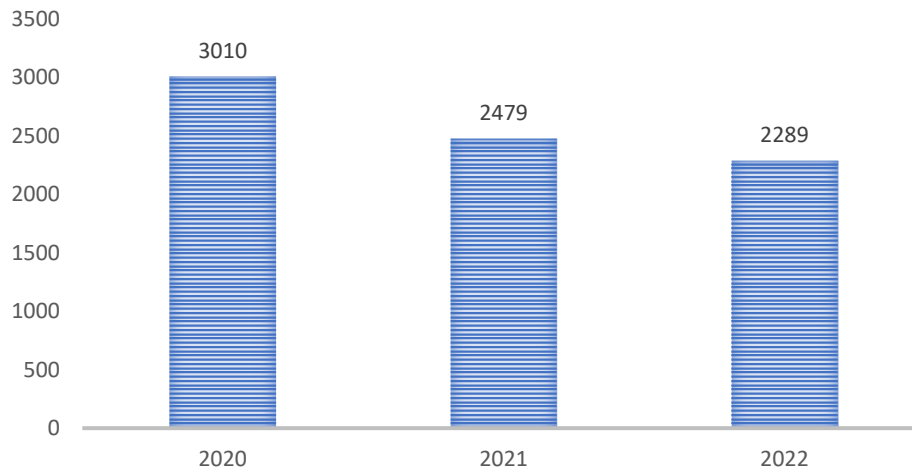


The initial rebate amount in March covers two months (March and April) due to the fact that stall fees are invoiced the month prior to the market month.

### WEEKLY ATTENDANCE COUNT/RECORDS FEBRUARY 2022

	6/03/2022	13/03/2022	20/03/2022	27/03/2022
<b>Attendance</b>	2511	2209	2269	2169
<b>Compared to 2021</b>	7/03/2021	14/03/2021	21/03/2021	28/03/2021
<b>Attendance</b>	2702	2379	2159	2676
<b>Notes</b>	Covid	Covid, Adelaide Cup Weekend	Covid, Gilles on the Grounds	Covid
<b>Weather</b>	23	30	29	31
<b>Number of Sites</b>	100	91	95	92
<b>Number of Stallholders</b>	79	72	75	75
<b>Number of shared sites</b>	1	2	1	2
<b>Caterers onsite</b>	7	6	7	7

## AVG MARCH ATTENDANCE



## ATTENDANCE NUMBERS

Numbers fell in March with the high increase in Covid cases hitting SA throughout the month this is despite an increase in active engagement with the market on social media and google with over 13,000 engagements. It has increased however from the trend November, December and January when the borders opened and omicron first hit. The first two weeks of April however have skyrocketed with over 3,500 at each market. April started with higher numbers than there have been in April since 2017. We are expecting mask mandates being removed for indoor public spaces to have a lift in indoor customers..

### 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	81.8	81	94.5				
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 attended)						
							***** 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	2119	2593	2289				
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

<b>New Stallholders:</b> <ul style="list-style-type: none"><li>•</li></ul>	<b>Returning stallholders:</b> <ul style="list-style-type: none"><li>• Adelaide Hills Chestnuts</li><li>• Feather &amp; Peck</li></ul>
<b>Stallholder Finishing Temporarily:</b> <ul style="list-style-type: none"><li>• Pavlos Fruit (Seasonal)</li><li>• Buff Love (Seasonal)</li></ul>	<b>Stallholders Finished Permanently:</b> <ul style="list-style-type: none"><li>• Nourish'd NATURALLY</li><li>• Eating Kindly</li></ul>

## TEAT AND TAGGING

All electrical equipment has now been test and tagged for all stallholders and reports lodged with stallholders where equipment needs correcting.

## RAHS SAFETY INSPECTION

RAHS WH&S Manager was onsite 20 March to assess market safety operations and was onsite prior to the market opening to observe move in. ASFM received a positive report with no areas of concern raised.

## CARPARKING FEES

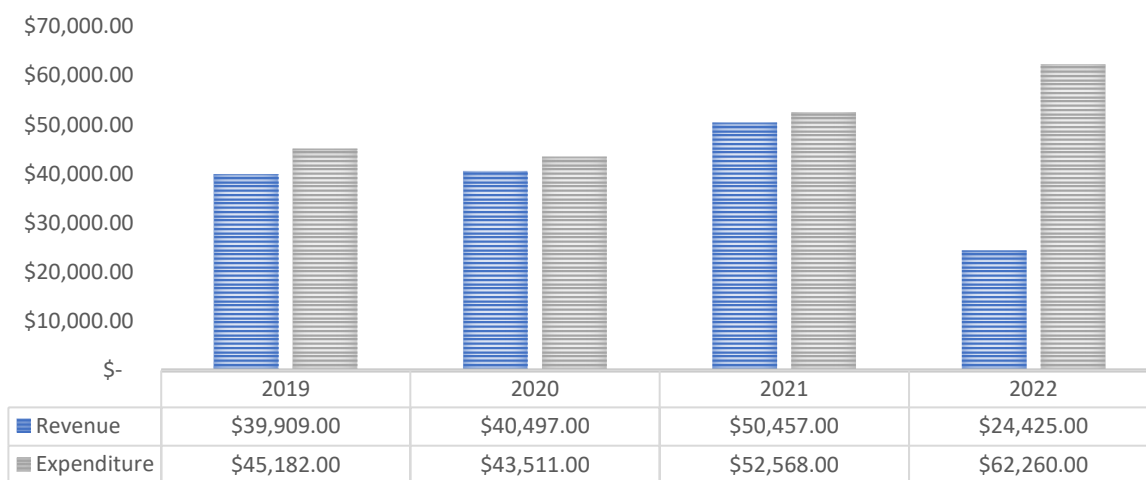
RAHS has advised us of an increase to car parking fees. There is no change to the 2hr parking (most relevant for ASFM patrons which remains \$5) but the day rate will increase to \$12. The credit card fee on parking is also now being discontinued.

## ROSE TCE CARPARK

There continues to be a problem with a handful of stallholders and their staff parking in the Rose Tce carpark. Customers lodge complaints weekly that there are not enough carparks and on most days at peak periods the carpark is at capacity. The stallholders are therefore taking up valuable space that is required by customers. There is adequate parking in the stallholders carpark and along the Western Boulevard. At a last resort although we are unable to fine stallholders under any 'ACT' we can ask them to surrender their issued ASFM Stallholders Carpark and we are advising those stallholders still parking there that this is about to happen. I should clarify there is no issue with unloading and loading in this area prior to 8am.

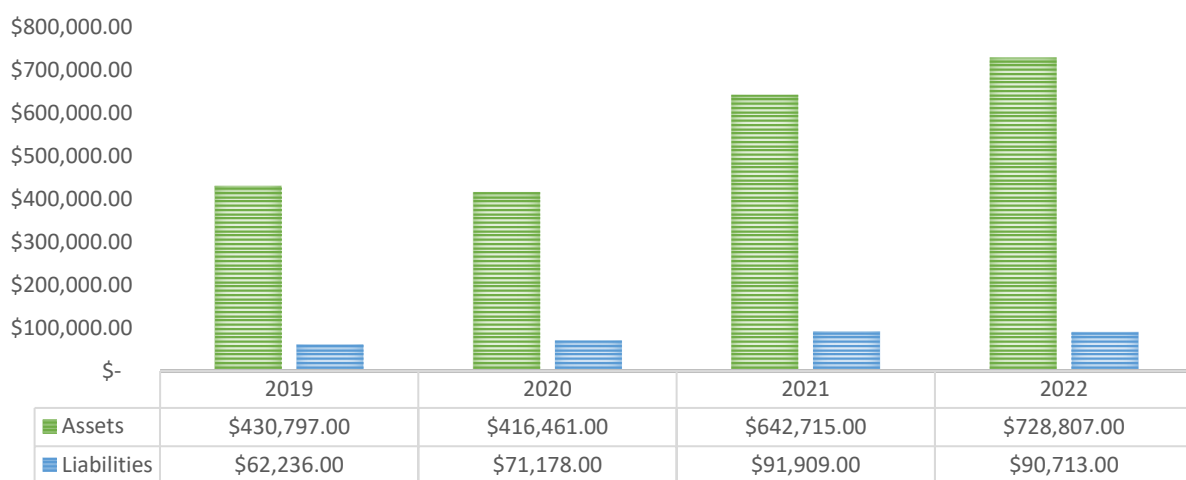
# FINANCE

## REVENUE/EXPENDITURE MARCH



NB: Revenue for March 2022 is affected by high COG's being Stallholder rebate \$\$10,800 and a delayed oaynebt in Febraury Carparking \$8200. Expenditure for March 2022 includes a \$10,000 spend for radio advertising.

## TOTAL ASSETS/LIABILITIES MARCH



## NOTES

### **COVID RESTRICTIONS**

Covid restrictions have eased once again and now the requirement to wear masks is no longer mandatory inside the pavilion.

This means we will be able to allow seating, eating and drinking within the pavilion and the requirement for security patrolling will no longer be needed.

### **RENEWALS/ATTENDANCE**

A growing concern is around renewals and whether the membership value proposition is motivation enough to retain membership after a one-year commitment. We currently have a slightly reduced rate from renewals, which questions whether consumers deem 10% and a bag (upon sign up only), incentive enough. Especially if they are not attending the market frequently or took up membership during the initial COVID-19 outbreak, given we offered a spacious outdoor shopping experience. Some feedback and research around members statistics needs to be done in this space and could begin with the introduction of suitable questioning in the member's survey which is currently being considered.

Despite a decrease in membership during March we have seen a great start in April with attendance numbers exceeding 3500 on the first two Sundays, the second of which was also Gilles on the Grounds.

### **CERTIFIED WEIGHTS FOR TESTING**

We have received a number of complaints from customers over the last 6 months about buying product from stallholders that has been under the weight that it is sold as.

I would like approval under 'capital expenditure' to purchase a set of NATA certified weights, 1gm – 1kg (supplied in a case) to randomly check stallholder scales at the market. This is not to certify their scales as each stallholder is required to get their own scales calibrated and certified, but to check that the scales are accurate, or if they require calibration. If done on a regular basis we can more reliably assure customers that our stallholders are providing product according to correct weight.

**Maximum Cost \$1200**

**Carried forward from March 2022 Meeting:**

### **SPECIALIST POSITION**

One of our current specialist positions, Legal Specialist, term ends in May 2022

I would like to recommend the continuation of this position. From a management perspective, this position has been invaluable as a point of contact and sounding board on many legal matters since joining the ASFM in 2018 when Bianca Battistella (now Jennings) was on the committee as Legal Specialist. When this position became vacant it was filled by Molly Scanlon in 2018 and Gay Wallace in 2020. Having a legal specialist on the ASFM Committee is excellent risk management.

## CUSTOMER SURVEY

It's time to conduct a survey of our customers to get their feedback on a number of things. Apart from things that management would like feedback on, I would ask the committee to give direction on any specific areas of input they would like to have for decision making. I have attached the 2017 survey results for your reference. We have conducted a number of smaller point specific surveys since 2017 on subjects such as Summer Trading Times, Venue Location etc but not a full scale survey as recommended now.

## MARKET DAYS DURING ROYAL ADELAIDE SHOW

In 2019 we conducted successful pop up markets at The Orphanage on Goodwood Rd during the Show period when access to our usual location was unavailable.

The two days were successful in terms of patronage, although the second Sunday was hit by heavy rain. There were 35 stallholders attending. In 2021 the committee approved and we planned for a 2021 pop up market before the show was cancelled. In 2021 we had a much higher rate of stallholder uptake.

We are proposing that we do the same thing this year on Sundays 4th and 11th September.

There has been feedback that there was a significant flow on affect in term of continuity for market attendance numbers in the three weeks post the Show but the data doesn't align with this observation.

<b>Attendance post Show</b>					
Year	Week 1	Week 2	Week 3	Week 4	
Outside only					
2015	3360	2733	2553	3323	
2016	1495	2965	3848	3730	
2017	3576	2444	2261	3121	
2018	3266	3140	2510	2696	
2019	2395	2666	2780	2701	

Attendance on the two Sundays was good. Week 1 – 1845, Week 2 – 1124 (Rain)

I have below listed the budget based on previous and projected requirements.

<b>Goodwood Orphanage Park</b>		
<b>Expenditure (excl gst)</b>		
<b>Item</b>	<b>Cost</b>	
Generators	619.80	
Table and Chair hire	1200.00	
Bins	95.00	
Licence Liquor	411.00	
Security x 2 (x2)	799.20	
Advertising	350.00	
Promotional flyers	550.00	
Additional Staff ( 2 x 2 Sundays)	580.00	
Leaflet drop	100.00	
Waste, traffic mangmt, toilets, hire	1000.00	
Jumping Castles	510.00	
<b>Total</b>	<b>\$ 6,215.00</b>	
<b>Income (excl gst)</b>		
<b>Item</b>	<b>Income</b>	
Site fees		
ASFM stallholders 35 x \$65	2275	
Caterers	300	
<b>Total</b>	<b>\$2575</b>	
<b>Balance</b>	<b>-\$3640</b>	

We have assessed other local areas as alternatives and have been unable to find an area that provides the facilities we need on the days required.

This proposal is subject to venue availability and Council approval.

**STRATEGIC PLANNING DAY – Now postponed due to response to calendar invite**

Alex Palin has accepted the challenge of facilitating our 2022 Strategic Planning Day and we are awaiting conformation of workable dates.



