

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 17 August 2022
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the Previous Meeting
4. Action Items
5. Committee Calendar – 2022
6. ASFM Business Report
7. Correspondence - NIL
8. Finance/Risk Report
9. Sub Committee Meeting Reports
 - 9.1 HR Committee – No Meeting
 - 9.2 Risk and Finance Committee – No Meeting
 - 9.3 Market Mix Committee – No Meeting
10. Red Flags & Risk Register
11. AOB
12. Close

NEXT MEETING

Committee Meeting – 21 September 2022

**ADELAIDE SHOWGROUND FARMERS ' MARKET
 COMMITTEE MEETING – 5.00pm, Wednesday, 20 July 2022
 Meeting held at the Heavy Horse Memorial Building and via Zoom**

Members present		
Lynne Dickson (LD)	Trish Simpson (TS)	Diana Williams via Zoom (DW)
Albert Conterno via Zoom (AC)	Mem Ericson via Zoom (ME)	Michelle Hocking (MH)
Apologies		
Gay Wallace (GW)		
Also attended		
Carol McGrane (AFO)	Christine Robertson via Zoom (EO)	

1. Welcome and Apologies

Deputy Chair, LD opened the meeting at 5.10 pm.
 Apologies from ME and GW. ME arrived at 5.58 however.

2. New Conflict of Interest (COI)

None declared.

3. Minutes of Previous Meeting

Minutes of the June meeting were moved by TS and seconded by DW. Accepted.

4. Action Items

See Agenda Item 6.

5. Committee Calendar 2022

5.1 Election timeline and documents to be approved

It was agreed that the online voting system, BigPulse, used in previous years would be used again in 2022. Some changes to the Election Guidelines regarding non-stallholder canvassing were accepted as equitable.

It was resolved to approve the 2022 AGM and Election documents and timeline. Moved by MH and seconded by DW. Passed

5. ASFM Business Report

- A discussion ensued as to the merits of a **customer counting system** and the definition of market success. It was generally agreed that a counting system is useful and required. The decision was deferred to the next meeting as to the type of counting solution to be used.
- The discussion re **CRM** was deferred pending more information re best options available.
- **Bike racks** are expected to be in situ post Royal Show.
- **Independent Chair** - EO confirmed 7 applications had been received but none appeared to have relevant skills or experience fitting the market.

It was resolved that the recommendations re capital expenditure presented be accepted with a request to RAHS for shared spend on the Defibrillator. Moved by MH and seconded by DW. All in favour.

Report Accepted.

ACTION: EO to investigate interest rates on Term Deposits for funds in Bendigo Bank

ACTION: MH to seek advice from GM of Finance of RAHS re investment of funds.

6. Correspondence

6.1.– Lynette Trott 30 June 2022

A discussion arose around the history of the committee decision, made in 2019, to reward volunteers with membership cards but remove their voting rights. Some issues raised were :-

- A technical issue - the market can't "buy" voters by waiving the fee
- Allowing volunteers be members but denying them the right to vote devalues their contribution
- Criteria required to award a volunteer a full membership e.g. must be a volunteer member a minimum amount of months prior to election and a cap on the number of volunteer members.

ACTION: EO to work on a paper with legal expert, GW, regarding the right of volunteers to vote as members based on the current constitution and explore criteria required.

8. Finance/Risk Report

8.1 Budget – Change in stallholder fees.

It was resolved that the presented Budget and the new stallholder fee structure be accepted. Moved by LD and seconded by MH. All in favour.

8.2 Stallholder Fees – Leader St 31/7 – 28/8
See Agenda Item 8.1 above.

8.3 Staff CPI Increase

It was resolved that the CPI increase of 4.7% be awarded to staff, backdated to 1 July 2022. Moved by LD and seconded by MH. Agreed.

9. Sub Committee Meeting Reports

9.1 HR Committee – No Meeting

9.2 Risk and Finance Committee – No Meeting

9.3 Market Mix Committee – No Meeting

10. Red Flags & Risk Register

10.1 New Risks

None reported

11. AOB

11.1 Christmas and New Year markets – decision

It was resolved that the market trade from 8am to 12.30pm on Saturday mornings 24 December and 31 December. Moved by MH. Seconded by TS.

ME leaves meeting at 7 pm

11.2 Volunteers Right to Vote

See Agenda Item 7

It was raised that the Gent's Bathroom at Leader Pavilion needs to be thoroughly cleaned in advance of trading on 31 July.

12. Close

7.12 pm meeting closed.

NEXT MEETING

Committee Meeting – 17 August 2022

Adelaide Showground Farmers Market Committee Meeting

Action Items July 2022

AGENDA ITEM	ACTION	STATUS
January 2022 – Agenda Item 11.2	EO to look for external facilitator and some suitable dates for Strategic Planning Day.	On Hold
May 2022 – Agenda Item 11.1	MCC to issue survey to the committee to establish their requirements for a customer survey	In Progress
June 2022 – Agenda Item 11.2	CRM to be investigated for inclusion in the budget	Ongoing
July 2022 – Agenda Item 5	EO to investigate interest rates on Term Deposits for funds in Bendigo Bank	Complete
July 2022 – Agenda Item 5	MH to seek advice from GM of Finance of RAHS re investment of funds.	Ongoing
July 2022 - Agenda Item 6	EO to work on a paper with legal expert, GW, regarding the right of volunteers to vote as members based on the current constitution and explore criteria required.	Ongoing

		ASFM / Committee Action Items	Election/Terms of Office
June	2022	Committee meeting 15 June	
		Decision required re Christmas and New Year's market	
		22/23 budget approval required - Draft	
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	Wed 10 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	Fri 9 Sept - Nominations close
	2022	Committee meeting 21 September	Wed 14 Sep - Notification of AGM/Election to members
	2022		Wed 14 Sep - Online election opens
	2022		Lynne Dickson's term expires in October
October	2022	AGM 19 October	Wed 12 Oct - Online election closes
	2022		Election results announced at AGM Wed 19 Oct
	2022		
November	2022	Committee Meeting 16 November	
December	2022	Meeting in December ?	
January	2023	Committee meeting date 18 January	
February	2023	Committee meeting date 15 February	
March	2023	Committee meeting date 15 March	
April	2023	Easter Weekend 7 -10 April	
		Committee meeting date 19 April	
May	2023	Committee meeting date 17 May	
		Staff performance reviews	
June	2023	Committee meeting 21 June	
		Decision required re Christmas and New Year's market	
		23/24 budget approval required - Draft	

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
 2021/22 2022/23
53 81



Membership this Month
 2021 2022
53 81



Average Weekly Attendance
 2021 2022
2403 3285



NUMBER OF WEEKS
5



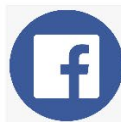
Avg No. of Stalls this Month
 2021 2022
88.75 80.4



