

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 21 September 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
 - 5.1 AGM Planning
 - 5.2 Financial Specialist Appointment
6. ASFM Business Report
 - 6.1 CRM Update
7. Correspondence - NIL
8. Finance/Risk Report
9. Sub Committee Meeting Reports
 - 9.1 HR Committee –
 - 9.1.1 EO Marketing Staff Proposal
 - 9.2 Risk and Finance Committee – No Meeting
 - 9.3 Market Mix Committee – No Meeting
10. Red Flags & Risk Register
 - 10.1 New Risks
11. AOB
12. Close

NEXT MEETING

AGM – 19 October 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	Complete
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 Committee to approve AGM and election timeline and documentation Audit Information to be prepared	
August	2022	Committee meeting 17 August	Wed 10 Aug - Call for nominations
	2022	Approve Financial Report for AGM	
	2022		
September	2022		NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting
	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 not required (3 noms for 3 vacancies)
	2022		Lynne Dickson's term expires in October
October	2022	AGM 19 October	Wed 12 Oct - Online election not required
	2022		Election results announced at AGM Wed 19 Oct
	2022		
November	2022	Committee Meeting 16 November	Authorised Signatory List updated
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	
May	2023	Committee meeting date 19 April	
	2023	Committee meeting date 17 May	
	2023	Staff performance reviews	
June	2023	Committee meeting 21 June	
	2023	Decision required re Christmas and New Year's market	
	2023	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
131 135



Membership this Month
 2021 2022
78 54



Average Weekly Attendance
 2021 2022
2380 3302



NUMBER OF WEEKS
4



Avg No. of Stalls this Month
 2021 2022
93.3 83.5



Google Analytics
 2021 2022
9,157 17,776



Total Direct mail List
 2021 2022
7,516 7,642



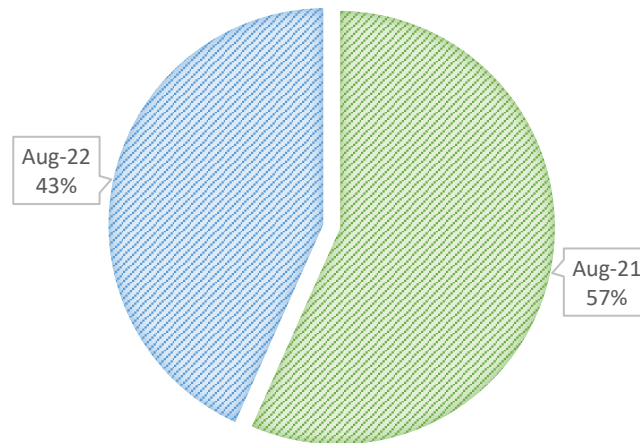
Facebook Follows
 2021 2022
27,780 29,586