**From:** [San Jose](#)  
**To:** [Christine Robertson](#)  
**Subject:** re: AFM committee - meeting minutes  
**Date:** Tuesday, 22 February 2022 4:24:46 PM  
**Attachments:** [image001.png](#)  
[image009.png](#)  
[image018.png](#)  
[image019.png](#)

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Hi Christine **& AFM Committee**,

Recently it has come to my attention that the MINUTES of committee meetings is no longer available for market members (including stallholders) to access. I am very concerned about this & the associated 'lack of transparency' this may represent.

Whilst I understand meeting minutes may not be widely read, I strongly believe that this information should always be available to diffuse any possible associated issues that might arise at a later date.

Also, if we wish our community to feel involved, we must make it easier for them 'to be in the know'. I would ask that the Committee considers the re-introduction of this vital information for on-line access to all members.

Thank you.

Best Regards,

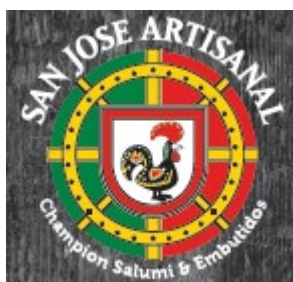
*Pas*

*Pascaline Marchi*

**General Manager**

**08 8334 9999** (Mon- Thurs)

*mob 0438 832 114*



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“A Salumi Affair”

**RETAIL:**

***Culinaria San Jose***

Unit 4/12-14 Hamilton Terrace Newton SA 5074 **(Mon–Thurs 9-4pm) or by appointment**

***Adelaide Farmers Market***

Stall 5, Stirling Angus Pavilion, Adelaide Farmers Market – Showgrounds, Rose Tce, Wayville **(Sun 8.30am-12.30pm)**

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# Profit and Loss

Adelaide Showground Farmers Market  
For the month ended 31 March 2022

Account	Feb 2022	Mar 2022	YTD 2021/22	YTD Budget 020/21	Actuals	2021/22 Budget		
<b>Trading Income</b>								
Bag Revenue	611.94	416.00	479.08	416.00	3,604.81	3,744.00	3,595.75	5,000.00
Car Park Card Revenue	990.94	2,680.00	1,009.10	1,900.00	36,440.66	28,340.00	26,073.25	30,800.00
Catering Rental Income	4,717.60	4,500.00	3,977.41	4,500.00	41,340.55	40,900.00	42,440.18	56,000.00
Donations	0.00	0.00	0.00	0.00	0.00	0.00	159.59	0.00
Membership Income	15,127.26	22,500.00	5,188.61	8,500.00	187,044.96	193,015.00	181,451.35	211,115.00
Merchandise Sales	554.63	120.00	372.28	150.00	2,156.36	630.00	858.26	1,000.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	0.00	9.11	0.00
Power Fees	2,182.13	2,100.00	2,157.91	2,200.00	20,364.10	19,100.00	20,263.68	27,000.00
Private Funding	0.00	0.00	0.00	0.00	245.44	0.00	972.62	0.00
Site Rent Income	38,934.91	39,000.00	28,220.71	38,800.00	336,989.00	326,800.00	330,509.34	451,900.00
Sponsorship income	750.00	0.00	0.00	0.00	1,500.00	2,250.00	750.00	2,500.00
RAHS Subsidy	0.00	8,000.00	0.00	0.00	8,000.00	16,000.00	0.00	16,000.00
<b>Total Trading Income</b>	<b>63,869.41</b>	<b>79,316.00</b>	<b>41,405.10</b>	<b>56,466.00</b>	<b>637,685.88</b>	<b>630,779.00</b>	<b>607,083.13</b>	<b>801,315.00</b>
<b>Cost of Sales</b>								
COGS - Bags	374.29	312.00	305.99	312.00	2,218.13	2,808.00	2,348.98	3,750.00
COGS - Car park costs	8,195.00	2,490.00	16,005.00	1,760.00	31,306.36	26,345.00	24,155.65	28,500.00
COGS - Merchandise Costs	531.10	30.00	371.25	38.00	2,440.55	158.00	548.30	250.00
Freight	0.00	25.00	0.00	25.00	0.00	225.00	215.44	300.00
Membership Costs	752.71	720.00	297.30	272.00	6,319.61	6,176.00	5,612.89	6,755.00
<b>Total Cost of Sales</b>	<b>9,853.10</b>	<b>3,577.00</b>	<b>16,979.54</b>	<b>2,407.00</b>	<b>42,284.65</b>	<b>35,712.00</b>	<b>32,881.26</b>	<b>39,555.00</b>
<b>Gross Profit</b>	<b>54,016.31</b>	<b>75,739.00</b>	<b>24,425.56</b>	<b>54,059.00</b>	<b>595,401.23</b>	<b>595,067.00</b>	<b>574,201.87</b>	<b>761,760.00</b>
<b>Events</b>								
<b>Event Income</b>								
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
<b>Total Event Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,000.00</b>	<b>2,700.00</b>	<b>0.00</b>	<b>2,700.00</b>
<b>Event Expenses</b>								
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	(1,028.94)	0.00	(1,028.94)	0.00	(7,516.69)	(3,000.00)	(3,711.35)	(3,000.00)
<b>Total Event Expenses</b>	<b>(1,028.94)</b>	<b>0.00</b>	<b>(1,028.94)</b>	<b>0.00</b>	<b>(7,516.69)</b>	<b>(9,500.00)</b>	<b>(3,936.49)</b>	<b>(9,500.00)</b>
<b>Gross Profit (Loss) on Event</b>	<b>(1,028.94)</b>	<b>0.00</b>	<b>(1,028.94)</b>	<b>0.00</b>	<b>(4,516.69)</b>	<b>(6,800.00)</b>	<b>(3,936.49)</b>	<b>(6,800.00)</b>
<b>Grant Funding</b>								
<b>Grant Income</b>								
Grant Funding - City of Unley	0.00	0.00	0.00	0.00	0.00	0.00	3,420.00	0.00
<b>Total Grant Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,420.00</b>	<b>0.00</b>
<b>Grant Expenses</b>								
Grant expenditure - City of Unley	0.00	0.00	0.00	0.00	0.00	0.00	(1,217.81)	0.00
<b>Total Grant Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(1,217.81)</b>	<b>0.00</b>
<b>Gross Profit (Loss) on Grant Funding</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,202.19</b>	<b>0.00</b>
<b>Other Income</b>								
Distributions Received	0.00	0.00	0.00	0.00	2,435.82	0.00	1,298.74	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
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(21,992.18)</b>	<b>0.00</b>	<b>31,903.08</b>	<b>0.00</b>
<b>Operating Expenses</b>								
<b>Accounting</b>								
Accounting and Legal Fees	0.00	200.00	0.00	1,300.00	5,460.00	6,400.00	8,890.00	8,600.00
Audit Fees	0.00	0.00	0.00	0.00	3,800.00	6,000.00	2,500.00	6,000.00
<b>Total Accounting</b>	<b>0.00</b>	<b>200.00</b>	<b>0.00</b>	<b>1,300.00</b>	<b>9,260.00</b>	<b>12,400.00</b>	<b>11,390.00</b>	<b>14,600.00</b>
<b>Marketing</b>								
Advertising and Marketing - Above line	1,005.05	4,500.00	10,572.65	4,500.00	31,319.45	40,500.00	8,504.15	54,000.00
Advertising and Marketing - Below line	125.71	500.00	1,018.48	500.00	3,209.76	4,500.00	3,464.52	6,000.00
<b>Total Marketing</b>	<b>1,130.76</b>	<b>5,000.00</b>	<b>11,591.13</b>	<b>5,000.00</b>	<b>34,529.21</b>	<b>45,000.00</b>	<b>11,968.67</b>	<b>60,000.00</b>
Bank Charges	2,899.08	2,900.00	487.33	560.00	6,871.21	7,210.00	6,273.49	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	400.00	0.00	0.00	0.00	800.00	0.00	800.00
Committee Expenses	115.45	375.00	96.82	375.00	4,774.21	3,375.00	3,862.79	4,500.00
Computer Consultant Fees	170.00	100.00	0.00	100.00	2,110.00	900.00	630.00	1,200.00

Dues & Subscriptions	270.86	270.00	200.56	130.00	2,613.61	1,930.00	1,852.81	3,000.00
Electricity	0.00	1,500.00	1,402.23	1,500.00	12,454.93	13,500.00	12,620.07	18,000.00
Equipment Expense/Hire	5.00	5.00	5.00	5.00	108.70	45.00	45.00	60.00
Insurance	539.22	0.00	539.22	0.00	4,781.93	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	0.00	500.00	0.00	500.00	1,933.99	4,500.00	318.18	6,000.00
Kitchen Supplies	0.00	333.00	0.00	333.00	34.58	2,997.00	0.00	4,000.00
Maintenance	0.00	450.00	2,834.00	5,000.00	3,853.86	8,335.00	9,957.94	11,500.00
Membership Card Purchase	0.00	0.00	0.00	160.00	609.10	400.00	354.55	400.00
Minor Equipment	0.00	185.00	53.64	185.00	576.41	1,665.00	370.74	2,220.00
Money Out (Kounta)	0.00	0.00	0.00	0.00	342.00	0.00	466.00	0.00
Office Supplies	115.08	200.00	150.87	200.00	1,860.24	1,800.00	1,622.46	2,400.00
Other Consulting Fees	0.00	0.00	0.00	300.00	0.00	300.00	0.00	300.00
Postage & Shipping	0.00	200.00	0.00	20.00	0.00	220.00	190.91	260.00
Private funding expenses	0.00	0.00	0.00	0.00	0.00	0.00	500.00	0.00
Realised Currency Gains	1.76	0.00	1.86	0.00	46.05	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	1,440.00	1,400.00	1,800.00	1,600.00	12,840.00	11,640.00	11,280.00	17,000.00
Site Consumables	25.97	60.00	0.00	60.00	727.11	440.00	151.07	1,200.00
Site Equipment Hire	967.63	2,500.00	967.64	1,100.00	10,455.37	16,100.00	4,774.20	18,600.00
Site Licence Fees Rent	14,350.00	14,250.00	14,350.00	14,250.00	141,400.00	128,250.00	91,000.00	171,000.00
Software Licence Fees	521.32	450.00	385.45	550.00	3,563.49	4,150.00	3,717.16	5,800.00
Staff Amenities	68.53	106.00	28.54	106.00	327.96	954.00	753.85	1,280.00
Staff Training	0.00	1,500.00	45.45	0.00	45.45	3,000.00	22.15	3,000.00
Sundry Expenditure	0.00	0.00	0.00	0.00	0.00	0.00	90.00	0.00
Superannuation	1,911.02	2,500.00	1,977.45	2,954.00	16,815.84	22,049.00	18,563.47	29,600.00
Telephone	374.13	475.00	370.34	475.00	3,776.70	4,275.00	3,425.19	5,700.00
Travel & Entertainment	7.27	100.00	14.55	100.00	258.57	900.00	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	158.28	416.00	95.50	416.00	1,775.71	3,744.00	1,350.70	5,000.00
Wages & Salaries	19,344.70	25,000.00	20,204.46	29,454.00	180,380.28	220,443.00	199,407.94	296,000.00
Workcover Levy	218.50	249.00	218.50	295.00	1,273.05	2,201.00	1,427.45	2,960.00
Waste Management	0.00	500.00	0.00	500.00	3,240.93	4,500.00	0.00	6,000.00
Car Park Subsidy	0.00	1,000.00	0.00	1,000.00	0.00	9,000.00	0.00	12,000.00
<b>Total Operating Expenses</b>	<b>44,634.56</b>	<b>63,124.00</b>	<b>57,820.54</b>	<b>68,528.00</b>	<b>464,210.49</b>	<b>540,423.00</b>	<b>404,735.12</b>	<b>725,726.00</b>
<b>Net Profit</b>	<b>9,381.75</b>	<b>12,615.00</b>	<b>(33,394.98)</b>	<b>(14,469.00)</b>	<b>109,198.56</b>	<b>54,644.00</b>	<b>201,369.83</b>	<b>36,034.00</b>