Google Analytics
 2021 2022
9,468 20,576



Total Direct mail List
 2021 2022
7,524 7,646



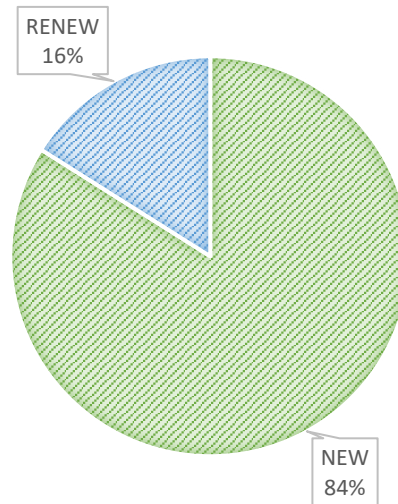
Facebook Follows
 2021 2022
27,690 28,863



Instagram Follows
 2021 2022
17,600 19,239

MEMBERSHIP SALES

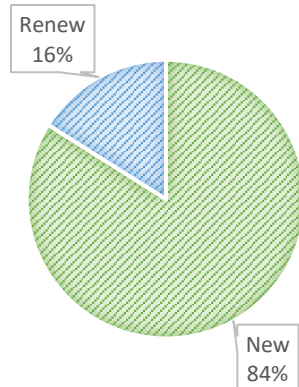
MEMBERSHIPS JUL-22



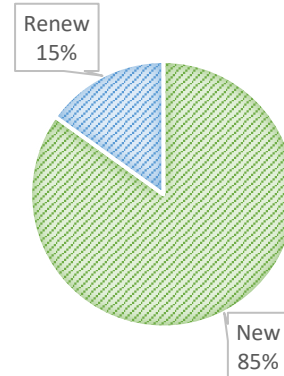
To date, we have sold 3077 memberships this membership year with 81 sales this month, 28 more than the same time last year, 68 were new and 13 renewed. A total of 41 were purchased at the market with 40 online.

MEMBERSHIPS - NEW VS RENEW

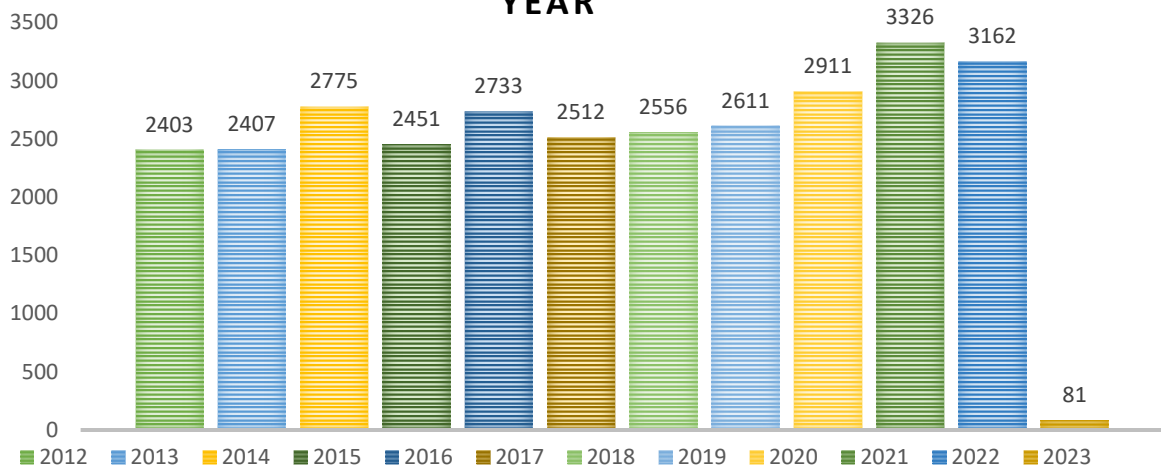
JULY 2022



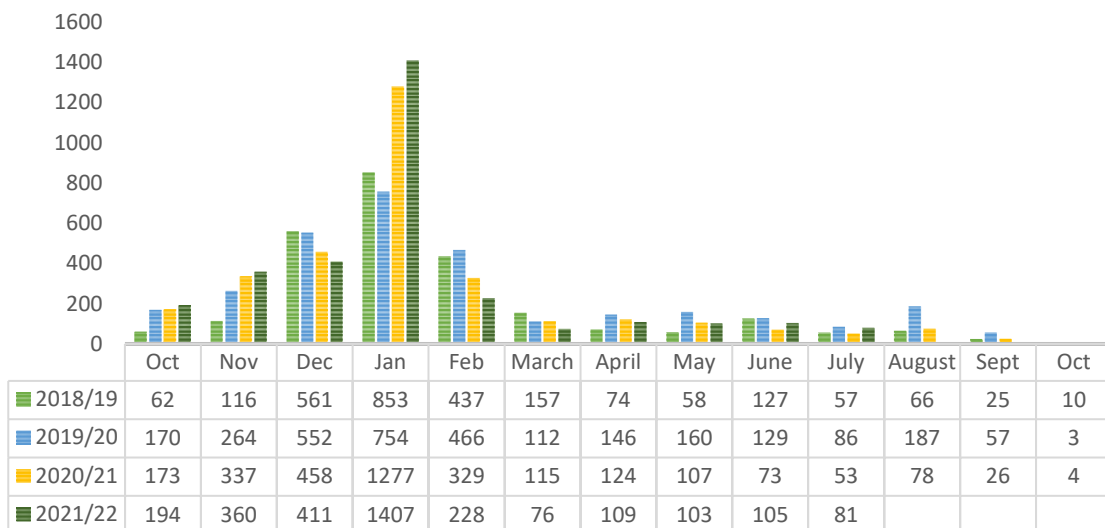
JULY 2021



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



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



2022 MEMBERSHIP SALES

81	Total Memberships sold this month	28 ↑ than the same time last year
68	New Members	
13	Renewed Members	
41	Purchased at the market (Total)	
32	At market - New	
9	At market – Renewed	
40	Purchased online (Total)	
36	Online – New	
4	Online - Renewed	
3077	Total YTD membership sales	31 ↑ more than 2021 & 238 ↑ 2020 & 575 ↑ 2019
753	YTD – New	756 at the same time 2021
2324	YTD – Renewed	34 ↑ more than 2021

Supported Membership Promotions:

- 2nd Price drop will be scheduled to occur in August, continued to feature in all four weekly EDM newsletters to either “Buy or Gift”
- 1 x Google Post has promoted market membership linked to the Memberships page.