Instagram Follows
 2021 2022
17,800 19,565

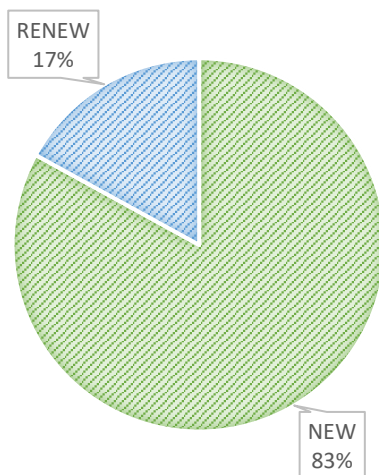
MEMBERSHIP SALES

MEMBERSHIP SALES

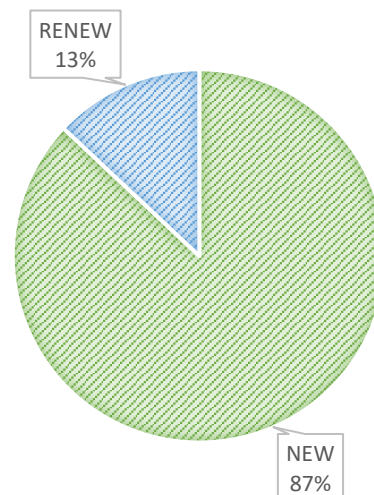


MEMBERSHIPS - NEW VS RENEW

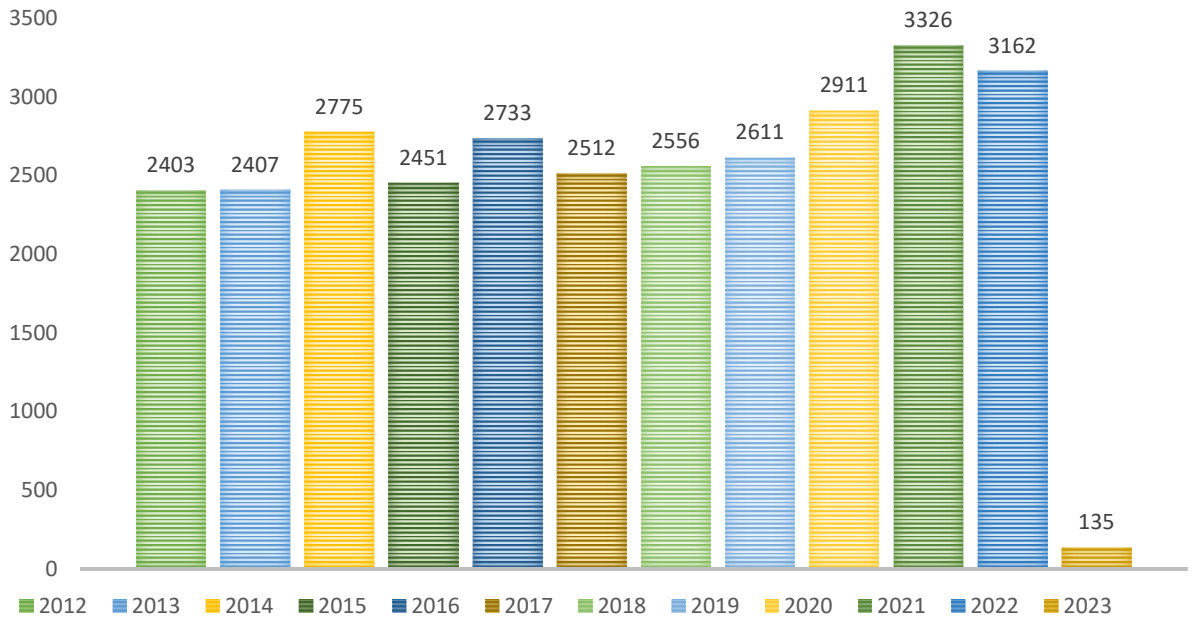
AUG-22



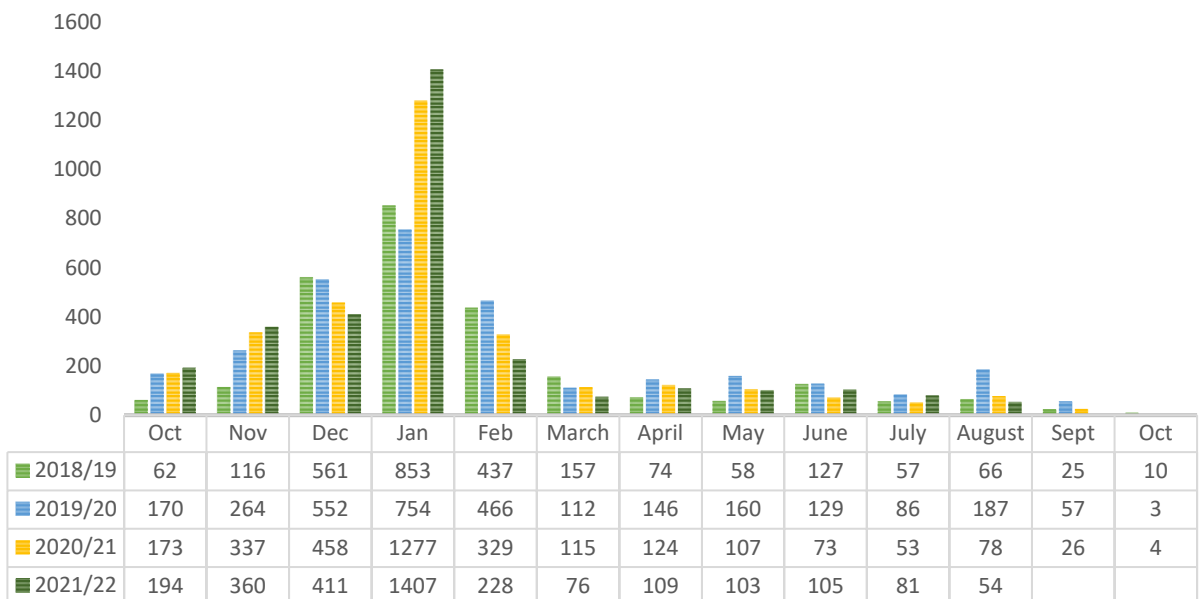
AUG-21



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



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



2022 MEMBERSHIP SALES

54	Total Memberships sold this month	24 ↓ (vs Aug 2021)
45	New Members	
9	Renewed Members	
1	Purchased at the market (Total)	
1	At market - New	
0	At market – Renewed	
53	Purchased online (Total)	
44	Online – New	
9	Online - Renewed	
3131	Total YTD membership sales	31 ↑ more than 2021 & 238 ↑ 2020 & 575 ↑ 2019
795	YTD – New	29 ↓ (vs Aug 2021)
2333	YTD – Renewed	33 ↑ more than 2021

Supported Membership Promotions:

- Final Price Drop for the year, featured in all four weekly EDM newsletters to either “Buy or Gift”
- 1 x Google Post has promoted market membership linked to the Memberships page.
- 1 x twitter post regarding membership
- Paid social advertising (outlined below) on Facebook and Instagram throughout August linked to Membership Page.
-

MARKETING/COMMUNICATION

DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

79,367	Total reach this month	5.2% ↓ (vs Jul) 29.4% ↑ (vs Aug 21)
2,036	Page visits	4.5% ↓ (vs Jul)
29,586	Total followers	4.1% ↑ Year on Year
28,219	Likes	182 or 32% ↓
192	New followers/likes	16.5% ↓ (vs Jul)
9,663	Engagement	19% ↓
27	Posts	
14	Stories	
28.1%	1 st Top Age Range 35-44 yrs	
19.8%	2 nd Top Age Range 45-54 yrs	
17%	3rd Top Age Range 25-34 yrs	
82.6%	Women	
17.4%	Men	

Instagram

17,477	Reach (11.7 K followers / 5,732 non-followers)	19% ↑ (vs Jul)
3,406	Profile visits	44.1% ↑ (vs Jul)
19,565	Followers	1729 ↑ (compared with 2021)
394	New followers (Growth)	47 ↑ (vs Jul)
1,251	Accounts engaged	43.9 % ↑ (vs Jul)
240,522	Impressions	22.4 % ↑ (vs Jul)

34	Posts	
135	Stories	
3	Reels	
31.3%	Age Range 25-34 yrs	
33.3%	Age Range 35-44 yrs	Top spot
18.6%	Age Range 45-54 yrs	
85.4%	Women	
14.5	Men	
6pm	Most active time	

Facebook & Instagram (Joint Advertising)

35,753	Overall Paid Reach (saw ads)	24% ↑ (vs Jul 22)
88,377	Overall Paid Impressions (on-screen)	49.1% ↑ (vs Jul 22)
\$544.83	Total Spend in August	
28,137	Paid Reach (saw ads)	July 28 – Aug 25 2022, 1,882 link clicks
75,196	Paid Impressions (on-screen)	July 28 – Aug 25 2022
\$478.72	Total Advertising spend	\$20 a Day, CPC \$0.30
1	Ad – Event Weekly Market 10/08/2022	7,114 Reach / 123 event responses, spent \$50, CPC \$0.41
1	Ad – Event Weekly Market 31/08/2022	7,736 Reach / 143 event responses spent \$60, CPC \$0.42