# Balance Sheet

## Adelaide Showground Farmers Market As at 31 March 2022

	31 MAR 2022	31 MAR 2021	31 MAR 2020
<b>Assets</b>			
<b>Bank</b>			
Adel Show Farmers Market Inc	64,039.60	158,045.32	122,957.16
Bendigo - Business Account	491,104.30	290,675.55	95,705.44
Cash Management Account	14,108.08	9,975.60	7,731.34
Petty Cash	550.45	999.40	818.95
<b>Total Bank</b>	<b>569,802.43</b>	<b>459,695.87</b>	<b>227,212.89</b>
<b>Current Assets</b>			
Clearing - Cash	76.35	51.25	241.45
Clearing - EFT	(0.88)	-	-
Inventory	12,621.06	18,591.18	13,049.42
Money In (Kounta)	(342.00)	(460.00)	(7,584.50)
Trade Debtors	6,153.56	3,421.73	8,675.44
Unrealised gain/loss on investments	-	-	(7,252.34)
Workcover receivable	37.95	-	-
<b>Total Current Assets</b>	<b>18,546.04</b>	<b>21,604.16</b>	<b>7,129.47</b>
<b>Fixed Assets</b>			
Computer Equipment	29,166.14	29,166.14	60,404.14
Computer Equipment Dep	(22,374.58)	(20,110.73)	(48,332.77)
Fence Amortisation	-	(3,548.10)	(3,371.64)
Fencing	-	7,097.00	7,097.00
Furniture & Fixtures Accum Dep	(27,058.02)	(23,605.48)	(30,003.45)
Furniture & Fixtures at Cost	48,043.37	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,127.38
Outdoor Seating - Private Funding Accum Dep	(3,555.01)	(2,124.42)	(399.43)
Shipping Container	3,165.00	3,165.00	3,165.00
Shipping Container Dep	(1,165.41)	(848.91)	(532.63)
Signs and Banners	10,040.00	20,233.00	47,017.00
Signs and Banners Dep	(9,560.18)	(16,297.91)	(41,203.62)
<b>Total Fixed Assets</b>	<b>35,978.69</b>	<b>46,682.70</b>	<b>57,154.71</b>
<b>Non-current Assets</b>			
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
<b>Total Non-current Assets</b>	<b>104,500.34</b>	<b>114,732.34</b>	<b>124,964.34</b>
<b>Total Assets</b>	<b>728,827.50</b>	<b>642,715.07</b>	<b>416,461.41</b>
<b>Liabilities</b>			
<b>Current Liabilities</b>			
ATO Integrated Client Account	-	-	4,358.00
GST	15,209.11	15,109.07	11,728.26

	31 MAR 2022	31 MAR 2021	31 MAR 2020
PAYG Withholding Payable	3,873.53	4,021.53	4,283.53
Rounding	(5.21)	(14.14)	(5.81)
Superannuation Payable	5,701.07	5,938.13	5,618.76
Trade Creditors	31,472.71	26,644.15	19,913.39
Wages Payable	0.96	0.01	348.06
<b>Total Current Liabilities</b>	<b>56,252.17</b>	<b>51,698.75</b>	<b>46,244.19</b>
<b>Non-current Liabilities</b>			
Prepayments	(2,156.82)	-	-
Provision for Annual Leave	33,559.05	40,211.04	24,934.72
Suspense	(35.95)	-	-
<b>Total Non-current Liabilities</b>	<b>31,366.28</b>	<b>40,211.04</b>	<b>24,934.72</b>
<b>Total Liabilities</b>	<b>87,618.45</b>	<b>91,909.79</b>	<b>71,178.91</b>
<b>Net Assets</b>	<b>641,209.05</b>	<b>550,805.28</b>	<b>345,282.50</b>
<b>Equity</b>			
Current Year Earnings	100,245.24	182,487.68	(8,885.15)
Retained Earnings	540,963.81	368,317.60	354,167.65
<b>Total Equity</b>	<b>641,209.05</b>	<b>550,805.28</b>	<b>345,282.50</b>

**2022 Financial Year Cash Flow  
Adelaide Showground Farmers Market**

July 2021 to June 2022

Account	Actual Jul-2021	Actual Aug-2021	Actual Sep-2021	Actual Oct-2021	Actual Nov-2021	Actual Dec-2021	Actual Jan-2022	Actual Feb-2022	Actual Mar-2022	Budget Mar-2022	Budget Apr-2022	Budget May-2022	Budget Jun-2022
<b>Income</b>													
Bag Revenue	\$523.35	\$432.12	\$230.48	\$414.72	\$310.49	\$265.69	\$323.94	\$489.63	\$554.54	\$416.00	\$416.00	\$416.00	\$424.00
Car Park Card Revenue	\$240.47	\$213.65	\$114.28	\$2,745.29	\$7,077.30	\$8,045.03	\$15,727.43	\$1,359.36	\$1,108.28	\$1,900.00	\$1,300.00	\$780.00	\$380.00
Catering Rental Income	\$4,654.49	\$3,077.47	\$5,086.99	\$4,805.29	\$4,048.39	\$2,127.45	\$6,768.41	\$4,379.55	\$5,979.61	\$4,500.00	\$5,700.00	\$5,000.00	\$4,400.00
Membership Income	\$2,942.57	\$3,442.19	\$1,358.45	\$11,873.32	\$30,465.37	\$27,696.78	\$88,370.72	\$15,735.59	\$7,153.38	\$8,500.00	\$7,500.00	\$6,600.00	\$4,000.00
Merchandise Sales	\$16.55	\$0.00	\$19.31	\$32.77	\$4.55	\$70.08	\$116.35	\$25.45	\$8.27	\$150.00	\$120.00	\$150.00	\$100.00
Power Fees	\$2,518.86	\$1,994.90	\$2,426.61	\$2,251.09	\$2,092.39	\$1,405.86	\$2,909.90	\$2,234.99	\$2,434.47	\$2,200.00	\$2,700.00	\$2,300.00	\$2,900.00
Site Rent Income	\$38,370.41	\$28,973.76	\$40,377.60	\$41,292.91	\$37,513.25	\$33,164.67	\$41,757.67	\$43,083.69	\$29,155.92	\$38,800.00	\$46,100.00	\$40,000.00	\$39,000.00
Sponsorship income	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$0.00	\$750.00	\$0.00	\$0.00	\$250.00	\$0.00	\$0.00
Event Income - Covid 19	\$0.00	\$3,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
RAHS Subsidy	\$0.00	\$0.00	\$0.00	\$0.00	\$8,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Income</b>	<b>\$49,266.70</b>	<b>\$41,134.09</b>	<b>\$50,363.72</b>	<b>\$63,415.39</b>	<b>\$89,511.74</b>	<b>\$72,775.56</b>	<b>\$155,974.42</b>	<b>\$68,058.26</b>	<b>\$46,394.47</b>	<b>\$56,466.00</b>	<b>\$64,086.00</b>	<b>\$55,246.00</b>	<b>\$51,204.00</b>
<b>Less Cost of Sales</b>													
COGS - Bags	\$312.84	\$433.06	\$184.83	\$272.33	\$128.83	\$227.78	\$178.38	\$374.29	\$305.99	\$312.00	\$312.00	\$312.00	\$318.00
COGS - Car park costs	\$0.00	\$0.00	\$0.00	\$0.00	\$1,386.36	\$0.00	\$5,720.00	\$8,195.00	\$16,005.00	\$1,760.00	\$1,200.00	\$600.00	\$355.00
COGS - Merchandise Costs	\$0.00	\$0.00	\$141.95	\$187.85	\$352.85	\$297.85	\$357.50	\$531.10	\$371.25	\$38.00	\$28.00	\$38.00	\$26.00
Freight	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$25.00	\$25.00	\$25.00	\$25.00
Membership Costs	\$238.35	\$1,233.70	\$136.05	\$404.55	\$543.15	\$810.15	\$1,903.65	\$752.71	\$297.30	\$272.00	\$240.00	\$211.00	\$128.00
<b>Total Cost of Sales</b>	<b>\$551.19</b>	<b>\$1,666.76</b>	<b>\$462.83</b>	<b>\$864.73</b>	<b>\$2,411.19</b>	<b>\$1,335.78</b>	<b>\$8,159.53</b>	<b>\$9,853.10</b>	<b>\$16,979.54</b>	<b>\$2,407.00</b>	<b>\$1,805.00</b>	<b>\$1,186.00</b>	<b>\$852.00</b>
<b>Gross Profit</b>	<b>\$48,715.51</b>	<b>\$39,467.33</b>	<b>\$49,900.89</b>	<b>\$62,550.66</b>	<b>\$87,100.55</b>	<b>\$71,439.78</b>	<b>\$147,814.89</b>	<b>\$58,205.16</b>	<b>\$29,414.93</b>	<b>\$54,059.00</b>	<b>\$49,208.68</b>	<b>\$54,060.00</b>	<b>\$50,352.00</b>
<b>Other Income</b>													
Clearing - Cash	\$0.00	\$0.00	\$0.00	\$0.00	\$2.96	\$0.00	\$6.87	\$8.46	\$8.18	\$0.00	\$0.00	\$0.00	\$0.00
Clearing - EFT	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.88	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Distributions Received	\$0.00	\$0.00	\$0.00	\$1,690.58	\$0.00	\$0.00	\$745.24	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Money In (Kounta)	\$80.00	\$50.00	\$40.00	\$40.00	\$22.00	\$110.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Trade debtors	\$0.00	\$20.00	\$53.00	-\$53.00	\$0.00	\$113.00	\$0.00	\$0.00	\$5.50	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Other Income</b>	<b>\$80.00</b>	<b>\$70.00</b>	<b>\$93.00</b>	<b>\$1,677.58</b>	<b>\$24.96</b>	<b>\$223.00</b>	<b>\$752.99</b>	<b>\$8.46</b>	<b>\$13.68</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Less Operating Expenses</b>													
Accounting and Legal Fees	\$1,350.00	\$0.00	\$200.00	\$0.00	\$2,350.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,300.00	\$400.00	\$400.00	\$1,400.00
Advertising and Marketing - Above line	\$550.77	\$758.56	\$3,785.79	\$2,740.67	\$2,896.12	\$7,349.67	\$1,712.26	\$951.47	\$264.93	\$4,500.00	\$4,500.00	\$4,500.00	\$4,500.00
Advertising and Marketing - Below line	\$363.94	\$194.17	\$362.51	\$275.08	\$157.75	\$318.71	\$12.73	\$197.15	\$1,144.19	\$500.00	\$500.00	\$500.00	\$500.00
Audit fees	\$0.00	\$0.00	\$0.00	\$0.00	\$3,800.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bank Charges	\$270.84	\$247.96	\$236.96	\$220.91	\$593.59	\$1,060.06	\$917.92	\$2,899.08	\$487.33	\$560.00	\$506.00	\$350.00	\$380.00
Car Park Subsidy	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$1,000.00	\$1,000.00
Clearing - Cash	\$0.00	\$0.00	\$0.00	\$5.36	\$0.00	\$103.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Committee Expenses	\$0.00	\$266.94	\$0.00	\$2,108.26	\$1,890.80	\$295.94	\$0.00	\$127.00	\$0.00	\$375.00	\$375.00	\$375.00	\$375.00
Computer Consultant Fees	\$317.50	\$425.00	\$170.00	\$0.00	\$255.00	\$0.00	\$340.00	\$510.00	\$170.00	\$100.00	\$100.00	\$100.00	\$100.00
Dues & Subscriptions	\$194.10	\$340.00	\$400.99	\$257.34	\$227.33	\$632.35	\$250.54	\$270.86	\$200.56	\$130.00	\$150.00	\$220.00	\$700.00
Electricity	\$1,402.23	\$2,804.46	\$1,402.23	\$0.00	\$1,402.23	\$1,402.23	\$1,402.23	\$1,402.23	\$1,402.23	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00
Equipment Expense/Hire	\$5.00	\$5.00	\$5.00	\$1,615.00	\$68.70	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00	\$5.00
Event expenses - COVID-19	\$762.80	\$823.14	\$0.00	\$21.71	\$0.00	\$0.00	\$2,204.88	\$1,234.71	\$1,440.51	\$0.00	\$0.00	\$0.00	\$0.00
Insurance	\$6,470.58	\$0.00	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$0.00	\$0.00	\$0.00	\$8,300.00
Inventory	-\$574.83	-\$958.03	\$145.35	\$6,065.84	-\$1,203.47	\$2,445.58	-\$1,758.40	-\$2,228.71	-\$183.42	\$0.00	\$0.00	\$0.00	\$0.00
Kids Club Activity Programme	\$345.91	\$0.00	\$348.02	\$871.82	\$242.59	\$0.00	\$0.00	\$0.00	\$0.00	\$500.00	\$500.00	\$500.00	\$500.00
Kitchen Supplies	\$34.58	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$333.00	\$333.00	\$333.00	\$337.00