MARKETING/COMMUNICATION

DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

83,762	Total reach this month	3.8% ↓
2,133	Page visits	1.1% ↓
28,863	Total followers	4.1% ↑ Year on Year
27,838	Likes	182 or 32% ↓
230	New followers/likes	6.5% ↓
9,663	Engagement	19% ↓
23	Posts	
10	Stories	
27%	1 st Top Age Range 35-44 yrs	
19%	2 nd Top Age Range 45-54 yrs	
17%	3rd Top Age Range 25-34 yrs	
81%	Women	
17%	Men	

Instagram

14,683	Reach (11.7 K followers / 8,892 non-followers)	6.8% ↓
2,362	Profile visits	11%
19,329	Followers	1729 ↑ (compared with 2021)
235	New followers (Growth)	107 ↑
869	Post engagement	24.2 ↓
160,462	Impressions	13.2% ↓
26	Posts	6 posts ↓

145	Stories	
4	Reels	
31.1%	Age Range 25-34 yrs	
34.2%	Age Range 35-44 yrs	Top spot (2 nd last month)
18.%	Age Range 45-54 yrs	
83.2%	Women	
16.7	Men	
6pm	Most active time	

Facebook & Instagram (Joint Advertising)

28,824	Paid Reach (saw ads)	17.6% ↑
59,273	Paid Impressions (on-screen)	10.1% ↓
\$230.49	Total Advertising spend	
1	Ad – Event Weekly Market 31/07/2022	1,778 Reach / 27 event responses

Google My Business

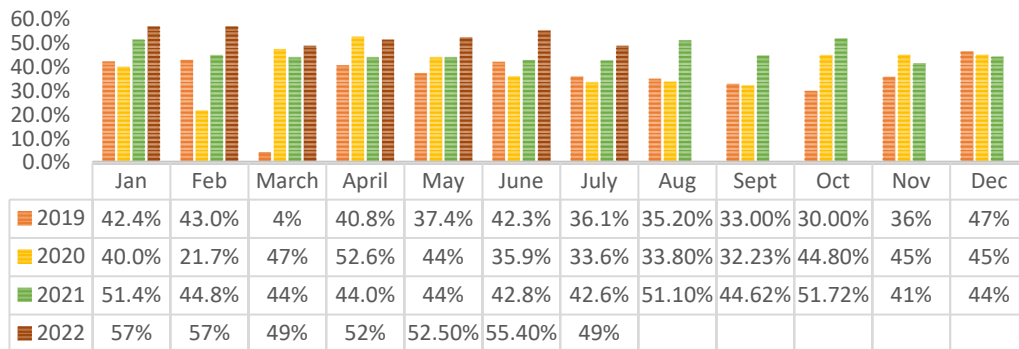
20,576	Searches showed business profile	152.2% ↑ (vs Jul 2021)
2,623	Business profile interactions	50.3% ↑ (vs Jul 2021)
32,493	Business profile views	90.5% ↑ (vs Jul 2021)
23,385	Google Search – mobile	66%
5,777	Google Search – desktop	18%
4,315	Google Maps – mobile	13%
1,514	Website clicks made from your Business Profile	31.4% ↑ (vs Jul 2021)
TBC	Photos got 294,000 total views	July N/A at time of reporting
1,069	Direction request	89.5% ↑ (vs Jul 2021)

EDM / Newsletter

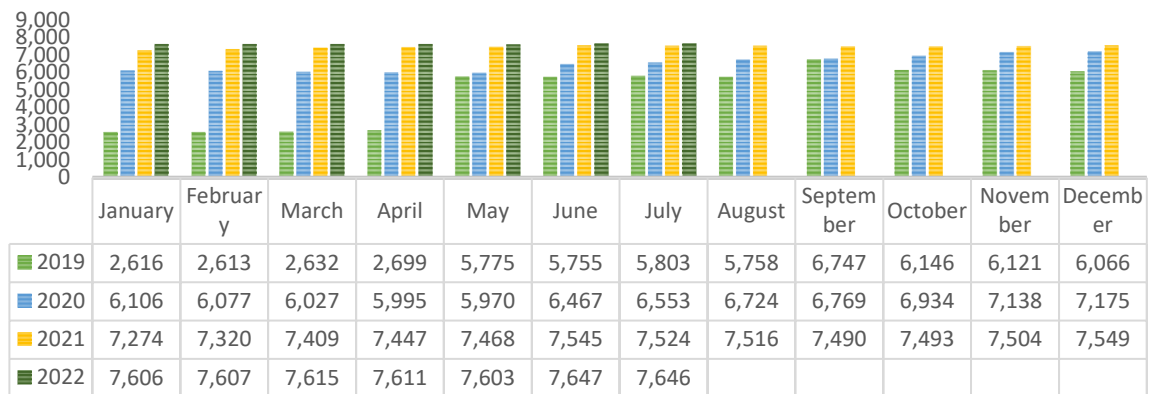
7646	Email distribution list	122 or 1.6% ↑ (vs Jul 2021)
55.4%	Open rate	6.4% ↑ (vs Jul 2021)
5.8%	Click through rate	6.5% ↓ Influenced by no. of links inserted. The industry average is 2.94%