Google My Business

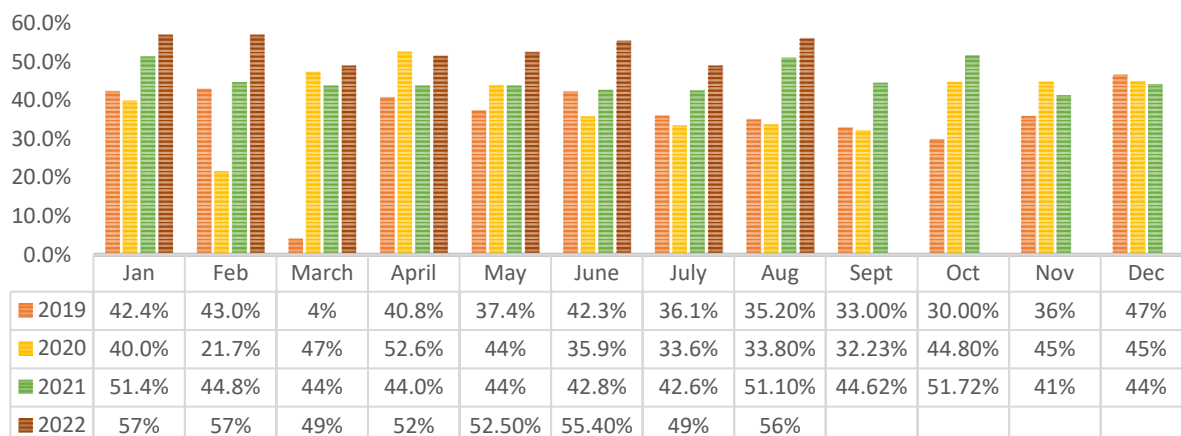
17,776	Searches showed business profile	102% (vs Aug 2021)
2,691	Business profile interactions	42.4% ↑ (vs Aug 2021)
29,486	Business profile views	59% ↑ (vs Aug 2021)
23,385	Google Search – mobile	62%
5,777	Google Search – desktop	21%
4,315	Google Maps – mobile	14%
1,585	Website clicks made from your Business Profile	33.2% ↑ (vs Aug2021)
344,840	1383 photos were viewed during July (Aug n/a)	
1,047	Direction request	58.4% ↑ (vs Aug 2021)

EDM / Newsletter

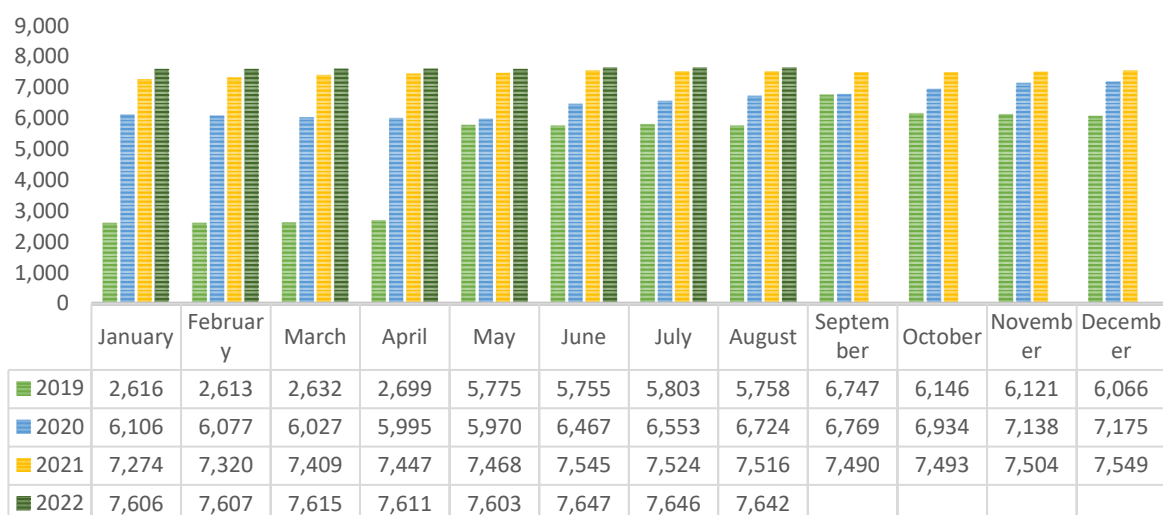
7642	Email distribution list	126 or 1.7% ↑ (vs Aug 2021)
56%	Open rate	4.9% ↑ (vs Aug 2021)
11%	Click through rate	1.3% ↑ (vs Aug 2021) Industry average is 2.94%
2824	Members Only –Last Chance - Show Special with Orphanage Park Info.	1,493 opened, 122 clicked to buy or Show link. 46 clicked to find out more about Orphanage Park Pop Up
2824	Members Only – Call for Nominations	49.8% opened, 0.9% clicked through. Call for nominations appeared in each EDM during August.