Maintenance	\$35.00	\$838.04	\$0.00	\$0.00	\$0.00	\$0.00	\$181.82	\$0.00	\$2,834.00	\$5,000.00	\$2,000.00	\$450.00	\$715.00
Membership Card Purchase	\$0.00	\$0.00	\$0.00	\$543.65	\$0.00	\$0.00	\$65.45	\$0.00	\$0.00	\$160.00	\$0.00	\$0.00	\$0.00
Minor Equipment	\$173.14	\$56.36	\$50.36	\$376.91	\$140.91	\$0.00	\$0.00	\$0.00	\$53.64	\$185.00	\$185.00	\$185.00	\$185.00
Money Out (Kounta)	\$80.00	\$50.00	\$0.00	\$80.16	\$0.00	\$131.77	\$0.00	\$0.00	-\$20.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Supplies	\$244.82	\$118.83	\$196.13	\$378.99	\$95.00	\$386.74	\$281.59	\$123.46	\$147.56	\$200.00	\$200.00	\$200.00	\$200.00
Other Consulting Fees	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$300.00	\$0.00	\$0.00	\$0.00
Postage & Shipping	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$20.00	\$20.00	\$20.00	\$0.00
PAYG Withholding Payable	-\$3,346.00	\$4,454.00	-\$2,440.00	\$4,378.00	-\$5,342.00	\$6,602.00	-\$3,760.00	-\$1,894.01	\$5,294.01	\$0.00	\$0.00	\$0.00	\$0.00
Recruitment Expenses	\$0.00	\$570.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rounding	\$0.15	-\$0.05	\$0.00	\$0.00	\$0.68	\$3.63	\$0.00	\$0.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Site Attendant's Fee	\$960.00	\$1,920.00	\$1,600.00	\$1,280.00	\$320.00	\$1,600.00	\$2,240.00	\$1,360.00	\$1,800.00	\$1,600.00	\$1,600.00	\$1,800.00	\$1,960.00
Site Consumables	\$29.02	\$317.00	\$147.02	\$156.97	\$0.00	\$53.54	\$123.24	\$25.97	\$0.00	\$60.00	\$130.00	\$600.00	\$30.00
Site Equipment Hire	\$1,290.04	\$1,219.48	\$885.55	\$1,180.20	\$472.08	\$1,363.89	\$1,625.04	\$967.63	\$967.64	\$1,100.00	\$600.00	\$900.00	\$1,000.00
Site Licence Fees Rent	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,000.00	\$14,350.00	\$14,350.00	\$14,350.00	\$14,250.00	\$14,250.00	\$14,250.00	\$14,250.00
Software Licence Fees	\$145.45	\$145.45	\$489.99	\$385.45	\$386.80	\$457.14	\$646.44	\$521.32	\$385.45	\$550.00	\$600.00	\$550.00	\$500.00
Staff Amenities	\$18.65	\$86.00	-\$1.48	\$56.83	\$24.06	\$28.29	\$18.54	\$58.69	\$38.38	\$106.00	\$106.00	\$106.00	\$114.00
Staff Training	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$45.45	\$0.00	\$0.00	\$0.00	\$0.00
Superannuation	\$1,791.54	\$1,859.35	\$1,312.96	\$1,375.02	\$2,935.64	\$1,840.26	\$1,812.60	\$1,911.02	\$1,977.45	\$2,954.00	\$2,321.00	\$2,950.00	\$2,280.00
Superannuation Payable	\$4,844.02	-\$1,859.35	-\$1,312.96	\$3,588.83	-\$2,935.64	-\$1,840.26	\$4,338.32	-\$1,911.02	-\$1,977.45	\$0.00	\$0.00	\$0.00	\$0.00
Telephone	\$525.44	\$531.90	\$213.54	\$337.23	\$371.99	\$558.24	\$377.75	\$375.13	\$374.13	\$475.00	\$475.00	\$475.00	\$475.00
Travel & Entertainment	\$0.00	\$80.41	\$0.00	\$110.21	\$46.13	\$0.00	\$0.00	\$7.27	\$14.55	\$100.00	\$100.00	\$100.00	\$100.00
Volunteer Expenses	\$217.90	\$329.23	\$72.33	\$312.67	\$99.77	\$292.03	\$187.94	\$118.78	\$129.23	\$416.00	\$416.00	\$416.00	\$424.00
Wages	\$18,544.34	\$28,306.88	\$13,854.02	\$13,984.73	\$29,591.20	\$19,067.10	\$19,484.00	\$19,344.70	\$20,204.46	\$29,454.00	\$23,198.00	\$29,591.00	\$22,768.00
Wages & Salaries - Annual Leave Movement	\$884.54	-\$7,815.45	\$1,071.56	\$835.91	-\$2,069.27	\$1,921.19	\$1,807.55	\$903.88	\$903.88	\$0.00	\$0.00	\$0.00	\$0.00
Wages Payable	\$0.00	\$0.01	\$0.00	\$0.00	\$0.00	\$0.00	-\$0.02	\$0.00	-\$0.94	\$0.00	\$0.00	\$0.00	\$0.00
Waste Management	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$36.19	\$2,703.29	\$0.00	\$501.45	\$500.00	\$500.00	\$500.00	\$500.00
Workcover Levy	-\$37.95	\$0.00	\$0.00	\$218.50	\$218.50	\$218.50	\$218.50	\$218.50	\$218.50	\$295.00	\$232.00	\$295.00	\$232.00
<b>Total Operating Expenses</b>	<b>\$51,893.52</b>	<b>\$50,115.29</b>	<b>\$37,735.09</b>	<b>\$58,301.47</b>	<b>\$51,575.71</b>	<b>\$60,872.21</b>	<b>\$52,328.43</b>	<b>\$42,390.13</b>	<b>\$53,711.94</b>	<b>\$68,528.00</b>	<b>\$56,802.00</b>	<b>\$63,171.00</b>	<b>\$65,330.00</b>
<b>Total Expenses</b>	<b>\$51,893.52</b>	<b>\$50,115.29</b>	<b>\$37,735.09</b>	<b>\$58,301.47</b>	<b>\$51,575.71</b>	<b>\$60,872.21</b>	<b>\$52,328.43</b>	<b>\$42,390.13</b>	<b>\$53,711.94</b>	<b>\$68,528.00</b>	<b>\$56,802.00</b>	<b>\$63,171.00</b>	<b>\$65,330.00</b>
<b>Net Operating Surplus (Deficit)</b>	<b>-\$3,098.01</b>	<b>-\$10,577.96</b>	<b>\$12,258.80</b>	<b>\$5,926.77</b>	<b>\$35,549.80</b>	<b>\$10,790.57</b>	<b>\$96,239.45</b>	<b>\$15,823.49</b>	<b>-\$24,283.33</b>	<b>-\$14,469.00</b>	<b>-\$7,593.32</b>	<b>-\$9,111.00</b>	<b>-\$14,978.00</b>
<b>Plus Non Operating Movements</b>													
Furniture & Fixtures at Cost	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-\$3,763.64	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Prepayments	\$0.00	\$0.00	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$539.22	\$0.00	\$0.00	\$0.00	\$0.00
Provision for Annual Leave	\$884.54	-\$7,815.45	\$1,071.56	\$835.91	-\$2,069.27	\$1,921.19	\$1,807.55	\$903.88	\$903.88	\$0.00	\$0.00	\$0.00	\$0.00
Suspense	\$0.00	\$0.00	\$0.00	-\$41.05	-\$46.50	-\$804.55	\$0.00	\$1,183.00	-\$28.40	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Non Operating Movements</b>	<b>\$884.54</b>	<b>-\$7,815.45</b>	<b>\$1,610.78</b>	<b>\$1,334.08</b>	<b>-\$1,576.55</b>	<b>\$1,655.86</b>	<b>-\$1,416.87</b>	<b>\$2,626.10</b>	<b>\$1,414.70</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>GST Movements</b>													
GST Inputs	-\$2,909.94	-\$9,256.14	-\$2,552.18	-\$3,344.37	-\$2,945.35	-\$9,784.99	-\$3,703.39	\$7,045.89	\$5,216.00	-\$3,755.10	-\$3,216.60	-\$3,105.00	-\$4,033.00
GST Outputs	\$5,050.02	\$4,141.82	\$5,240.38	\$6,452.59	\$9,034.44	\$7,770.46	\$16,149.49	-\$9,311.80	-\$9,753.44	\$5,646.60	\$6,408.60	\$5,524.60	\$5,120.40
<b>Net GST Movements</b>	<b>\$2,140.08</b>	<b>-\$5,114.32</b>	<b>\$2,688.20</b>	<b>\$3,108.22</b>	<b>\$6,089.09</b>	<b>-\$2,014.53</b>	<b>\$12,446.10</b>	<b>-\$2,265.91</b>	<b>-\$4,537.44</b>	<b>\$1,891.50</b>	<b>\$3,192.00</b>	<b>\$2,419.60</b>	<b>\$1,087.40</b>
<b>Foreign Currency Gains and Losses</b>													
Realised Currency Gains	\$0.00	-\$0.03	\$0.00	\$0.00	\$0.00	-\$1.61	-\$36.14	-\$1.76	-\$1.86	\$0.00	\$0.00	\$0.00	\$0.00
<b>Total Foreign Currency Gains and Losses</b>	<b>\$0.00</b>	<b>-\$0.03</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>-\$1.61</b>	<b>-\$36.14</b>	<b>-\$1.76</b>	<b>-\$1.86</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Summary</b>													
Opening Balance	\$422,111.73	\$421,795.34	\$398,479.98	\$417,132.70	\$427,239.67	\$468,015.86	\$478,325.05	\$584,931.14	\$597,055.11	\$597,055.11	\$569,802.43	\$565,401.11	\$558,709.71
Opening Balance Adjustment	-\$243.00	\$192.40	\$2,114.99	-\$262.10	\$713.85	-\$121.10	-\$626.45	-\$4,057.95	\$155.25	\$155.25	\$0.00	\$0.00	\$0.00
Plus Net Cash Movement	-\$73.39	-\$23,507.76	\$16,537.73	\$10,369.07	\$40,062.34	\$10,430.29	\$107,232.54	\$16,181.92	-\$27,407.93	-\$27,407.93	-\$4,401.32	-\$6,691.40	-\$13,890.60
Closing Balance	\$421,795.34	\$398,479.98	\$417,132.70	\$427,239.67	\$468,015.86	\$478,325.05	\$584,931.14	\$597,055.11	\$569,802.43	\$569,802.43	\$565,401.11	\$558,709.71	\$544,819.11



# Liquidity Report

Adelaide Showground Farmers Market  
As at 31 March 2022

## Reserve Policy Calculation

### Financial Instruments

Adel Show Farmers Market Inc	64,039.60
Bendigo - Business Account	491,104.30
Cash Management Account	14,108.08
Petty Cash	550.45
<b>Total</b>	<b>569,802.43</b>

### Reserves Figures

Operating Costs (Three months)	(152,740.88)
Current Leave Liabilities	(33,559.05)
GST	(15,209.11)
One Quarter Annual Subs	111,092.21
<b>Total</b>	<b>(90,416.83)</b>

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<b>Net Reserve Surplus/(Deficit)</b>	<b>479,385.60</b>
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This report has been prepared in conjunction with the Adelaide Farmers' Market Reserves Policy.  
The purpose of this report is to provide board and committee members with an understanding of the organisations position to remain solvent should the market be unable to operate.  
Reserve figures have been calculated using the data figures from the previous quarter.

## Liquidity Ratios

### Working Capital Ratio

Current Assets	586,485.44
Current Liability + Leave Provision	89,811.22
<b>Ratio</b>	<b>6.53</b>

The working capital ratio is used to assess how quickly your business can convert assets into cash for the purpose of paying current liabilities.

### Quick Ratio

Current Assets	586,485.44
Current Liability + Leave Provision	89,811.22
Petty Cash	550.45
Clearing Accounts	(266.53)
Inventory	10,758.03
<b>Total</b>	<b>5.82</b>

This ratio is used to provide a more conservative measure of the liquidity of the business. Generally a ratio of 1:1 means there is no working capital left after paying your bills.

This ratio excludes inventory, petty cash and clearing accounts as it can be considered slow moving and not easily recoverable.

## ASFM RISK REGISTER

Likelihood	Almost certain					
	Likely					
	Possible					
	Unlikely					
	Remote					
		Insignificant	Minor	Moderate	Significant	Major
Consequence						

Changes Made	Category	RISK	LIKELIHOOD OF OCCURRING	CONSEQUENCE OF RISK	EXISTING RISK CONTROLS	ADDITIONAL RISK REDUCTION MEASURES	WHO IS RESPONSIBLE	REPORT TO
Down Graded	Operational	Manual handling	Likely	Significant	Lifting appropriately and using appropriate equipment	Staff training and WH&S manual	All staff	EO
Down Graded	Operational	Slips, trips and Falls	Likely	Significant	Having a clear floor and workspace, covering cords and reporting any hazards	Staff training and WH&S manual	All Staff	EO
	Environmental	Stallholder Numbers	Likely	Significant	Licence agreements	Ongoing sourcing	MOM and EO	Committee
	Financial	Float checks	Likely	Moderate	Checked on Friday afternoon pre market and checked on Tuesday post market. Check by two staff members	Locked Cash box	MOM	EO
	Financial	Credit card identity theft from membership sales hub	Possible	Major	Signage highlighting protecting your details	Wording on Credit Card page to highlight risks	MCM	EO
	Reputational	Data breach on website	Possible	Major	SSL certificate, Woo Commerce & Mailchimp security systems	High Level Password Management	MCM	EO
	Reputational	Data protection error eg Unsubscribed List name contacted	Possible	Significant	Mailchimp list security segmentation	Clear opt out wording to cover operational emails, CRM System would add further security	MCM	EO
	Reputational	Libellous Social Media Comments or Reviews	Possible	Significant	SOP for response,	R&R regarding stallholder behaviour	MCM	EO
	Financial	Online Membership system fails at Market	Possible	Significant	Contact number noted manually	Backup manual system	MCM	EO
	Environmental	Vermin Infestation	Possible	Significant	RA&HS set bait traps	Stallholder Rules & Responsibilities - Stallholders must maintain their Stall and Site in a clean and sanitary manner	RA&HS	MOM RA&HS
	Financial	Website Automatic payment Renewals	Unlikely	Significant	WhooCommerce	Eway/Free range Futures	MCO	EO/Treasurer
	Operational	Onsite Damage/Injury by temporary structures - Marquees, Umbrellas	Unlikely	Significant	Stallholder Rules & Responsibilities - compulsory tent weights (outside sites)	Sunday market assesment by MOM. Monitor windy conditions	Stallholders, MOM	MOM EO
	Operational	Traffic Congestion	Likely	Minor	Traffic flow managed by Pinnacle staff	Appropriate traffic signage and barricades	Pinnacle RA&HS	MOM RA&HS
	Operational	Animals/Pets onsite	Possible	Moderate	Signage at entrances	Pooch Parking facilities	MOM	MOM EO
	Operational	Allergic reaction in Kids' Club	Remote	Major	Weekly allergen signage, Allergen alert under demonstrator's ingredient list	Indemity signed by all parents	MCM	EO