Other Digital Asset Updates- NIL

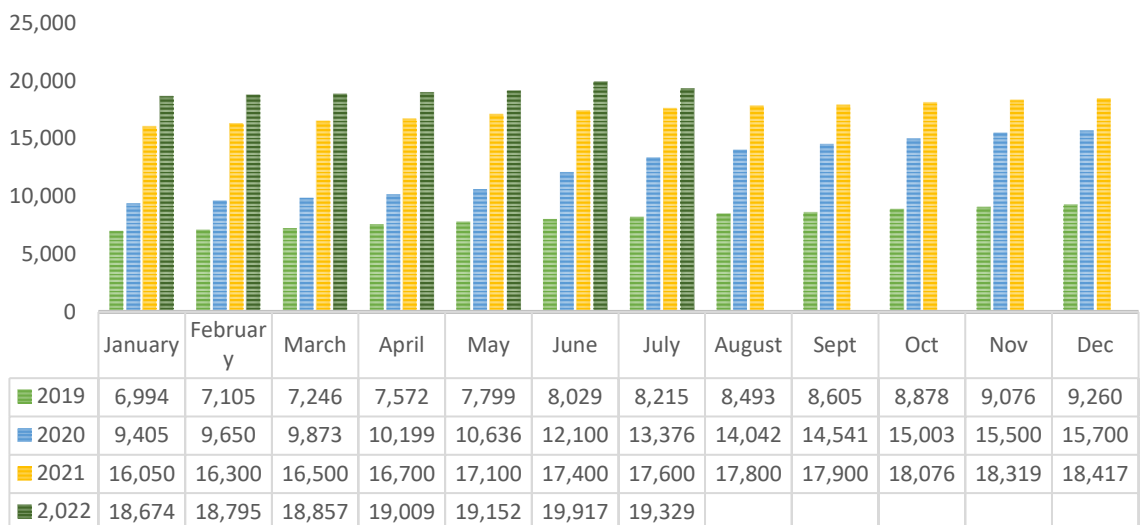
EMAIL OPEN RATE

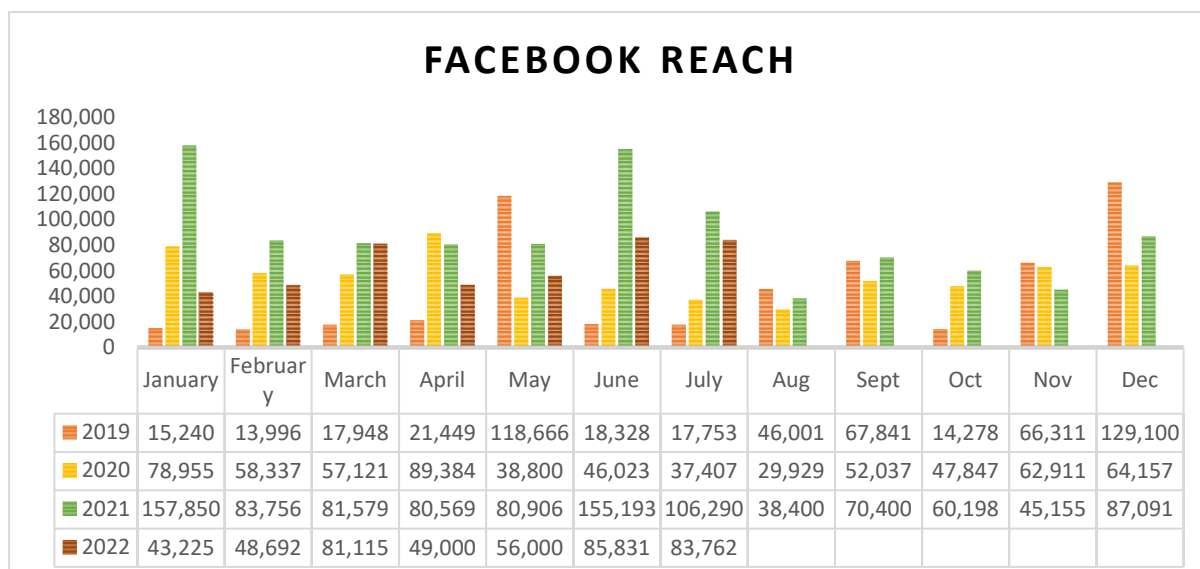


EMAIL SUBSCRIBERS



INSTAGRAM FOLLOWERS





MARKETING COMMENTARY

The Caravan & Camping show and its impact on the market have required extensive focus on communications to ensure cut-through messaging to limit the impact on marketgoers which has meant that general advertising was dialled down to limit confusion, particularly around the market’s regular location.

In the first half of the month, we continued our “Shop like a Locavore” campaign across Nova919 and FiveAA, details for the entire campaign will be reported on in August.

Furthermore, we have continued to secure a regular live cross on FiveAA every Sunday morning with Michael Keelan. ASFM EO and selected stallholders were interviewed 5 times this month.

Ongoing digital content management across all the social platforms continues to be a significant focus with full insights at the end of the report. A snapshot for Facebook, Instagram, and Google is outlined below. Total Facebook reach was slightly down this month by 3.8% and Instagram by 6.8%, however, this was likely impacted by reduced posting over 2 weekends when the Communications and Marketing Coordinator was on bereavement leave. Total New followers have however increased on both platforms and an interesting audience shift on Instagram was with the 35-44 year-olds taking first position.

Analytics on Google continues to perform across the board compared with July 2021 and the previous month’s activities. The most significant increases were with business profile searches being up by 152.2% or 20,576 (vs Jul 2021) and our uploaded photos receiving 294,000 total views this month. Other significant increases on Google were with business profile interaction being up by 50.3% and business profile views by 90.5% (vs Jul 2021). Although we have been performing well on Google organically, paid advertising this month supported by radio would have helped boost Google Analytics overall such as helping drive 1,514 website clicks from the market’s business profile, a 31.4% increase (vs Jul 2021).

The weekly newsletter subscribers remain steady with a 55% open rate and 122 more compared to the same time last year. The click-through rate has increased to 6.4%.

To date, we have sold 3077 memberships with 81 sales this month, 28 more than the same time last year, 68 were new and 13 renewed. A total of 41 were purchased at the market with 40 online.

Some headway was made into stallholder profile updates on the website this month with all businesses being contacted and requested to review (if they had not done so already). Some changes have filtered back to be made.

The market continues to perform well by way of attendance especially given the disruptions this month. Communications have appeared to be effective in promoting the market move and will hopefully be positively reflected in August and September figures. Economic factors are yet to impact the market and given our product offerings are mostly essential, the effect will hopefully be minimal. Membership sales have been comparable to last year and the market seems to be in a good place. The marketing mix with multiple touch points appears to be maintaining the number and is a good approach whilst we are in our temporary locations.

PROMOTIONS & CAMPAIGNS (PAID)

Date	Promotion / Campaign	Platform & Type	Results & Outcomes
July 2022	Market Search Listing Advertising – Weekly market	Google Search Listing	1 st – 31 st July <ul style="list-style-type: none"> 3,590 page impressions, 810 clicks, \$222, CPC \$0.03 Budget \$9.33 per day & 102 on previous month 14% increase Primary demographic 25-34 yrs
July 2022	“Shop like a Locavore” Weekly Market Digital branded banner	Adelaide Showground Goodwood Road Digital Signage	Unable to measure

CAMPAIGN – RADIO – “Shop like a Locavore” Adverts

Date	Platform & Type	Results & Outcomes	Cost
21/06/2022 to 24/07/2022	Nova919	Spot count 95	\$9,250+gst
21/06/2022 to 24/07/2022	FiveAA	Spot count 35	\$725+gst

ADDITIONAL PUBLICITY RECEIVED:

FiveAA Live Cross Over (FOC)

FiveAA Live cross-overs to the market every Sunday morning with Michael Keelan have continued.