Other Digital Asset Updates- NIL

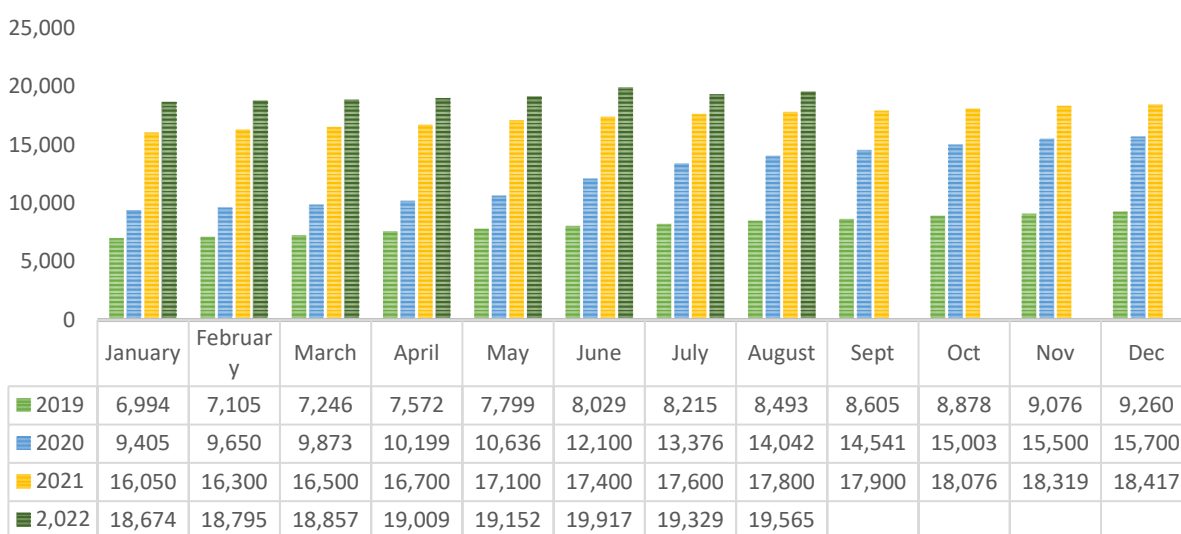
EMAIL OPEN RATE



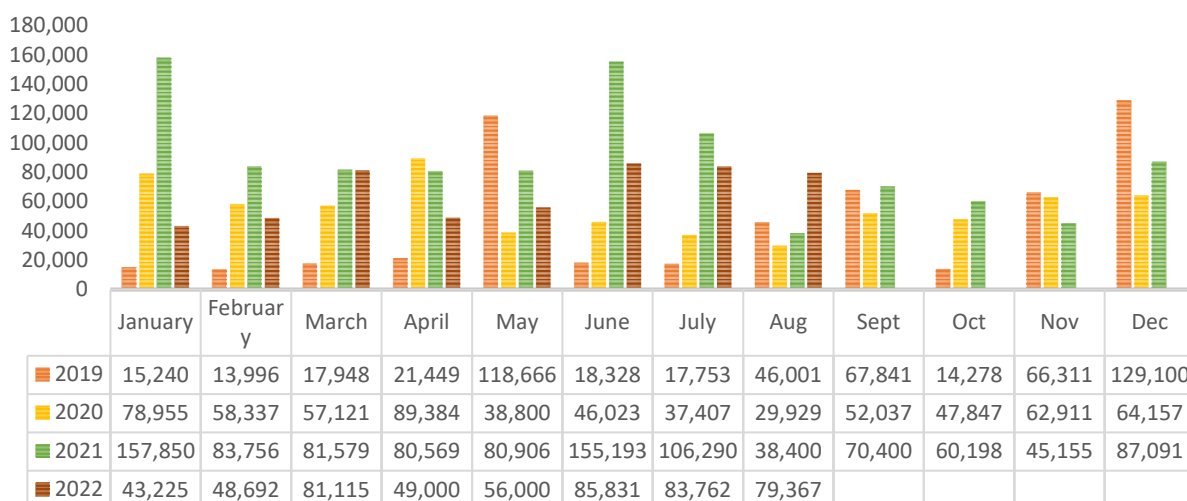
EMAIL SUBSCRIBERS



INSTAGRAM FOLLOWERS



FACEBOOK REACH



MARKETING COMMENTARY

Throughout August the market was relocated to Leader Street in preparation for the Royal Adelaide Show. Despite the disruption, market numbers remained steady, and no negative feedback was received from customers, suggesting that messaging was on point and marketing activities effective. Furthermore, stallholder feedback was positive, and sales anecdotally remained like or above previous markets.

Market numbers continued to grow with a total of 13,210 attending in August at an average of 3,303 per week, compared with 2,380 in 2021 and 2,227 in 2020. Throughout August the marketing focus remained on communicating the move to Leader Street with significant effort spent in creatively executing digital content such as curated videos with stallholders, volunteers and customers and “location signage” to convey the messaging. This also included boosted event posts on socials such as Facebook, Instagram and websites developments.

In addition over 3,000 Market on the Move flyers were distributed from stands and at main exit points at each market throughout July and August until supplies were exhausted.

With economic anxiety around interest rates increasing, particularly for homeowners paying off a mortgage, the market has continued to remain relatively untouched by current financial pressures. With further interest rate increases expected throughout the remainder of 2022, we could see discretionary spending weaken over the coming months, however given groceries are an essential item, it is unknown if any impact will be felt and if so whether it will be significant or more so in membership sales for the remainder of 2022 or 2023.

Future membership will need to be closely monitored to gauge consumer spending patterns and the level of impact on 2023 figures. It is possible that sales could swing either way as it could be deemed a cost-saving option on weekly groceries or an unnecessary budget expenditure that could be opted out on.

To date, we have sold 3,131 memberships with 54 sales this month (45 new and 9 renewed), which is 24 less than the same time last year. A total of 1 sale was made at the market, with 53 being online. It could be argued that the relocation of the market this month has negatively impacted membership sales at the

market, as sales in August 2021 at the market were 32 and only 6 were renewals, with online being relatively the same this year as in 2021 at 46. This is a significant, reduction, especially considering August was the 4th and final price drop for the membership year and this has been promoted actively in each newsletter throughout August and paid advertising on social media. Alternatively, the current economic climate and impact on household income could be taking effect.

We have continued to secure a free and regular live cross on FiveAA every Sunday morning with Michael Keelan in which the ASFM EO has worked with selected stallholders to conduct. This month we saw 4 interviews go live.

Ongoing digital content management across all the social platforms played a significant role this month in communicating the move, full insights are available at the end of the marketing report with a snapshot for Facebook, Instagram, and Google outlined below.

Total Facebook followers increased by 4.1% with reach this month being slightly down by 5.2% compared with July, however up 29.4% compared with August 21. Instagram performed well across the board compared with July with reach up 19%, profile visits up 44.1%, new followers up by 1729, accounts engaged by 43.9% and impressions by 22.4%.

Reach via advertising on Facebook and Instagram were up 24%, with a total of 88,377 paid impressions for a spend of \$544.83. Boosted event posts reached over 14,850 accounts and resulted on 266 event responses for a total spend of \$110.