Combined	Operational	Allergic reaction in Kitchen	Remote	Significant	Stallholder Rules & Responsibilities - Adequate product labelling and packaging	Trained St Johns First Aid	MOM, Stallholders	MOM EO
	Operational	ASFM Cash Theft - Pavilion	Remote	Significant	Electronic cash register with closed draw. Excess cash placed securely in Pavilion Safe	Information stand always staffed & staff have updated police clearances.	MOM	EO
	Operational	ASFM Cash Theft - Transfer pre & post market day	Remote	Significant	Two people to accompany cash box to and from office	Regular clearings of money into safe	MOM, Info stand, staff	MOM EO
Removed	Operational	Busking Injury	Remote	Minor	Busking Indemnity	Buskers are to register prior to busking	MOM, Admin	MOM EO Admin
Removed	Reputational	Cooking demonstrator doesn't attend	Remote	Minor	Backup demonstrator eg EO	Standby activity planned	MCM	EO
Removed	Operational	Dog Bite	Remote	Significant	Experienced ,dog aware volunteers	Screen and assess dogs at Pooch Parking	MOM, Pooch Parking, Volunteers	MOM EO
	Operational	Electrical Shock	Remote	Significant	Compulsory Safety Power Centres, Distribution boards with safety switches	Annual test & tag of all electrical equipment. Wet weather cables covers (outside stalls)	MOM, RA&HS Accredited Electrician	MOM RA&HS
Updated	Financial	Errors with Credit card use	Remote	Minor	Financial Delegations Policy	Separate account for the credit card. Signed off by Treasurer	EO	Treasurer
Updated	Operational	Fire on Site	Remote	Significant	Adequate and appropriate fire extinguishers on site	Stallholders have own fire extinguishers and fire blankets. Trained fire warden on site	MOM, Stallholders, RA&HS	MOM RA&HS
	Reputational	Food Fraud	Remote	Significant	Producer Guarantee Paperwork, APPENDIX A – ALLOWABLE PRODUCT POLICY, Site Visits for verification	Seasonal Assessment on market day	MOM	MOM EO
Removed, now covered elsewhere	Operational	Food poisoning from Kids' Club	Remote	Major	Handwashing, Documented SOP, Food hygiene standards	Utensils sanitised pre use	MCM	EO and MOM
	Reputational	Food Recall	Remote	Significant	Recall Procedure & SOP	Media policy	Stallholders, MOM, Marketing	MOM EO
	Operational	Forklift Operator does not attend	Remote	Minor	Pinnacle Supervisor would manage and Venue management	Operations Manager has Forklift Licence	Pinnacle, MOM	MOM EO Pinnacle
	Operational	Gas Bottles	Remote	Significant	Stallholder Rules & Responsibilities - Cooking EQUIPMENT AND FIRE SAFETY	Gas cannot be stored on site. Gas cannot be used inside pavilion without RA&HS permission	Stallholders, MOM	MOM EO
Removed	Financial	GST Obligations	Remote	Moderate	Payment controls	Engagement of outside expertise where necessary	AO and Accountant	EO
	Financial	Inadequate Existing IT or Accounting Systems	Remote	Minor	Frequent updating of software using specialist IT Support	Budget Allowances	AO	EO
Removed	Financial	Incorrect entry of invoices and receipts in Xero	Remote	Moderate	Invoices uploaded to system. Payment preapproved	One person enters another approves	AO and EO	EO
	Financial	Incorrect Payments via bank (bills and wages)	Remote	Moderate	Financial Delegations policy	Two authorisation	AO and EO	Treasurer
	Operational	Injury - lifting heavy equipment	Remote	Significant	Lifting Procedure with signage	Sack truck, pallet jack and forklift available on site. MOM to wear correct PPE	MOM, Staff, Stallholders	MOM EO

	Reputational	Kids Club provider doesn't attend	Remote	Minor	Back up activity on standby	More than one staff member aware of back up activities	MCM	EO
	Reputational	Kids' Club provider compromised	Remote	Major	Working with Children check for all volunteers and staff,	References and research	MCM	EO
	Operational	Major Incident	Remote	Major	Emergency Evacuation Plan Stallholder & Staff Induction	Loud speaker announcement, Marked exits signs, St Johns	MOM, Stallholders, Staff, Volunteers	MOM EO RA&HS SAPOL
	Operational	Missing Child	Remote	Major	Missing child procedure,	Notice 'children remain their parents' responsibility at all times.'	MCM	EO
	Reputational	Negative Press Coverage	Remote	Significant	SOP for response, Stallholder R&R regarding bringing the market into disrepute	Refer to food recall media strategy	MCM	EO
Removed	Financial	Not complying with accounting standards & other regulations	Remote	Moderate	Interim reporting in accrual format.	Continual training of the new standards and procedures	The EO and AO	Treasurer
	Operational	Occupational violence in the office	Remote	Moderate	Open management and a HR Subcommittee for reporting	Policies put into place about occupational violence and staff training regularly	All Staff	HR Committee
Removed	Operational	On Selling of product	Remote	Significant	Compulsory Site Visits	Seasonal Assesment on market day	MOM	MOM EO
	Operational	Pet Theft	Remote	Significant	Fully staffed pooch parking facilities	Owner sign in and sign out register, signage	MOM, Pooch Parking, Volunteers	MOM EO
	Financial	Poor budget control	Remote	Significant	Staff expertise suitably qualified in budget management	Timeliness of completion	The EO and AO	Treasurer
	Operational	Poor lighting	Remote	Moderate	Office maintenance.	Remote work access if necessary	All staff	EO
Removed	Financial	Poor quality financial statements & supporting work papers	Remote	Significant	Reconciliation & ledger control framework in place, specialist advice.	Frequent training	The EO and AO	Treasurer
Removed	Operational	Power Outage - Office	Remote	Moderate	Cloud access to files and email. Remote access possible	Access to alternate space or work from home.	All staff	EO
	Operational	Special Groups - Elderly Disabled Injury	Remote	Moderate	Multiple disabled parking spaces Wheel chair friendly toilets	Level/flat ground	MOM	MOM EO
	Operational	Staff no show on Sunday	Remote	Minor	have a standby person rostered for the month	Have volunteers and staff multi task trained	AO and MOM	EO
	operational	Stallholder Equipment Damage by ASFM	Remote	Minor	Equipment stored in locked premises	STALLHOLDER LICENCE - 4 DISCLAIMER OF LIABILITY AND INDEMNITY Licensd Forklift Drivers to relocate equipment	MOM, Pinnacle	EO
	Operational	Stallholder Equipment Damage/Theft	Remote	Minor	Equipment stored in locked premises	STALLHOLDER LICENCE - 4 DISCLAIMER OF LIABILITY AND INDEMNITY	Stallholders, MOM,	EO
	Financial	Tax obligations	Remote	Significant	Proper staff training. Hood Sweeney handling	Engagement of outside expertise where necessary	AO and Accountant	Treasurer
	Operational	Team members leave or become sick	Remote	Moderate	All staff are trained in basic aspects of the office.	Job manuals updated.	All staff	Chair
Removed	Operational	Toilets - Blocked, Hazards	Remote	Minor	Regular inspections by Adelaide Green Clean	Signage (Slippery When Wet) Access to main water valve	Adelaide Green Clean, RA&HS	MOM RA&HS
Removed	Operational	Uncollected Waste/Rubbish	Remote	Minor	Contract with Suez for weekly waste disposal	RA&HS	RA&HS	MOM RA&HS

	Operational	Vegan/Environmental Protestors	Remote	Moderate	No campaigning rule, Close monitoring	Follow SOP	MOM	EO and MCM
Upgraded	Environmental	Work-related stress	Remote	Moderate	Asking for assistance and taking leave when required	Policies put into place about mental health and stress leave	All Staff	Chair
Removed	Financial	Xero outage	Remote	Significant	IT disaster recovery, back up procedures & recovery, specialist advice	Cloud back up system	The EO and AO	Treasurer
	Operational	Extreme weather condntions	Unlikely	Moderate	Monitoring of weather conditions prior to market day	Extreme Weather Policy, free sunscreen, free water station	MOM	MOM EO
Removed	Operational	Onsite Tripping Hazards	Unlikely	Moderate	Stallholder Self Assesment of own equipment, RA&HS conduct maintenance of bitumen etc	Weekly market assessment by MOM	Stallholders, MOM, RA&HS	MOM EO RA&HS
	Operational	Power Outage - Market Day	Unlikely	Moderate	RA&HS onsite electrician	Close early if outage is prolonged	MOM, RA&HS Accredited Electrician	MOM RA&HS
	Operational	Vehicles Driving Onsite	Unlikely	Moderate	Stallholder Rules & Responsibilites - no vehicle movemnet during market trading hours	Offical opening and closing of the market with ringing of bell. Signage at entrances	MOM, Pinnacle	MOM EO Pinnacle
Removed	Operational	Wifi outage at market	Unlikely	Moderate	Ethernet cables available	Alternative ASFM Wifi available. Mobile wifi broadband dongle	MCM	Provider and EO
	Operational	Stallholder Site Licence Agreements	Remote	Significant	Renewal period	Deadline	EO and Committee	Committee
	Financial	Covid - Market Closure - Membership refunds	Possible	Significant	Keeping market open	Media response to supporting restart - Terms and Conditions of Purchase	EO and Committee	Committee
	Financial	Covid - Market Closure - Carpark refunds	Possible	Significant	Keeping market open	Terms and Conditions of Purchase	EO and Committee	Committee
Downgraded	Operational	Carpark increase from RAH	Almost Certain	Significant	Lease agreement	Negotiation with RAH	Committee	Committee
	Financial	Membership Fee Refunds	Possible	Significant	Preparing PR to appeal to members	2021 Membership criteria updated to have a refund clause	EO and Committee	Committee
	Financial	Carpark Refunds	Possible	Minor	Directed to RAHS	Not needed	EO and Committee	Committee
	Operational	Covid -19 Infection	Possible	Significant	Back up plans in place for staffing	Drafting SOPs	EO	Committee
	Operational	FruitFly Infestation of produce	Unlikely	Significant	Stallholder prevention inplace following PIRSA Guidelines	Social Media education and reassurance	EO and MOM	Committee
	Financial	FruitFly Outbreak - stallholder reduction	Almost Certain	Moderate	Sourcing and onboarding of new stallholders	Increase the supply of produce by stallholders not affected	EO and MOM	Committee
	Operational/Financial	Covid Infection of Staff/Volunteers	Possible	Moderate	Controlled social distancing in office, rolling working from home in place	Back up staff/role swapping in place for short term absences	EO	Committee

# Customer Survey December 2017 Report

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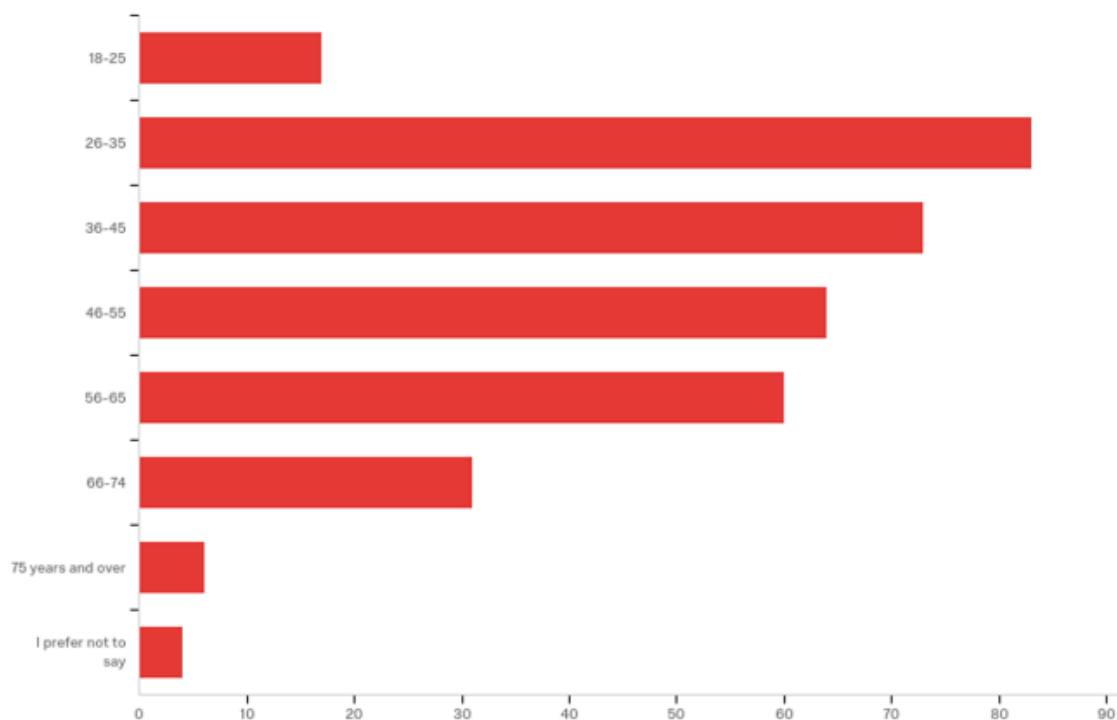
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## Participation Numbers and Respondent Profiles

There were 389 respondents to this online survey distributed via the eNewsletter and Facebook. 85% of respondents were female. 61% of respondents were current market members.