THIS MONTH'S ACTIVITIES:

- Website Maintenance**

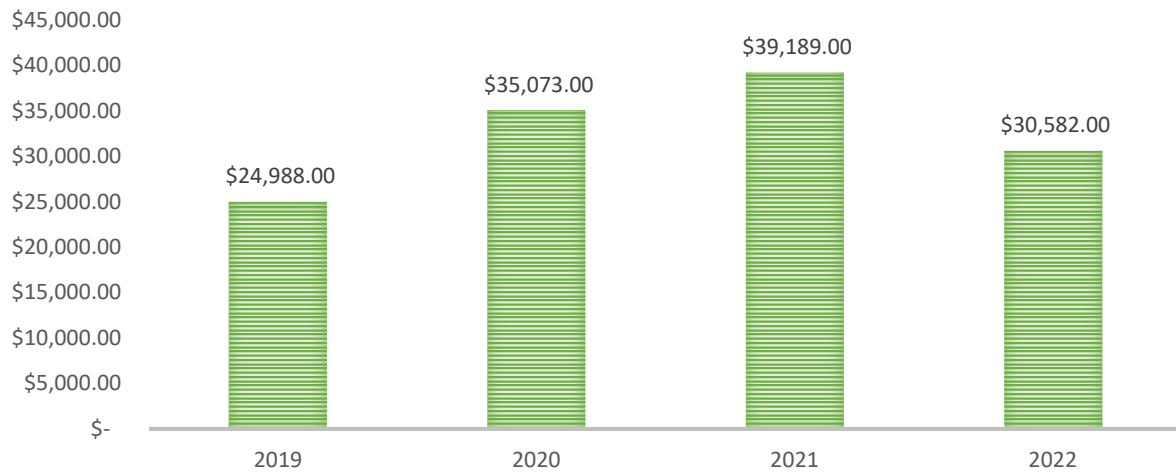
Contacted all stallholders via email providing a link to profile to update. Up to 10 are to be changed.

- Grant Application**

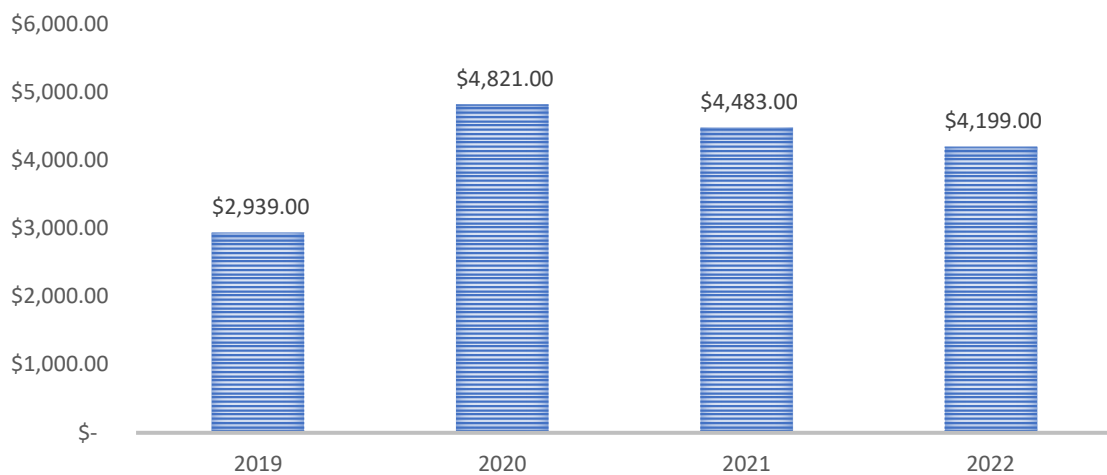
Provided content to the City of Unley regarding the Community Impact Grant 2020/2021 financial year as the council is assembling a booklet to showcase grants that were made available through Council, that will be accessible online to all members of the community to promote and celebrate the outcomes of the grant program.

OPERATIONS

JULY SITE FEES



JULY CATERING FEES



INCOME

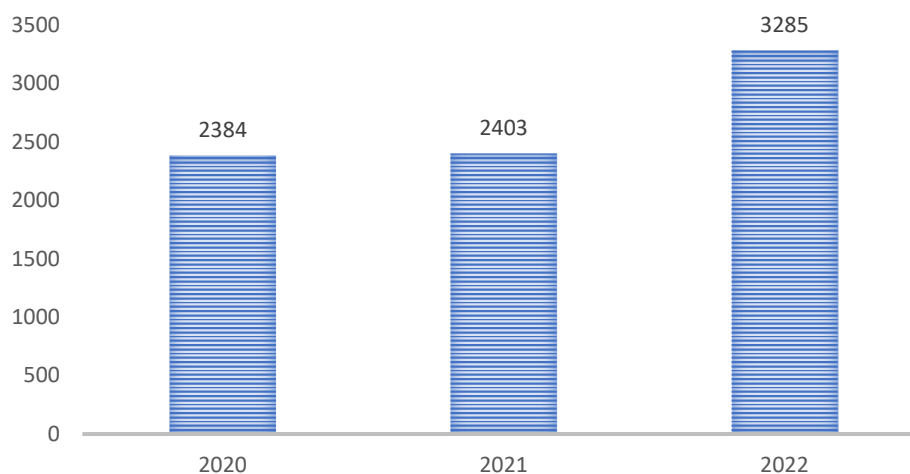
There has been a small drop in income during July due to absent stallholders due to Covid and staff shortages. Kuhl Kooking for example completely stopped their coffee outlet due to the shortage of baristas and hospitality staff. This issue may continue to have impact and it is being monitored closely.

There is also an imbalance of fortnightly stallholders with one week being much heavier than the other so we are now balancing out stallholders in order to offer a consistent number of stalls each week. Any month with a five week cycle also sees the last Sunday being a smaller market also due to stallholder scheduling.

WEEKLY ATTENDANCE COUNT/RECORDS JULY 2022

	3/07/2022	10/07/2022	17/07/2022	24/07/2022	31/07/2022
Attendance	4425	3795	2108	3791	2309
Compared to 2021	4/07/2021	11/07/2021	18/07/2021	25/07/2021	4/07/2021
Attendance	2461	2667	3032	1452	2461
Notes	Boho Luxe Market	Eid Festival & Gilles	Beer & BBQ and no Rose Tce parking	Gilles @ The Grounds, Pool and Spa, No parking Rose Tce inner carpark	Storm forecast / Caravan & Camping Show / Leader St OUTDOOR ONLY
Weather	13	14	14	19	14
Number of Sites	88	86	82	87	59
Number of Stallholders	69	68	64	70	42
Number of shared sites	1	2	1	2	1
Caterers onsite	7	7	7	7	6

JULY AVERAGE ATTENDANCE



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
2022-2023	80.4												
2021-2022	88.75	93.3	92.1	93.2	96.6	*****92	81	96.5	94.5	81.75*****	90.6	88.5	90.7
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						
							*****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended)						

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
2022-2023	3285												
2021-2022	2449	2381	2384	2536	2154	2015	2119	2593	2289	3215	3396	3027	2546
2020-2021	2384	2227	2392	2116	2189	1842	2154	2525	2480	2446	2607	2449	2318
2019-2020	2539	2342	2613	2929	3408	2656	2884	2628	3010	2354	2523	2744	2719
2018-2019	3059	2641	2972	2918	2716	2745	2589	3308	2904	2908	2672	2291	2810
2017-2018	3068	3274	3010	2992	3227	2463	3647	3446	2854	3037	2635	3125	3043

FOR YOUR INFORMATION

New Stallholders: <ul style="list-style-type: none"> • Nil 	Returning stallholders: <ul style="list-style-type: none"> • Nil
Stallholder Finishing Temporarily: <ul style="list-style-type: none"> • Harvest the Fleurieu 	Stallholders Finished Permanently: <ul style="list-style-type: none"> • Nil

BUMP OUT 31 JULY 2022

Bump out went smoothly with no major issues for stallholders or staff. The provision of extra help and vehicles on the day has made a huge improvement to the attitude of stallholders towards moving.