Google Analytics continue to perform across the board compared with August 2021. The most significant increases were business profile searches being up by 94% or 17,776 (vs Aug 2021) and business views up by 59%. Our uploaded photos were up receiving 344,840 total views this month.

We have continued to run a Google Ad listing to promote the market and get click through to the website. Our fixed daily budget is being easily reached and the spend could be increased to achieve greater results. However, we are currently achieving 2,194 impressions with 356 conversions or 63.69% conversion rate with our maximum spend of \$7 a day or \$224 this month.

The weekly newsletter subscribers have increased by 126 or 1.7% with a 56% open rate up 4.9% compared to the same time last year. The click-through rate has also increased to 11% up 1.3% on the previous year. Two additional EDM's were distributed to members this month regarding the Royal Adelaide Ticket offer as outlined below and Calling for Board Nominations that close on the 9th September which are not reflected in these figures.

The ASFM negotiated a Show Ticket Offer for members only where they could receive a 5% discount on adult, child, concession and family tickets to attend the Royal Adelaide Show (during weekdays only) purchased via Ticketek. This required members to create a Ticketek account to purchase if they did not already have one. The initial EDM announcement was within the regular weekly newsletter and received 20.3% clicks or 121 on the "Buy Tickets Now" button. The second 'Exclusive Edm' had 1,493 unique opens (2,822 successful deliveries) and 187 total clicks or 35.3% on the "Buy Tickets Now" button and a further 24.6% on the "Find Out More" button regarding the Pop Up Market that was included in the EDM. Actual sales conversions figures are yet to be received from RA&HS via Ticketek, however, the level of interest would appear strong despite the offer being only 5% discount which if purchasing multiple or family tickets could add up to a significant saving.

Stallholder profile updates on the website continue to filter back, but time has been limited this month to dedicate to this task, due to staff shortages and other priorities around the relocation and marketing of

the Pop-Up Market. This will require more focus and follow up in September as well as October with the development of new profiles for businesses that have more recently joining the market. Most of the new stallholders have been contacted for content that is yet to be received.

A photoshoot was coordinated and undertaken at Leader Street to help with promoting the August Markets and to secure up to date imagery for future marketing efforts around the Leader Street site. An additional promotion this month was with Palace Nova Cinemas with 10 double passes being given away for the Scandinavian Film Festival. Lead time was limited so the ability to execute a creative promotion was reduced, however a mini promotion on Facebook and Instagram saw some level of engagement and the distribution of all ten double passes. What was of interest is that virtually all the ticket recipients engaged with us post attending the movie and thanked us for the opportunity. They were extremely grateful, and this proved to be a good PR exercise.

PROMOTIONS & CAMPAIGNS (PAID)

Date	Promotion / Campaign	Platform & Type	Results & Outcomes
Aug 2022	Market Search Listing Advertising – Weekly market	Google Search Ad Listing	1 st – 31 st August <ul style="list-style-type: none"> 2,194 page impressions, 559 clicks, \$224, CPC \$0.40 Budget \$7.00 per day decrease on previous month by 10.55% and conversion down by 42, spend was reduced from \$12. Primary demographic 25-34 yrs
Aug 2022	“Shop like a Locavore” Weekly Market & Pop Up in the Park Digital branded banner	Adelaide Showground Goodwood Road Digital Signage	Unable to measure
Aug 2022	Announcement as Australia’s 'Most Outstanding Farmers Market' by the public in the delicious. Harvey Norman Produce Awards 2022 (see Appendix 3).	Media Release distributed to over 58 contacts	List of some media monitored : Outlined below

Media Coverage: Win in delicious. Harvey Norman Produce Awards 2022 (see Appendix 3).

ABC Adelaide	Instagram post	https://www.instagram.com/p/ChYj4drMgKO/
Glam Adelaide	Website Feature on ASFM	https://glamadelaide.com.au/the-adelaide-showground-farmers-market-named-best-farmers-market-in-australia/
ABC News Adelaide Team	Interview - Breakfast @Staceylee_	Radio Interview
FiveAA	Interview - AFTERNOONS	Radio Interview

	WITH JADE ROBRAN	
Adelaide Now		https://www.adelaidenow.com.au/lifestyle/food-wine/shoppers-name-adelaide-showground-farmers-market-the-best-in-australia/news-story/f56d098e9f11a6adfb2d26334d574c04
Glam Adelaide	Article General Post	https://glamadelaide.com.au/delicious-harvey-norman-produce-awards-2022-winners-revealed/
		https://bit.ly/3QUBUET
Glam Adelaide	Glam Adelaide News for 18/08/22 - EDM	
Sprout Magazine	Feature Article (FOC)	
Kids in Adelaide		
Royal Adelaide Show	Social Post	
City of Unley	Social Post	

CAMPAIGN – RADIO – “Shop like a Locavore” Adverts – Nil this month.

Results received from March to May 2022 – Refer to Appendix 1

Results received from June to July 200 – Refer to Appendix 2

ADDITIONAL PUBLICITY RECEIVED:

FiveAA Live Cross Over (FOC)

FiveAA Live crossovers to the market every Sunday morning with Michael Keelan have continued.

THIS MONTH’S ACTIVITIES:

- **Website Maintenance**


Contacted all stallholders requesting that they review the existing Website profile page and provide feedback by the 19th of August. Some updates have been received and these are yet to be undertaken. A significant number of stallholders have not responded or acknowledged receipt of the email so a follow will be required and time permits.