- Many of the questions were repeated from a survey undertaken in **June 2012** which was completed online by just over 1,000 market customers
- In addition, in **2015** a survey was undertaken between July and September online via the eNewsletter and via paper surveys at the markets. A total of 495 people completed this survey

**Age of Respondents** - The average age of a typical ASFM customer appears to be increasing, with a growth in respondents over 66 years since the 2012 survey from 5.1% to 10.95% (see Appendix 1). However, the largest single group of respondents remained the 26-35 year age group.

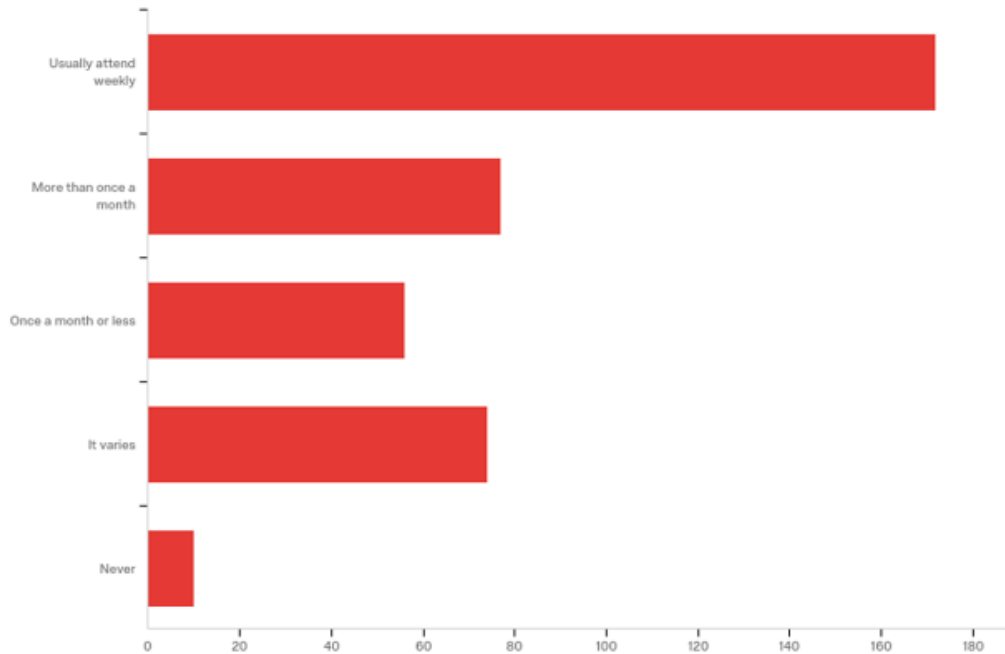


**Household income of Respondents** – 23.96% of customers preferred not to provide this information but from those answering it showed that the income of the largest group of respondents remained at \$60k to \$100k. There was a reduction in households with income under \$60k from 25% to 21.4% and a reduction in households reporting that their earnings were over \$100k (see Appendix 2).

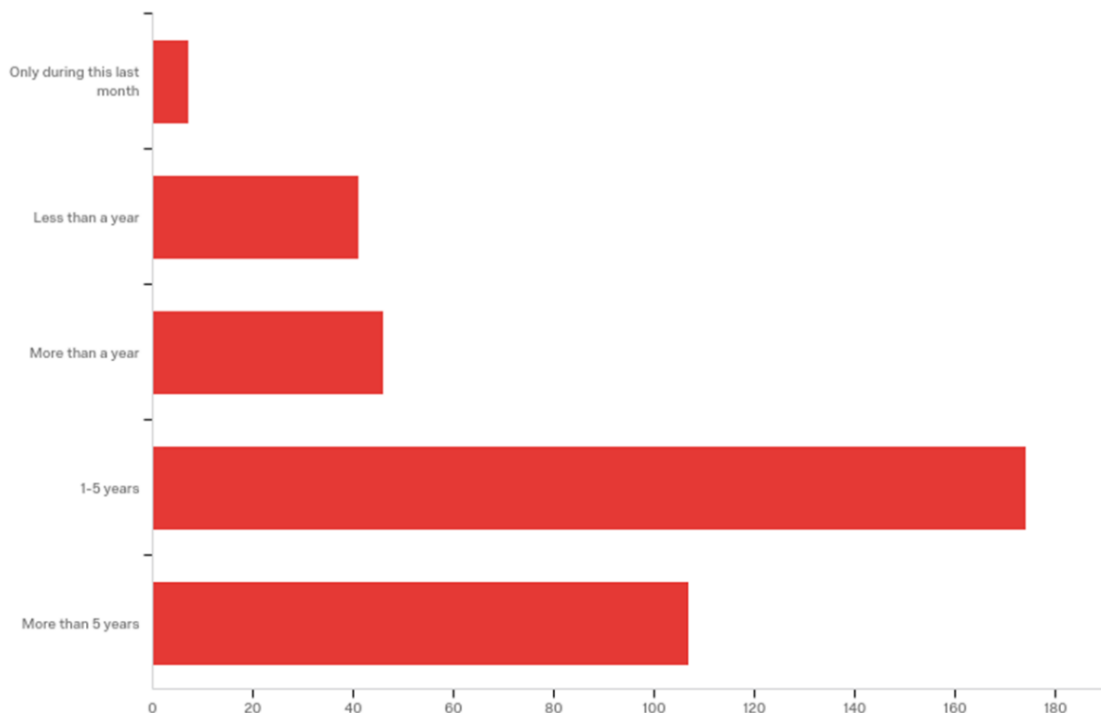
**Household size** – Over 52% of respondents had a household of 1-2 people and over 38% had a household of 3-4 people. These responses remained consistent in the 2017 survey when compared to the results of the 2012 survey. There was a reduction in households with over 5 people (see Appendix 3).

## Market Visitation

Although the majority of respondents attend the market weekly, the percentage of regular shoppers to the market since the 2012 survey has reduced. Responses in the 2017 survey against the 2012 survey saw a fall from 54% down to 44% attending weekly, and 25% down to 20% attending fortnightly or more than once a month. Monthly visitation increased from 7% to 14% and 19% of respondents reported that their attendance varies (see Appendix 4).



**Customer loyalty** – The 2017 has shown an increase in customers who have been attending the market for more than 5 years from 22% to 28%, and a decrease from 18% to 12% of customers who started attending the market in only the last year (see Appendix 5).

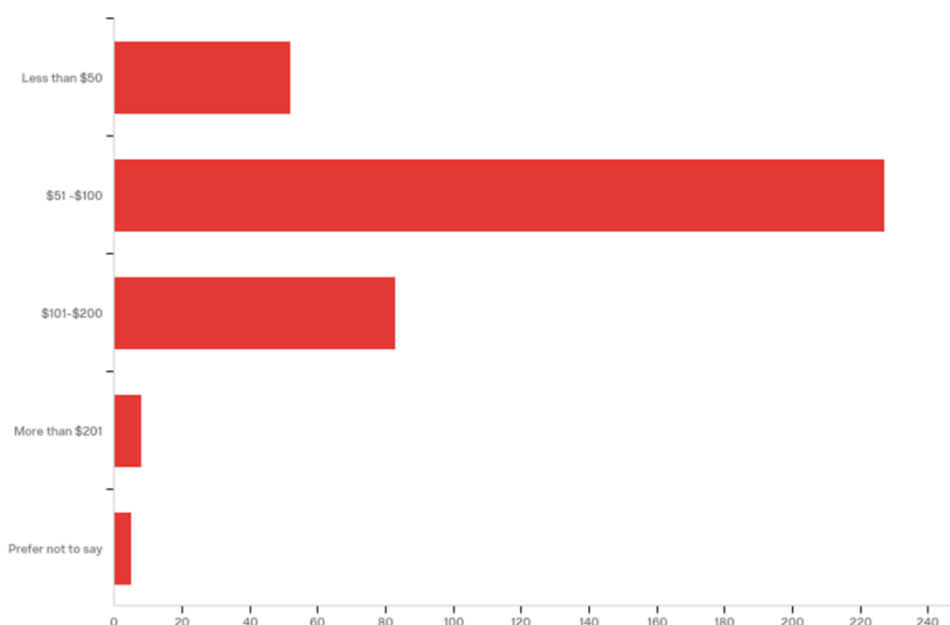




**Length of time spent at the market** - There has not been any significant change in the length of time that customers spend at the market with over 63% reporting that their average visit is 45 mins - 1 ½ hrs (see Appendix 6).

## Market Shopping Habits

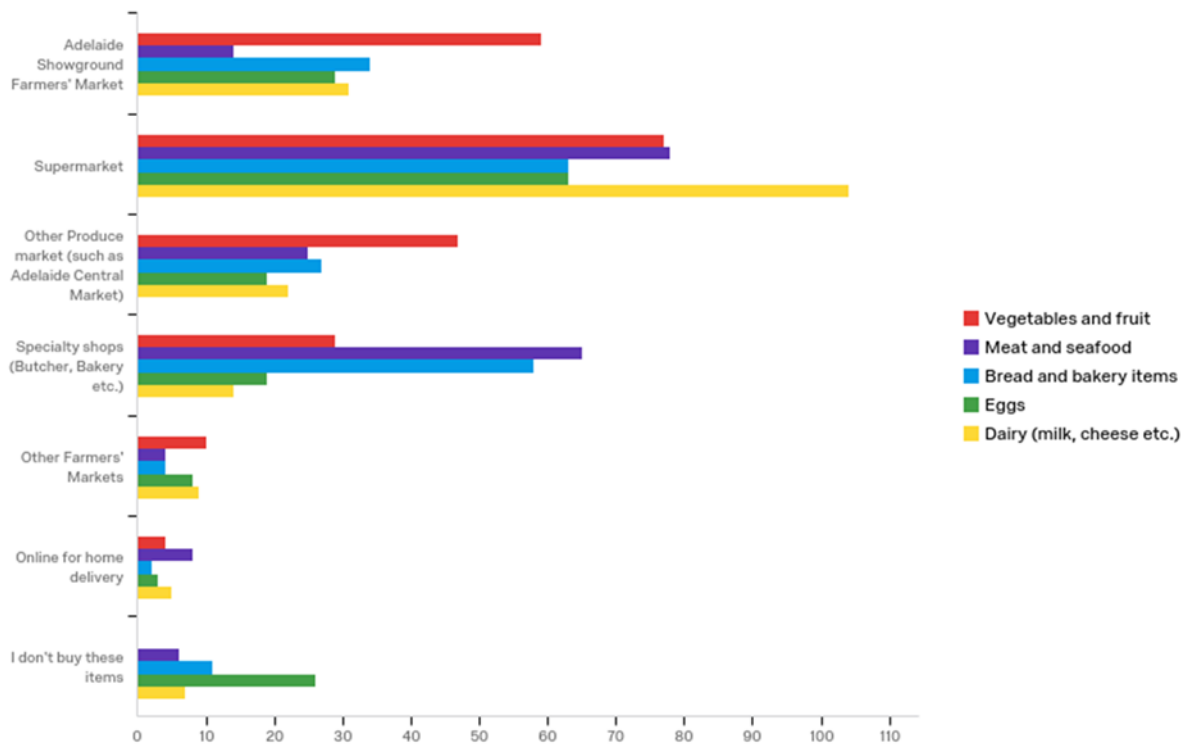
**Average spend at the market** – The average spend at the market has increased since 2012. There was a significant reported reduction in spending less than \$50 from 33% to 13%. The majority of customers reported that their average spend is \$51 to \$100 per visit (up from 48% to 60%) and there was also an increase in spend over \$101 from 18% to 24% of customers (see Appendix 7).



Respondents were asked where they buy the majority of fresh food products (see Appendix 8). The most popular items to purchase at the ASFM were vegetables and fruit (26%), eggs (17%), bread and bakery items (17%), and dairy (milk, cheese etc) at 16%. Only 7% of respondents reported that they purchase meat and seafood at the ASFM.

For all product categories, supermarkets were the most popular location overall, although speciality shops (butcher, bakery) was the second most popular place for purchase. Other produce markets (such as Adelaide Central Market) accounted for 20% of purchases of vegetables and fruit, but less 14% for all other fresh food categories.