An additional storage container was situated on site behind the Bank SA Childrens Nursery area, south of the arena to store additional ASFM equipment during bump out with a further storage facility to be secured offsite for the final items to go into storage.

KUHL KOOKING

Andrew and David have announced they will be semi retiring at the end of August and we are now in the process of securing another caterer to take over this service. The preferred offering would be for a number of caterers to be secured to cover the diversity of trade. This will place the market in a less vulnerable position if there is a future loss of a caterer.

NAJOB/E/ZARA LAMB

It has been noted that Najobe's business has been up for sale and owner, Bob's communications re a potential new owner could be readily interpreted as presumptuous as per the following.

The Stallholder Rules and Responsibilities clearly state: 3.2.5. The license to occupy a Site cannot be transferred, assigned or sold as part of a sale of a Stallholder's business or a change in ownership of a Stallholder.

We received a separate stallholder application from the buyer 'Prostock' and as EO, have met in length with both Bob Heath (Najobe) and Scott Endersby (Prostock).

Despite the issue of presumptuous communication by Najobe, the owners of Prostock are able to meet the criteria for stallholders and have fully embraced what it means to be part of our market. Their business is multi faceted and they are committed to making sure only meat from their own raised grass fed stock will be sold at the market. The beef are traceable via a tagging system from birth to consumption and ASFM will arrange an audit on a regular basis to confirm their commitment. In light of issues raised re pick up of online orders that may contain unapproved products, they have elected to not offer pick up at the market in order to comply.

Prostock also understand there will be no exclusivity of sale of their products which will now enable us to look at a number of smaller stallholders (within the limits of the market mix policy) to give shoppers variety and place the market in a safer position should Prostock pull out at any stage.

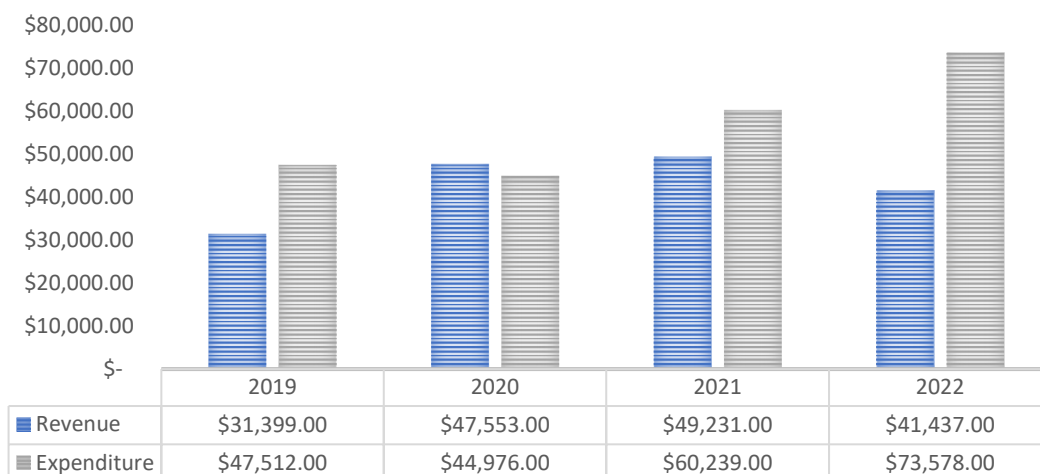
THE ORPHANAGE POP UP MARKET

The markets to be held at The Orphanage, Millswood on Sunday 4 and 11 during Show time are taking shape and there has been considerable uptake by stallholders with 39 stallholders on Sunday 4 and 40 Stallholders, far more than in 2019.

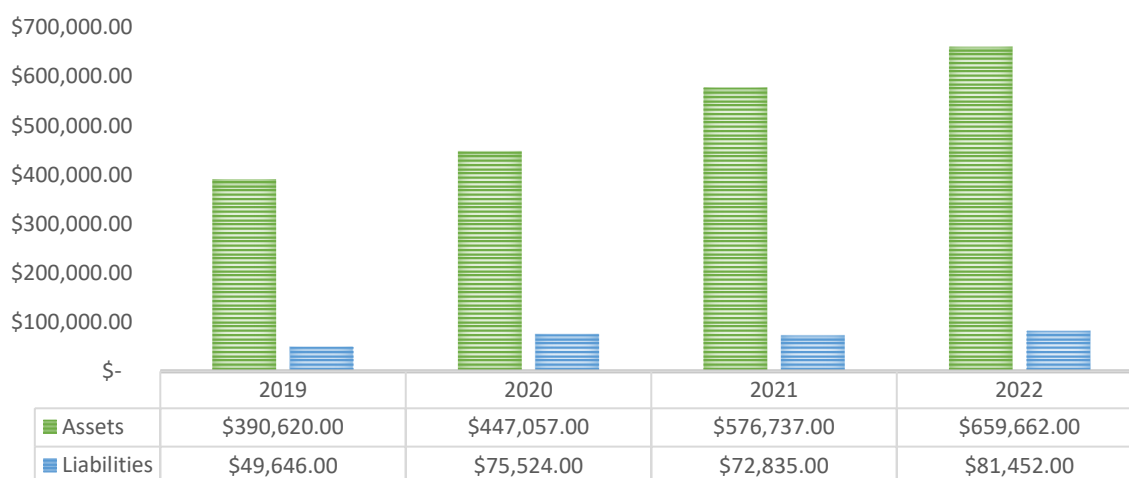
Results on our Unley Council sponsorship application are due end August.

FINANCE

REVENUE/EXPENDITURE JULY 2022



TOTAL ASSETS/LIABILITIES JULY



NOTES

July has been a disruptive month for the Market with the bump out from the Stirling Angus site and the bump into Leader Street due to several event commitments at the Adelaide Showground including the Caravan and Camping Show and the Royal Adelaide Show.

Furthermore, car parking restrictions were implemented over two weekends that impacted market customers due to a new event "Spin-Off" being located on the main carpark. These events have required extensive focus on communications to ensure cut-through messaging to limit the impact on marketgoers which has meant that general advertising was dialled down to limit confusion, particularly around the market's regular location.