CAMPAIGN – RADIO – “Shop like a Locavore” Adverts
Results received from March to May 2022

PROMISED VS DELIVERED

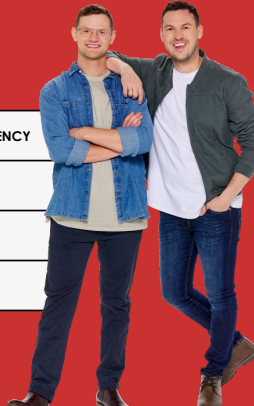
SPOT CLASSIFICATION	PROMISED	FILLER	DELIVERED
30 SECOND COMMERCIALS (Nova919)	131	42	173
30 SECOND COMMERCIALS (FIVEaa)	16	23	39
FIVEaa LIVE READS	2	-	2

VALUE DELIVERED: \$31,998
INVESTMENT: \$9,280



TOTAL REACH & FREQUENCY MAY 2022

STATION	1+	3+	5+	AVERAGE FREQUENCY
NOVA919	399,000	246,000	183,000	4.01
FIVEaa	96,000	43,000	26,000	8.36
GRAND SUMMARY	471,000	291,000	214,000	7.91



CAMPAIGN – RADIO – “Shop like a Locavore” Adverts
Results received from June - July 2022



nova 919

FIG and APPLE MUSTARD
at G. B.D. place

ADELAIDE SHOWGROUND FARMERS MARKET

Post Campaign Report
June-July 2022

CAMPAIGN

FIVEaa | Day Part Analysis | By Day Part
Including bonus/filler spots

Breakfast 5.30am-9.00am	Morning 9.00am-12.00pm	Afternoon 12.00pm-6.00pm	Drive 3.00pm-7.00pm	Other 7.00pm-5.30am
35	28	13	25	40

FIVEaa & Nova919 | Promised & Delivered

	Promised	Filler	Delivered
NOVA919 Commercials	95	14	109
FIVEaa Commercials	32	-	32
FIVEaa Live Reads	3	-	3

Total Delivered: 144



CAMPAIGN

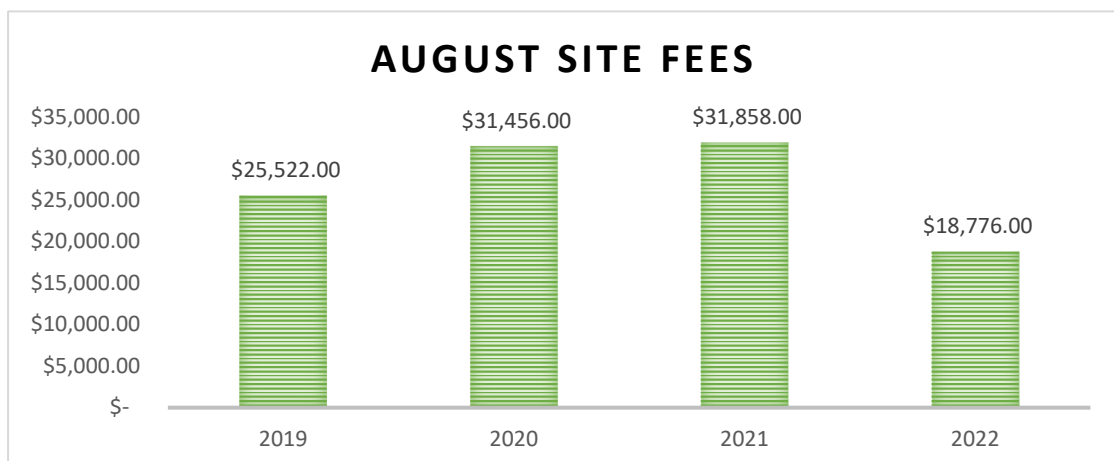
FIVEaa & Nova919 | Reach & Frequency

Station	1+	3+	5+	Ave Frequency
NOVA919	382,000	217,000	151,000	6.25
FIVEaa	124,000	62,000	42,000	5.00
Total	472,000	276,000	193,000	6.38

Total Investment: \$15,830 +GST
Total Delivered Value: \$22,836 +GST
(Based on Commercial Rates)

OPERATIONS

AUGUST SITE FEES



AUGUST CATERING FEES



INCOME

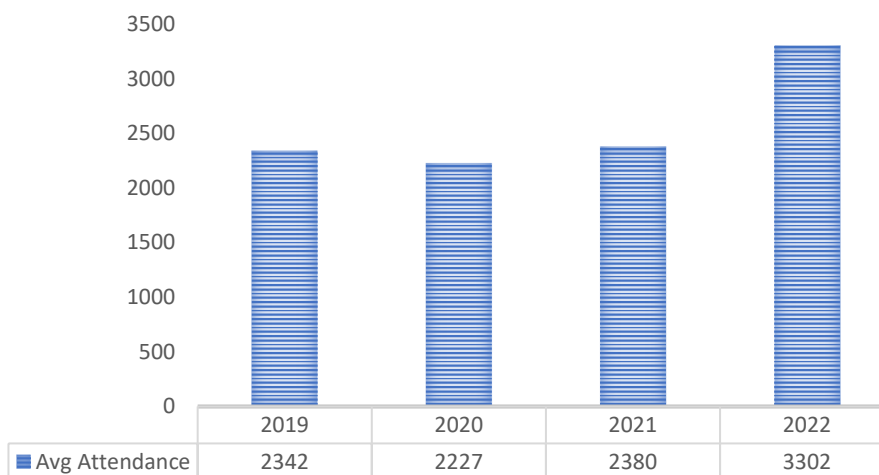
Once again there was a drop in stall fees. This was due to the required move to Leader St with one outdoor only market and several indoor stallholders making the decision to take a break while we were moved for the Show build.

The number of stallholders however has increased with two new stallholders joining us and the return of McCarthys Orchards. Additional stallholders starting in September will further increase site and catering income.

WEEKLY ATTENDANCE COUNT/RECORDS AUGUST 2022

	7/08/2022	14/08/2022	21/08/2022	28/08/2022
Attendance	3713	3285	3061	3151
Compared to 2021	1/08/2021	8/08/2021	15/08/2021	22/08/2021
Attendance	1728	2831	2163	2195
Notes	Leader Street, Science Alive!	Leader Street, Gilles at the Grounds	Covid 19, Leader St INSIDE AND OUTSIDE	Covid 19, Leader St OUTSIDE ONLY
Weather	14	12	16	21
Number of Sites	86	86	92	70
Number of Stallholders	70	68	76	57
Number of shared sites	2	2	2	2
Caterers onsite	7	7	7	7

AUGUST AVG ATTENDANCE



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	83.5											
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	3302											
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">• Liliyarra Artisan Cheeses• Butter & Toast	Returning stallholders: <ul style="list-style-type: none">• McCarthys Orchards• EKO Fruits
Stallholder Finishing Temporarily: <ul style="list-style-type: none">• Fruit Wise	Stallholders Finished Permanently: <ul style="list-style-type: none">• Kuhl Kooking

NOTES

Despite the move to Leader St and the one outdoor only market, attendance numbers remained high. There is now little to no concern demonstrated from customers re Covid still being amongst us although there is approx 1 in 4 customers wearing masks.