Food item	ASFM	Supermarket	Other Produce market (such as Adelaide Central Market)	Specialty shops (Butcher, Bakery etc.)	Other Farmers' Markets	Online for home delivery	I don't buy these items	Total
Vegetables and fruit	26.11%	34.07%	20.80%	12.83%	4.42%	1.77%	0.00%	226
Meat and seafood	7.00%	39.00%	12.50%	32.50%	2.00%	4.00%	3.00%	200
Bread and bakery items	17.09%	31.66%	13.57%	29.15%	2.01%	1.01%	5.53%	199
Eggs	17.37%	37.72%	11.38%	11.38%	4.79%	1.80%	15.57%	167
Dairy (milk, cheese etc.)	16.15%	54.17%	11.46%	7.29%	4.69%	2.60%	3.65%	192



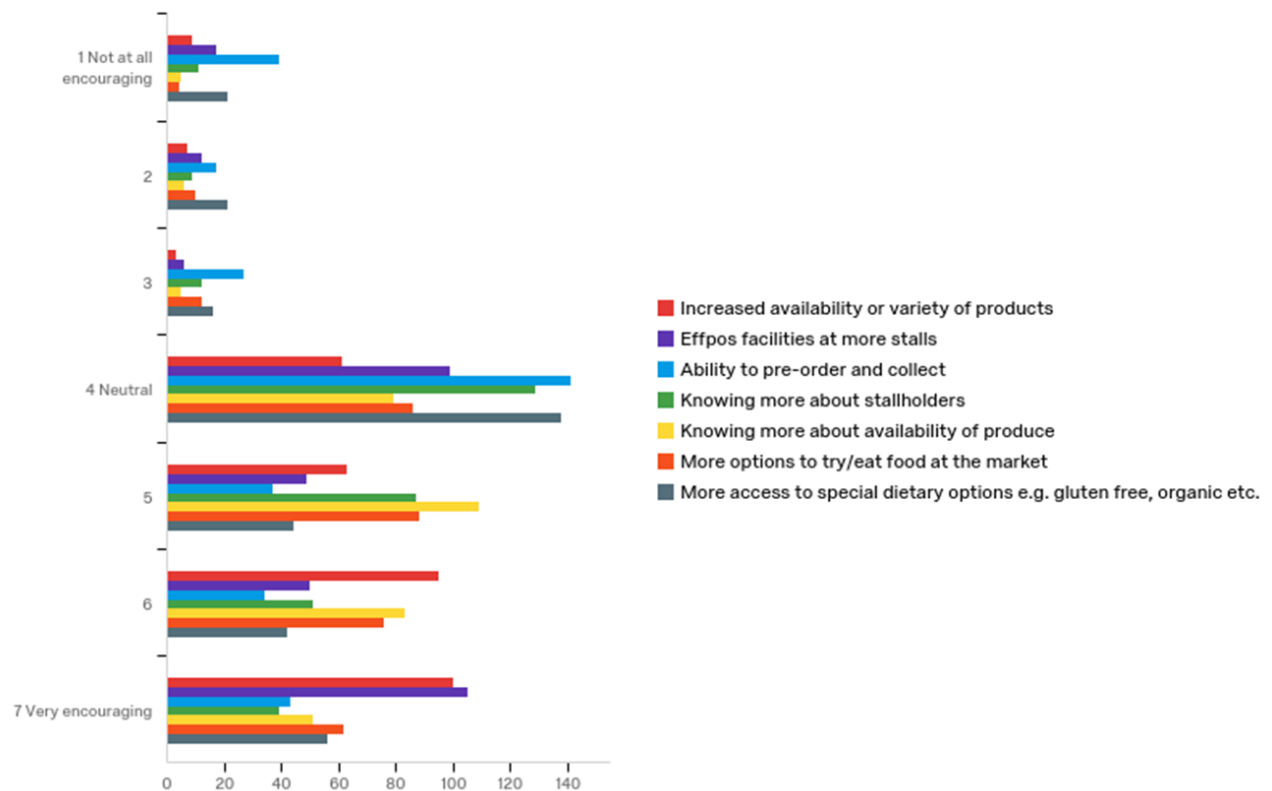
Seven ideas from the Membership and Sponsorship Sub-Committee were put to respondents who were asked which factors could encourage them to purchase more products at the Adelaide Showground Farmers' Market. Respondents were asked to rate their response on a scale of 1 to 7 Where 1 is not at all encouraging, 4 is neutral, 5 and 6 are encouraging and 7 is very encouraging.

Respondents providing a positive response (selecting a rating of 5, 6 or 7) included:

- 258 selecting 'Increased availability or variety of products';
- 243 selecting 'knowing more about availability of produce';
- 226 selecting 'more options to try/eat food at the market';
- 204 selecting 'EFTPOS facilities at more stalls';
- 177 selecting 'knowing more about stallholders'
- 142 selecting 'more access to special dietary options', and
- 114 selecting 'ability to pre-order and collect'

as factors that would encourage them to spend more at the market.

This included 105 respondents who identified that 'EFTPOS facilities at more stalls'; 100 respondents who identified that 'Increased availability or variety of products' and 62 respondents who identified that 'more options to try/eat food at the market' would be VERY encouraging for them to spend more money at the market.



Key themes in the additional feedback received are reflected in the comments below:

- *The ability to talk with the grower, to buy pesticide free food and foremost the freshness of the food is second to none*
- *Great set up and fantastic to be able to get things direct from the growers.*
- *The current selection of produce is good and quite varied. I appreciate the seasonality!*
- *What I buy depends on availability, weather & price. If some produce is going to be significantly cheaper in a supermarket or specialty store I will buy there due to budgeting. If the weather is extreme it also restricts my ability to attend;*
- *More organic /pesticide free / more gluten free / vegan / paleo / non-dairy options*
- *Frustrating with the lengthy queues at some stalls which gets worse with the increasing numbers frequenting the markets. More stall holders will be needed to cater for the number of shoppers.*
- *We only really buy pantry items at the supermarket - so from our point of view we can't really spend more at the market on produce. However, we always go out for breakfast or lunch after the market, so would spend more money at the market if there was more food stalls that changed regularly.*
- *More hot food/indoor seating would be welcome.*
- *If the market would go plastic free and encourage people to bring their own containers along each week.*
- *Eftpos availability would influence the time and money I spend a lot. It would just make it a lot easier than juggling cash and coins.*
- *It would be good to purchase everything then have it delivered*
- *More information on the stallholders produce, how its grown, where and with what*
- *More info on when stall holders are at the market... especially fortnightly rotations*

## Market Membership

61% of respondents were current market members.

Of the 39% of respondents who aren't current market members, they were asked if they had been a member in the past and 32% reported that they had previously been a member.

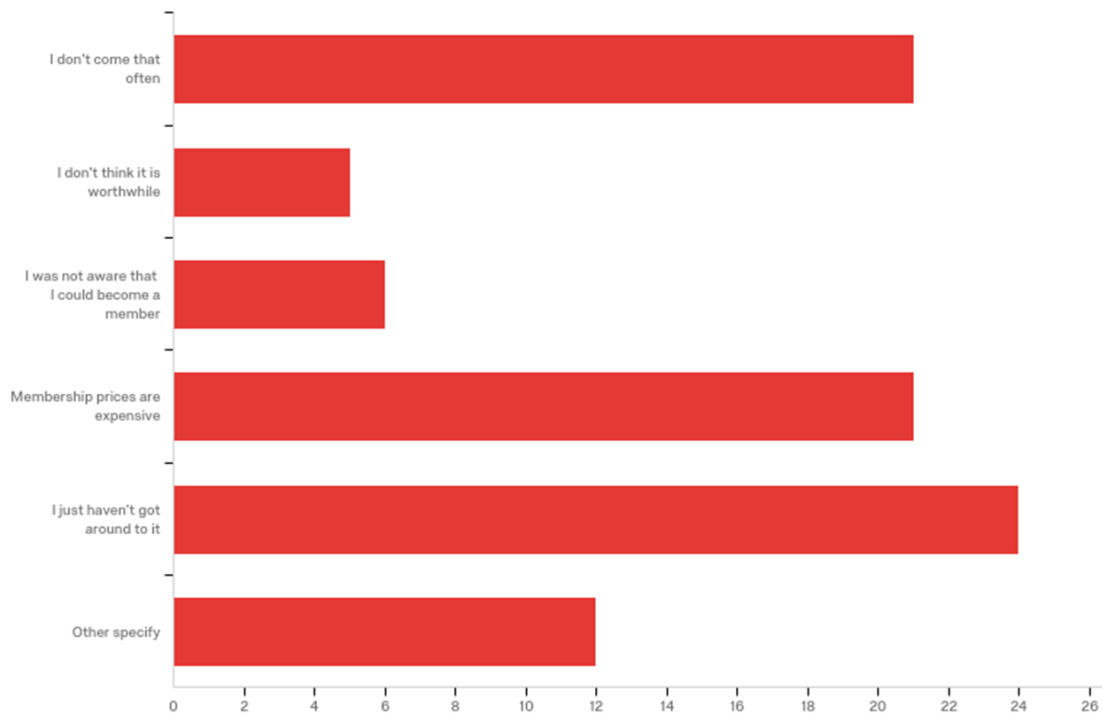
Reasons for not renewing:

- 45% reported that their reason for not renewing membership was that they don't come as often as they used to;
- 18% selected membership prices are expensive as the reason.

Additional answers provided included 2 people who indicated that they would rather pay the extra money to vendors and people who have moved.

For the respondents who HAVE NOT been a member in the past, the most common reasons selected for not becoming a member were:

- they haven't got around to it (26%);
- they don't come that often (23%); and
- membership prices are too expensive (23%).



Respondents were asked to indicate how likely they were to recommend the Adelaide Showground Farmers Market Membership to others, on a scale of 0-10, where 0 is not at all likely to recommend, 5 is neutral and 10 is very likely to recommend. 134 of 212 respondents answered 10 – that they were VERY likely to recommend and all 212 respondents answered 8 or above – indicating that they were likely to recommend market membership.

## Sponsorship

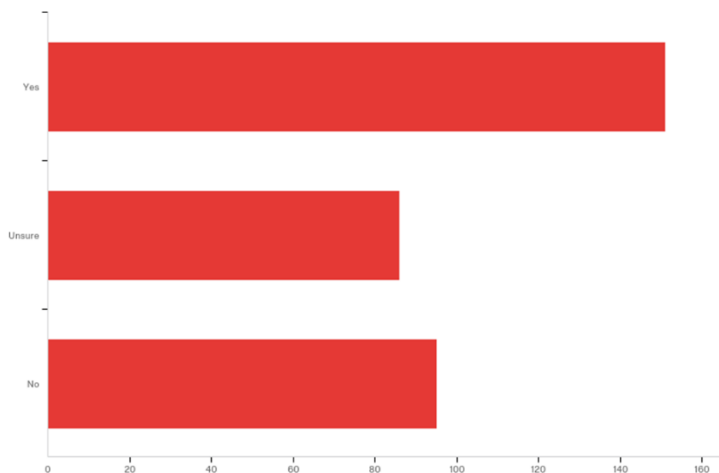
Respondents were asked if they would support sponsorship of the ASFM by a limited number of like-minded South Australian companies, with 48% answering yes, 46% unsure and only 4% answering no.

Answer	%	Count
Yes	48.80%	162
Unsure	46.39%	154
No	4.82%	16
Total	100%	332

Additional comments provided in answer to this question included a range of people expressing qualified support with many indicating that they would support only limited sponsorship with conditions:

- *Sponsorship is a great idea- and if this \$ can make it more sustainable- eg stop plastic bag use, increase education on waste disposal & what the market already does about this etc*
- *Green and clean, or socially and ethically just community types of organisations and businesses would feel right*
- *I would support possible sponsorship if the company had similar ethos and that there were no strings attached... except possible minor branding on ASFM promotional materials*
- *My opinion would depend on what companies would sponsor the market. I would support sponsors that are local South Australia businesses*
- *It would need to be structured so as not to allow the sponsors to have any undue influence*
- *Depends on the company, the product and what the sponsorship entails*
- *Would really depend on who they were and how many*
- *If done needs to be carefully done with clear and transparent set of criteria*
- *The words "like-minded South Australian companies" is tempting, but I am worried about a certain dependency which is very likely to creep in over time. I think the markets should be well-managed (as they currently are), but not be run business-style.*
- *Understand that sponsorship may support growth but would want reassurance that founding values and diversity of produce were upheld*
- *Sponsorship can cause concerns regarding neutrality and fairness. Whilst I appreciate that an effort would be made to only be sponsored by 'like-minded' South Australian companies, I would prefer to see this remain as a natural extension of the community.*
- *I would not want to see the market commercialised*

Respondents were also asked if they would be more likely to renew their market membership if offers from external sponsors or market partners were available (such as discounts from other local businesses). 45% answered yes, 26% were unsure and 28% answering no, as shown below:



Respondents were asked to provide any additional comments on if they would be more likely to renew their market membership if offers from external sponsors or market partners were available:

- *I think increased discounts to shops in the area would greatly increase my chance of buying a membership due to increased savings*
- *So long as they were ethical sponsors / food related / healthy*
- *I think if there was more add on benefits then the membership would be quite appealing, currently based on the amount I spend it is not worthwhile for me. I love the idea of membership supporting and benefiting other local businesses*
- *I have renewed in the past without the above incentive, however I think it would be a positive and welcome addition to membership*
- *Additional discounts would be great but more as a bonus, it does not influence me renewing my membership*
- *I am happy to support the vendors and happy with the members discount, and wouldn't need additional incentives*
- *Not if it increased the membership price*
- *I have been a member for many years and do not need anything further to encourage me to maintain my membership. As long as I am able to buy all my produce at the market I will be a member*
- *Need to focus on what the market does best - providing food direct from grower to consumer. I would not like to see the philosophy diluted by business interests.*
- *We are members because we support the concept of a farmers market not because of offers*
- *I am not a member yet, but these offers made by other organisations to which I belong have no influence on my membership choices*
- *That's not the reason I attend the Farmers Market. I attend for great produce and they have this!! Don't stray too much from the reason it was started and try to be something else.*

## Products, services or facilities that respondents think are missing from the market

Some items such as EFTPOS facilities, more hot food options, more shaded seating were raised multiple times here again but additional comments/suggestions included:

- *Shopping trolleys/baskets on wheels etc - usually I am by myself and it can be hard to carry everything at once or make regular trips back to the car.*
- *As I usually walk to and from the market, some form of delivery service would sometimes be handy.*
- *A parenting room and child minding (unsure if this is already available?). I know other people who don't attend the market now because of their children.*
- *Click and collect would be terrific for shoppers with young kids*
- *Some "pop up" restaurant type experiences*
- *Went to Manly market in Brisbane.. lots of produce and fresh food, intermingled with lots of food trucks, artisan wares eg timber cutting boards etc all locally sourced.*
- *Earlier opening time. Particularly during summer when it gets really hot. Plus more Wednesday twilight sessions.*
- *I would love the market to go waste free and have some alternatives to plastic bags and containers available for people to purchase and reuse.*
- *Encouragement for people to bring their own cup (less disposable cups)*
- *Parking, refrigerator service if wanting to stay for lunch.*

What does the market currently do well that we could better?