Economically, consumer confidence has been shaken by a combination of rising prices and increasing interest rates, which are squeezing household budgets. Market numbers remain stable with a total of 16,428 at an average of 3,300 attending weekly (compared with 2,403 in 2021 and 2,380 in 2020). However, it is expected that some market segments will soon be feeling the impact of the rising cost of living especially with the higher mortgage rates. RBA kicked off its rate-hike cycle in May, hiked again in June and July, and has flagged that a further rise is on the agenda. It's uncertain whether the increase in COVID cases is impacting market numbers, but towards the end of the month, significant media coverage has been focused on rising cases and pressure on the hospital system.

However, it is estimated that a third of employing businesses in SA (31%) are having difficulty finding suitable staff, whilst nearly half (46%) are experiencing an increase in their operating expenses with more than two in five businesses (41%) facing supply chain disruptions. From the Market Stallholder perspective, the main impact flagged has been staff shortages with some having difficulty finding suitable staff with a lack of job applicants, or applicants not having the relevant experience. In addition, sickness due to COVID or general winter illness has been having an impact on total stallholders at the market and this has continued to fluctuate.

NOMINATIONS ARE NOW OPEN

Nominations are now open and a dedicated webpage to it has been established.

<https://adelaidefarmersmarket.com.au/call-for-committee-nominations-2022/>

An email has been sent to members, signage and nomination forms available at the info stand and listed in Market Matters.

Profit and Loss

Adelaide Showground Farmers Market
For the month ended 31 July 2022

Account	Jun 2022	June 2022 Budget	Jul 2022	July 2022 Budget	YTD 2021/22	2021/22 YTD Budget	YTD 2020/21 Actuals	2021/22 Budget
Trading Income								
Bag Revenue	532.61	424.00	572.72	470.00	572.72	470.00	476.85	5,000.00
Car Park Card Revenue	970.88	380.00	649.97	200.00	649.97	200.00	240.47	30,800.00
Catering Rental Income	5,282.85	4,400.00	4,199.55	4,400.00	4,199.55	4,400.00	4,483.70	58,000.00
Membership Income	5,307.26	4,000.00	4,156.31	2,500.00	4,156.31	2,500.00	2,718.16	210,000.00
Merchandise Sales	320.46	100.00	634.29	30.00	634.29	30.00	16.55	2,500.00
Power Fees	2,665.47	2,900.00	1,693.21	2,087.00	1,693.21	2,087.00	2,412.26	25,000.00
Private Funding	(245.44)	0.00	245.44	0.00	245.44	0.00	245.44	0.00
Site Rent Income	42,864.51	39,000.00	30,582.35	38,000.00	30,582.35	38,000.00	39,189.57	420,000.00
Sponsorship income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
RAHS Subsidy	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16,000.00
Total Trading Income	57,698.60	51,204.00	42,733.84	47,687.00	42,733.84	47,687.00	49,783.00	769,800.00
Cost of Sales								
COGS - Bags	1,352.74	318.00	287.45	200.00	287.45	200.00	268.64	3,750.00
COGS - Car park costs	1,368.18	355.00	0.00	0.00	0.00	0.00	0.00	28,500.00
COGS - Merchandise Costs	316.25	26.00	627.85	208.00	627.85	208.00	44.20	2,500.00
Freight	0.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	449.55	128.00	380.85	560.00	380.85	560.00	238.35	6,720.00
COGS - Stallholder Rebates	591.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Cost of Sales	4,078.57	852.00	1,296.15	968.00	1,296.15	968.00	551.19	41,470.00
Gross Profit	53,620.03	50,352.00	41,437.69	46,719.00	41,437.69	46,719.00	49,231.81	728,330.00
Events								
Event Income								
Event Income - Orphanage Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,700.00
Total Event Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,700.00
Event Expenses								
Event Expenditure - Orphanage Market	0.00	0.00	0.00	0.00	0.00	0.00	0.00	(6,500.00)
Event expenses - COVID-19	(1,760.61)	0.00	(893.07)	(250.00)	(893.07)	(250.00)	(1,585.94)	(3,000.00)
Total Event Expenses	(1,760.61)	0.00	(893.07)	(250.00)	(893.07)	(250.00)	(1,585.94)	(9,500.00)
Gross Profit (Loss) on Event	(1,760.61)	0.00	(893.07)	(250.00)	(893.07)	(250.00)	(1,585.94)	(6,800.00)
Grant Funding								
Grant Income								
Grant Funding - City of Unley	(4,000.00)	0.00	4,000.00	0.00	4,000.00	0.00	0.00	0.00
Total Grant Income	(4,000.00)	0.00	4,000.00	0.00	4,000.00	0.00	0.00	0.00
Gross Profit (Loss) on Grant Funding	(4,000.00)	0.00	4,000.00	0.00	4,000.00	0.00	0.00	0.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 July 2022

	31 JUL 2022	31 JUL 2021	31 JUL 2020	31 JUL 2019
Assets				
Bank				
Adel Show Farmers Market Inc	27,476.65	102,083.07	131,783.02	72,208.69
Bendigo - Business Account	464,189.54	310,070.20	105,650.96	95,668.02
Cash Management Account	18,362.86	11,672.26	8,669.49	5,441.47
Petty Cash	443.25	466.70	955.90	1,221.45
Total Bank	510,472.30	424,292.23	247,059.37	174,539.63
Current Assets				
Clearing - Cash	(174.60)	-	(12.60)	188.80
Inventory	8,105.60	8,578.77	17,393.66	17,055.42
Money In (Kounta)	-	(80.00)	(175.00)	(820.00)
Trade Debtors	12,719.35	1,959.43	10,700.18	791.08
Unrealised gain/loss on investments	-	-	4,315.46	17,003.66
Total Current Assets	20,650.35	10,458.20	32,221.70	34,218.96
Fixed Assets				
Computer Equipment	29,166.14	29,166.14	29,166.14	60,404.14
Computer Equipment Dep	(23,028.84)	(20,983.06)	(18,255.36)	(45,378.17)
Fence Amortisation	-	-	(3,548.10)	(2,898.51)
Fencing	-	-	7,097.00	7,097.00
Furniture & Fixtures Accum Dep	(28,430.18)	(24,762.51)	(21,288.83)	(27,614.91)
Furniture & Fixtures at Cost	48,043.37	44,279.73	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	-
Outdoor Seating - Private Funding Accum Dep	(3,982.25)	(2,658.47)	(1,003.74)	-
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00
Shipping Container Dep	(1,271.20)	(954.70)	(638.20)	(321.63)
Signs and Banners	10,040.00	10,040.00	20,233.00	47,017.00
Signs and Banners Dep	(9,656.78)	(9,082.62)	(15,440.42)	(38,759.90)
Benchmark Weights Accum Dep	(20.12)	-	-	-
Benchmark Weights	969.00	-	-	-
Total Fixed Assets	34,271.52	37,486.89	53,043.60	56,897.75
Non-current Assets				
Amortisation on Website Development	(40,928.00)	(30,696.00)	(20,464.00)	(10,232.00)
SPDR 200 Fund ETF Units	84,036.34	84,036.34	84,036.34	84,036.34
Website Development	51,160.00	51,160.00	51,160.00	51,160.00
Total Non-current Assets	94,268.34	104,500.34	114,732.34	124,964.34
Total Assets	659,662.51	576,737.66	447,057.01	390,620.68
Liabilities				
Current Liabilities				
ATO Integrated Client Account	-	-	9,872.00	-
GST	4,862.14	(787.89)	1,470.69	6,294.96