Having the catering all in one area, proved advantageous to both customers and vendors, and this gives weight to creating a 'eating/food' dedicated area with future planning.

Increased salary costs were noted to cover staff holidays, and additional staff required for bump in and out.

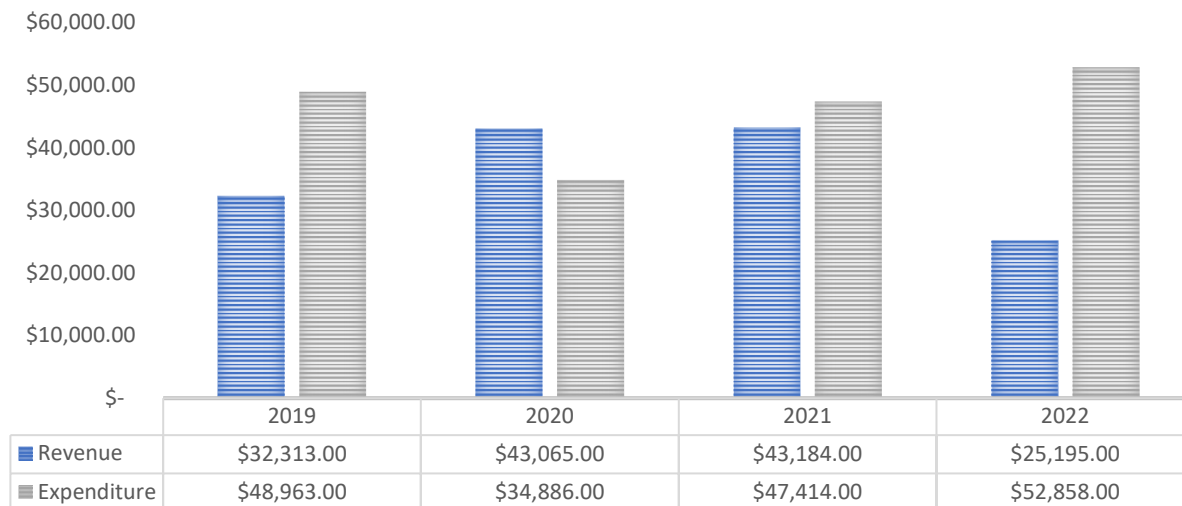
The bump in/bump out days ran extremely well, with no issues raised by stallholders. Staff were on hand to help where needed.

Storage costs were kept to a minimum with no offsite storage required and only one additional 20' container stored onsite. This has been reduced from 2 large offsite pods.

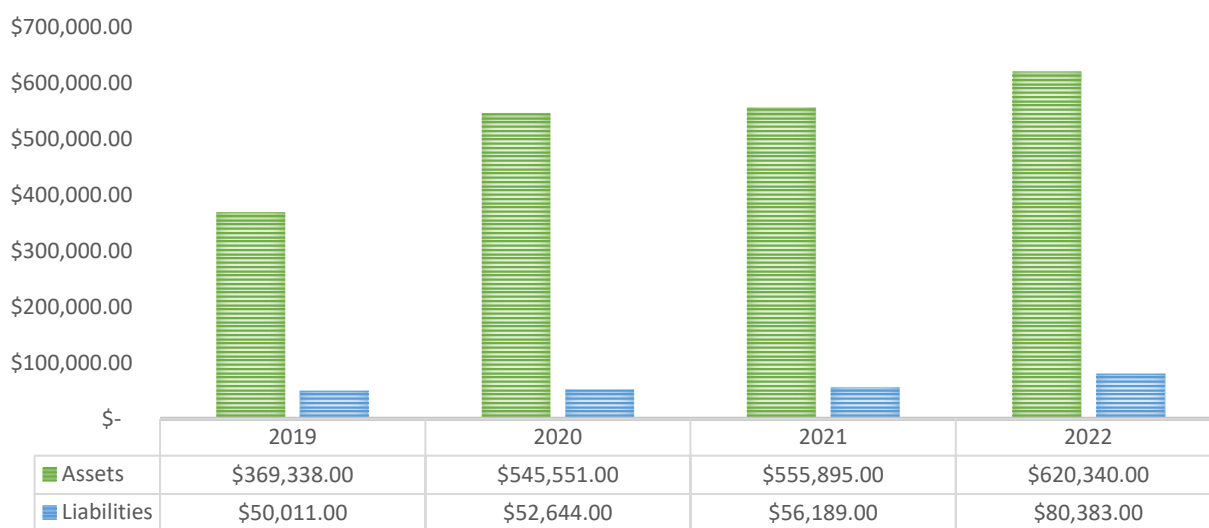
Kuhl Kooking finished up on 28 August and a new caterer 'The Spare Room café' have been secured to fill this site and offer similar catering. As they move forward they will add more offerings to their menu.

FINANCE

REVENUE/EXPENDITURE AUGUST



TOTAL ASSETS/LIABILITIES AUGUST



ASFM have invoiced the RAHS in September for the agreed relocation compensation of \$16,000 +gst which will significantly compensate for site fee income loss in August.

Site fees reduced to the new fees as of 1 August 2022

Outside Paid In Advance - \$96

Outside Paid Weekly - \$110

Inside Paid In Advance - \$106

Inside Paid Weekly - \$120

All new stallholders are instructed that prepayment is required and not given the option of weekly payment. This would be discussed if required.