Communication:

- *Big visual map of stall locations at main entrance.*
- *More online presence - eg profile grower each fortnight/month to tell public what they do*
- *Notification of what's in season/available at the market every week... perhaps on social you could do a market update video (similar to what Woolies does)?*
- *The Facebook site is good but there could be more info on what produce is in season so we can make a shopping list before we go and make sure we take out enough cash.*
- *Could promote the seasonal produce for example, have something show casing that avocados have just come into season or stone fruits*
- *Having a downloadable map or something available on Facebook or the website with clearly marked stall holder locations, market sections, facilities etc.*
- *Newsletter with articles on the Producer /Stallholders. I occasionally go to the Mount Pleasant Farmers Market. Their newsletter comes out around Wednesday which gives me time to prepare menus for the coming week around the produce which is going to be on sale.*
- *Provide information about stall holders*

#### Activities:

- *Cooking sessions -could be more of them and hands on*
- *I love the gardening presentations on composting although it is hard to hear the presentations sometimes*
- *Kids entertainment is very nice, especially bouncy castle, animal visits - more often would be nice*
- *Cooking demonstrations and tastings are great...more of these please. Children's activities are great, more of these please. Sienna's little free library is fabulous*

#### Market Set Up:

- *The area is becoming too small, it's set out well but maybe moving to a bigger market hall within the showgrounds*
- *VIP access for members during busy times, like pre-Christmas*
- *I think that queue management could be improved at certain points, especially around the popular outdoor stalls.*
- *The seating areas have improved for eating but there could still be more tables and more shade.*

#### Other:

- *The food is great there but more choices for people with food allergies and intolerances would be great. Also more signage to make it easier for people who have allergies/intolerances to see what they can eat.*
- *Does fruit & veg well. Could improve quick/ready to eat options*
- *I love that you allow the Big Issue a space at the market however so many locals have no idea what it is! Something could be emailed to members each year sharing about the wonderful work Big Issue and their vendors do, informative signs could be made in conjunction with The Big Issue organisation*
- *The 'pooch' area could be improved*

## Things that respondents would like to change at the market

#### Layout/location/opening times/car parking:

- *Better organization of outside area and perhaps more shelter from the sun/rain*
- *Long lines in the heat without shade.*
- *More room at inside aisles as people forever bumping into you*
- *Layout - there are too many busy stalls next to each other. The flow of the traffic is terrible in places.*
- *In fine weather the outside stalls are great, however in wintry wet or even doubtful weather, cover and shelter would be good for all.*
- *Move to a big shed away from the Showground. The limited and closed market around Royal Adelaide Show time is very disruptive producing inconsistency of product availability.*



- *The parking area is a bit on the annoying side, especially for people who have family members with disabilities. Sometimes you have to park a fair distance from the actual markets to get a spot.*
- *The car park is quite a chore to access and also leave with problems paying at the parking station.*
- *Free parking for longer*
- *When daylight saving begins have the market open at 8am and close at 12noon- . When daylight saving finishes go back to 9am- 1pm*

Information:

- *Informative sheets about each farmer telling if they use pesticides, which ones, if they use GMO grains to feed animals.*
- *More staff able to assist visitors and direct them and offer other assistive services (such as offering directive assistance, promoting upcoming events, helping customers move larger volumes of groceries back to their car)*

Other:

- *Alternatives to reduce the amount of plastic bags and containers for food packaging.*
- *Although you do have separate bins for recycling people aren't using them correctly.*
- *Eliminate charity/political people at the gate. It's very difficult to walk past them without feeling rude.*
- *The dog minding - I think there needs to be a shaded area and perhaps a more structured offering so someone is actively caring for the dogs as opposed to just holding them out the front. I would be happy to pay for this.*
- *Better pedestrian access from Leader St. Pedestrian crossing or lights.*
- *More multicultural dining options*
- *Food options. Encourage people to stay a bit longer. Make it a bit more of a food hub, pop up restaurants for lunch, brunch etc.*
- *Paying with credit/debit card / EFTPOS*
- *I would like a membership to be for any of the SA farmers markets, so I could visit different ones occasionally, can't afford to be member of all of them and need the discount to make it viable on a limited budget.*

## Additional comments

The vast majority of comments were providing positive feedback on the market. Some additional ideas/suggestions that were raised included:

- *A discount could be on offer for members who pay out for Membership tickets for the Royal Adelaide Show. As a holder of both I would love to see some sort of reward or discount to paying out money/ membership for both.*
- *A market app that members can download to their phone which acts in the same way email newsletters etc would. It could contain valuable information such as produce in season right now, upcoming events, current promotions. etc.*
- *The bell ringing to open the market - could a different child to do this each week?*
- *Some partnerships with more charities and giving us customers options to donate produce to those in need at stalls or at the front gates would be nice*

## Appendices

### Appendix 1 – Age of respondents

#### 2017 Survey

Answer	%	Count
18-25	5.03%	17
26-35	24.56%	83
36-45	21.60%	73
46-55	18.93%	64
56-65	17.75%	60
66-74	9.17%	31
75 years and over	1.78%	6
I prefer not to say	1.18%	4
<b>Total</b>	<b>100%</b>	<b>338</b>

#### 2012 Survey

	Response Percent	Response Count
18 – 25	5.1%	49
<b>26 – 35</b>	<b>26.0%</b>	<b>249</b>
36 – 45	23.0%	220
46 – 55	22.0%	210
56 – 65	18.1%	173
66 – 74	4.6%	44
75 +	0.5%	5
I'd prefer not to answer	0.6%	6
		<b>956</b>

### Appendix 2 – Household income of respondents

#	Answer	%	Count
1	Less than 60,000	21.60%	73
2	60,001 -100,000	27.51%	93
3	100,001- 150,000	19.82%	67
4	More than 150,001	7.10%	24
5	Prefer not to say	23.96%	81
	<b>Total</b>	<b>100%</b>	<b>338</b>

What is your approximate average household income?

	Response Percent	Response Count
<b>\$0-\$29,999</b>	6.7%	60
<b>\$30,000-\$59,999</b>	18.3%	164
<b>\$60,000-\$99,999</b>	<b>31.8%</b>	<b>286</b>
<b>\$100,000-\$149,999</b>	26.8%	241

<b>\$150,000 and up</b>	16.4%	147
<b>answered question</b>		<b>898</b>

### Appendix 3 – Household size

Answer	%	Count
1-2	52.96%	179
3-4	38.76%	131
5+	5.33%	18
I prefer not to say	2.96%	10
<b>Total</b>	<b>100%</b>	<b>338</b>

#### How many people live at your place of residence?

	Response Percent	Response Count
<b>1-2</b>	<b>52.6%</b>	<b>501</b>
<b>3-4</b>	38.0%	362
<b>5+</b>	9.4%	90
		<b>953</b>

### Appendix 4 – Customer visitation patterns

Answer	%	Count
Usually attend weekly	44.22%	172
More than once a month	19.79%	77
Once a month or less	14.40%	56
It varies	19.02%	74
Never	2.57%	10
<b>Total</b>	<b>100%</b>	<b>389</b>

#### How often do you go to the Farmers' Market?

	Response Percent	Response Count
<b>Weekly</b>	<b>54.7%</b>	<b>516</b>
Fortnightly	25.1%	237
Monthly	7.7%	73
Quarterly	5.2%	49
A few times a year	6.6%	62
None of the above	0.6%	6
		<b>943</b>

## Appendix 5 – Customer Loyalty

Answer	%	Count
Only during this last month	1.87%	7
Less than a year	10.93%	41
More than a year	12.27%	46
1-5 years	46.40%	174
More than 5 years	28.53%	107
Total	100%	375

### How long have you been visiting the Farmers' Market?

	Response Percent	Response Count
Less than 1 year	18.1%	170
<b>1 to 2 years</b>	<b>24.9%</b>	<b>233</b>
2 to 3 years	20.7%	194
3 to 4 years	14.6%	137
Over 5 years	21.7%	203
		<b>937</b>

## Appendix 6 – Length of time spent at the market:

Answer	%	Count
Less than 45 min	18.13%	68
45 min-1 1/2 hours	63.73%	239
1 1/2 -2 hours	15.20%	57
More than 2 hours	2.93%	11
Total	100%	375

### How long do you spend at the Farmers' Market on an average visit?

	Response Percent	Response Count
Less than 45 mins	16.6%	156
<b>45 mins - 1 1/2 hrs</b>	<b>63.0%</b>	<b>592</b>
1 1/2 to 2 hours	16.5%	155
More than 2 hours	3.9%	37
		<b>940</b>

## Appendix 7 – Spending at the market

Answer	%	Count
Less than \$50	13.87%	52
\$51-\$100	60.53%	227
\$101-\$200	22.13%	83
More than \$201	2.13%	8
Prefer not to say	1.33%	5
Total	100%	375

How much do you spend at the Farmers' Market on an average visit, including coffee and meals?

	Percent	Count
Less than \$20	2.5%	23
\$20 to \$50	31.1%	288
<b>\$51 to \$100</b>	<b>47.9%</b>	<b>444</b>
More than \$101	18.5%	171
		<b>926</b>

## Appendix 8 – Purchases at the market

Where do respondents buy the majority of fresh food products (upto 2 locations could be selected)?

Food item	ASFM	Supermarket	Other Produce market (such as Adelaide Central Market)	Specialty shops (Butcher, Bakery etc.)	Other Farmers' Markets	Online for home delivery	I don't buy these items	Total
Vegetables and fruit	26.11%	34.07%	20.80%	12.83%	4.42%	1.77%	0.00%	226
Meat and seafood	7.00%	39.00%	12.50%	32.50%	2.00%	4.00%	3.00%	200
Bread and bakery items	17.09%	31.66%	13.57%	29.15%	2.01%	1.01%	5.53%	199
Eggs	17.37%	37.72%	11.38%	11.38%	4.79%	1.80%	15.57%	167
Dairy (milk, cheese etc.)	16.15%	54.17%	11.46%	7.29%	4.69%	2.60%	3.65%	192

## Appendix 9 - Factors which could encourage respondents to purchase more products at the Adelaide Showground Farmers' Market

#	Field	1 Not at all encouraging	2	3	4 Neutral	5	6	7 Very encouraging	Total
1	Increased availability or variety of products	2.66% 9	2.07% 7	0.89% 3	18.05% 61	18.64% 63	28.11% 95	29.59% 100	338
2	Effpos facilities at more stalls	5.03% 17	3.55% 12	1.78% 6	29.29% 99	14.50% 49	14.79% 50	31.07% 105	338
3	Ability to pre-order and collect	11.54% 39	5.03% 17	7.99% 27	41.72% 141	10.95% 37	10.06% 34	12.72% 43	338
4	Knowing more about stallholders	3.25% 11	2.66% 9	3.55% 12	38.17% 129	25.74% 87	15.09% 51	11.54% 39	338
5	Knowing more about availability of produce	1.48% 5	1.78% 6	1.48% 5	23.37% 79	32.25% 109	24.56% 83	15.09% 51	338
6	More options to try/eat food at the market	1.18% 4	2.96% 10	3.55% 12	25.44% 86	26.04% 88	22.49% 76	18.34% 62	338
7	More access to special dietary options e.g. gluten free, organic etc.	6.21% 21	6.21% 21	4.73% 16	40.83% 138	13.02% 44	12.43% 42	16.57% 56	338

5

Increased availability or variety of products	63
Effpos facilities at more stalls	49
Ability to pre-order and collect	37
Knowing more about stallholders	87
Knowing more about availability of produce	109
More options to try/eat food at the market	88
More access to special dietary options e.g. gluten free, organic etc.	44

6

Increased availability or variety of products	95
Effpos facilities at more stalls	50
Ability to pre-order and collect	34
Knowing more about stallholders	51
Knowing more about availability of produce	83
More options to try/eat food at the market	76
More access to special dietary options e.g. gluten free, organic etc.	42

7 Very encouraging

Increased availability or variety of products	100
Effpos facilities at more stalls	105
Ability to pre-order and collect	43
Knowing more about stallholders	39
Knowing more about availability of produce	51
More options to try/eat food at the market	62
More access to special dietary options e.g. gluten free, organic etc.	56

## Appendix 10 – Market Membership

Reasons given for (1) not renewing membership, and (2) for not becoming a market member were:

Answer	%	Count
I forgot	6.82%	3
I don't come as often as I used to	45.45%	20
I don't think it is worthwhile	0.00%	0
Renewing is not an easy process	4.55%	2
Membership prices are expensive	18.18%	8
Other please specify	25.00%	11
Total	100%	44

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Answer	%	Count
I don't come that often	23.60%	21
I don't think it is worthwhile	5.62%	5
I was not aware that I could become a member	6.74%	6
Membership prices are expensive	23.60%	21
I just haven't got around to it	26.97%	24
Other specify	13.48%	12
Total	100%	89