	31 JUL 2022	31 JUL 2021	31 JUL 2020	31 JUL 2019
PAYG Withholding Payable	7,771.53	3,345.53	4,283.53	10,329.53
Rounding	-	(0.15)	(0.34)	(3.44)
Superannuation Payable	2,181.13	1,791.54	1,932.37	2,834.03
Trade Creditors	22,201.05	36,911.31	26,552.84	14,621.38
Wages Payable	2,372.25	0.01	-	347.96
Workcover Payable	-	-	-	94.35
Total Current Liabilities	39,388.10	41,260.35	44,111.09	34,518.77
Non-current Liabilities				
Prepayments	0.06	(6,470.58)	-	-
Provision for Annual Leave	42,064.02	38,045.87	31,413.07	15,127.69
Total Non-current Liabilities	42,064.08	31,575.29	31,413.07	15,127.69
Total Liabilities	81,452.18	72,835.64	75,524.16	49,646.46
Net Assets	578,210.33	503,902.02	371,532.85	340,974.22
Equity				
Current Year Earnings	(29,033.51)	(37,061.79)	3,215.25	(13,193.43)
Retained Earnings	607,243.84	540,963.81	368,317.60	354,167.65
Total Equity	578,210.33	503,902.02	371,532.85	340,974.22

Other Income

Distributions Received	3,104.23	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Portfolio Gain / Loss	0.00	0.00	0.00	0.00	0.00	0.00	(24,428.00)	0.00
Total Other Income	3,104.23	0.00	0.00	0.00	0.00	0.00	(24,428.00)	0.00

Operating Expenses

Accounting								
Accounting and Legal Fees	1,450.00	1,400.00	300.00	0.00	300.00	0.00	0.00	9,000.00
Audit Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,400.00
Total Accounting	1,450.00	1,400.00	300.00	0.00	300.00	0.00	0.00	15,400.00
Marketing								
Advertising and Marketing - Above line	15,828.00	4,500.00	2,536.17	3,333.00	2,536.17	3,333.00	455.66	40,000.00
Advertising and Marketing - Below line	1,711.54	500.00	1,256.09	1,666.00	1,256.09	1,666.00	298.76	20,000.00
Total Marketing	17,539.54	5,000.00	3,792.26	4,999.00	3,792.26	4,999.00	754.42	60,000.00
Amortisation expense	10,232.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank Charges	438.19	380.00	288.17	270.00	288.17	270.00	270.84	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
Committee Expenses	223.00	375.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Computer Consultant Fees	0.00	100.00	0.00	100.00	0.00	100.00	665.00	1,200.00
Depreciation Expense	650.28	0.00	614.25	0.00	614.25	0.00	721.00	0.00
Dues & Subscriptions	792.37	700.00	258.17	175.00	258.17	175.00	175.52	4,000.00
Electricity	4,206.68	1,500.00	0.00	1,833.00	0.00	1,833.00	2,639.32	22,000.00
Equipment Expense/Hire	0.00	5.00	0.00	13.00	0.00	13.00	5.00	150.00
Insurance	539.22	8,300.00	8,942.48	8,000.00	8,942.48	8,000.00	468.17	8,000.00
Kids Club Activity Programme	0.00	500.00	0.00	500.00	0.00	500.00	345.91	6,000.00
Kitchen Supplies	0.00	337.00	0.00	333.00	0.00	333.00	34.58	4,000.00
Maintenance	270.00	715.00	0.00	900.00	0.00	900.00	838.04	6,500.00
Minor Equipment	1,218.46	185.00	102.77	125.00	102.77	125.00	173.14	1,500.00
Money Out (Kounta)	(372.00)	0.00	0.00	0.00	0.00	0.00	80.00	0.00
Office Supplies	118.36	200.00	136.89	208.00	136.89	208.00	249.29	2,500.00
Other Consulting Fees	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Postage & Shipping	0.00	0.00	0.00	13.00	0.00	13.00	0.00	150.00
Realised Currency Gains	1.51	0.00	161.25	0.00	161.25	0.00	3.00	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,600.00
Site Attendant's Fee	1,440.00	1,960.00	1,440.00	1,500.00	1,440.00	1,500.00	1,280.00	18,000.00
Site Consumables	0.00	30.00	31.09	100.00	31.09	100.00	29.02	1,200.00
Site Equipment Hire	967.64	1,000.00	2,127.49	1,690.00	2,127.49	1,690.00	1,290.04	20,300.00
Site Licence Fees Rent	0.00	14,250.00	28,700.00	14,350.00	28,700.00	14,350.00	28,000.00	177,000.00
Software Licence Fees	290.45	500.00	145.45	483.00	145.45	483.00	145.45	5,800.00
Staff Amenities	822.93	114.00	19.14	75.00	19.14	75.00	18.65	900.00
Staff Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Superannuation	1,733.84	2,280.00	2,181.13	2,485.00	2,181.13	2,485.00	1,791.54	29,820.00
Telephone	1,970.28	475.00	315.57	458.00	315.57	458.00	673.33	5,500.00
Travel & Entertainment	0.00	100.00	424.19	125.00	424.19	125.00	0.00	1,500.00
Unrealised Currency Gains	(1.62)	0.00	1.62	0.00	1.62	0.00	0.00	0.00
Volunteer Expenses	1,311.80	424.00	149.50	0.00	149.50	0.00	154.60	2,000.00
Wages & Salaries	21,081.46	22,768.00	22,009.49	23,670.00	22,009.49	23,670.00	16,543.19	284,040.00
Wages & Salaries - Annual Leave Movement	2,209.81	0.00	1,437.22	0.00	1,437.22	0.00	2,930.61	0.00
Workcover Levy	218.50	232.00	0.00	236.00	0.00	236.00	0.00	2,840.00
Waste Management	0.00	500.00	0.00	583.00	0.00	583.00	0.00	7,000.00
Car Park Subsidy	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00
Entertainment	0.00	0.00	0.00	833.00	0.00	833.00	0.00	10,000.00
Total Operating Expenses	70,352.70	65,330.00	73,578.13	64,057.00	73,578.13	64,057.00	60,279.66	715,200.00

Net Profit	(13,628.44)	(14,978.00)	(32,140.44)	(17,338.00)	(32,140.44)	(17,338.00)	(35,475.85)	13,130.00
-------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	--------------------	------------------

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