NOTES

MARKET ANNOUNCEMENT – “Most Outstanding Farmers’ Market in Australia”

This month saw a significant win for the market with the announcement of Adelaide Showground Farmers’ Market being voted Australia’s ‘Most Outstanding Farmers Market’ by the public in the delicious. Harvey Norman Produce Awards 2022 (see Appendix 3). The win saw significant exposure and publicity for the market nationally that was further enhanced by the strategic distribution of a Media Release by ASFM to leverage gain additional local coverage. A real win for the market was the fact it was an inaugural trophy where readers were able to vote for their favourite farmers’ market in Australia. Which really demonstrated how much our local community values our market. The Executive Officer attending the award ceremony in Sydney and collected the award on our behalf.



ADELAIDE FARMERS' MARKET – SA

delicious.
Harvey Norman
PRODUCE AWARDS 2022

OUTSTANDING
FARMERS' MARKET
Readers' Choice Award
-WINNER-

ATTENDANCE

Considering the level of disruption over July and August the market has continued to perform well by way of attendance numbers especially in comparison to previous years and even previous months.

Communications efforts have been effective in conveying the multiple moves and to date no negative feedback has been received. The current economic factors are yet to be felt by the market and hopefully despite the continuing interest rate rises we maintain or continue to see growth in our numbers especially given our product offering is an essential item. Memberships sales have slowed and are slightly down on the previous year and efforts continue to be made in this space to increase awareness of the market and the membership program.

GRANT APPLICATION AND OUTCOME

Received confirmation that \$5,000 cash plus \$1,000 in-kind sponsorship was received from the City of Unley from the Community Events Grant Program to contribute to the costs associated with the Pop Up in the Park Market at Orphanage Park.

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 16 2022 Meeting
Room, Heavy Horse Memorial Building

CRM/Membership System Appointment

OVERVIEW:

Following the 2022 Membership drive it became evident that the Adelaide Showground Farmers' Market (ASFM) required an All-In-One Customer Relations Management (CRM) System with an incorporated Membership Management program that could integrate with our existing systems i.e., Xero, MailChimp and WordPress (website).

After fully scoping our needs, extensive research and factoring in the lead-time, Sirius Technologies was appointed in August 2022 to build a Custom Membership System with an integrated CRM that would be operational by October 2022 to align with the commencement of the 2023 Membership Drive at a total cost of \$13,420 (inc GST).

This investment secured a tailor-made software system fully owned by the Market with no ongoing monthly fees, just an annual hosting fee at a maximum of \$2,000.

The need for a CRM was also identified by Committee as a capital purchase for the 2022/2023 financial year, having been raised as an Agenda Item requiring further action following the June 22 Committee Meeting. It was then listed as an Agenda item for discussion at the July 22 meeting that was deferred.

Details were being finalised for the August 2022 meeting when the preferred supplier required a commitment to ensure their availability and capacity to meet our deadline given the short lead-time. As a team we agreed that this option met all our needs and adequate research had been undertaken to consider alternative options. We also felt this had no ongoing lock in commitment and presented less risk for the organization.

PROJECT SCOPE:

To date the ASFM has used multiple systems and plug-in's via the website to manage the annual membership drive at an ongoing cost (mostly monthly), in addition multiple spreadsheets and programs manage and record our relations with stallholders, customer, staff, volunteers, committee and suppliers. This current operating system has proved to be a clunky ineffective way to sell membership, manage payments, issue renewals, and build overall customer relations.

Furthermore, existing programs currently in use have greater capacity for the ASFM when leveraged with a fully integrated All-In-One CRM / Membership System, which would ensure efficient and effective operations by the team with improved supported communications.

To improve day to day efficiencies and the relationship with our customers the ASFM team have worked towards having a fully operational system in place by October 2022 in preparation for the 2023 Membership Drive. To achieve this, the appointed product/system needed adequate time to be tested, integrated with existing software, data cleansed and migrated, staff and volunteers trained ready to go live on 1st October 2022.

Key considerations were ensuring the integrating with existing systems such as Xero Accounting, WordPress (website) and MailChimp to limit overall disruption. Whilst finding cost savings through streamlined operations specifically around existing plugins.

TIMEFRAME & PROCESS

The ASFM team established a list of requirements in consultation with our Web Developer Free Range Future (who also suggested programs to consider). These factors were considered when reviewing the 'Off-the Shelf' system to deem suitability with our requirements.

A shortlist of those that best met our needs were created with further ongoing communications undertaken with the providers including Zoom meetings, emails and phone calls noting some were situated overseas.

Following discussions, costs were received from some of those that were best suited against our criteria. A significant amount of time had been spent investigating Salesforce and MembershipWorks as viable options, but both proved to be extremely expensive and had ongoing costs and systems that the market would never fully own. This also presented concerns around risk and confidentiality and ownership of data.

Refer to Appendix 2 quote from Salesforce for example Option #1 - Simplify Marketing & Sales - Salesforce CRM + Basic Marketing would cost \$25k to implement plus ongoing \$10k annually in addition to monthly fees exceeding \$800.

MembershipWorks although cheaper and a simpler system, also had set up fees, monthly fees of approx. \$200 and a significant amount of staff time and training to prepare the system to be fully operational by October.

After considering the 'Off-the Shelf' options against our scope and budget, we were still unsatisfied with the choices, so sought further advice from the SA Small Business Digital Network who highly recommended Sirius Technologies a South Australian company that had recently completed a Membership Database for Guildhouse with similar requirements. Not only were we supporting our philosophy of keeping it local, but we were considering a small business that could collaborate with us to develop a purpose build software system to meet all our needs who were easily accessible.

Following two presentations and receipt of a proposal, it was deemed that the software offered by Sirius Technologies could provide the very solutions that ASFM was seeking with a custom build system at a competitive rate and in a timely manner. The system also enabled the opportunity to grow with the addition of custom-made features should they be required.

CONCLUSION

After extensive research into the various systems and upon viewing all the communications plus quotes received from the following: MembershipWorks, SalesForce, Hubspot, Capsule, VTigers, Hiverbrite, Membes, Higher Logic and Groundhogg it was deemed that the custom-made system presented by Sirius Technologies would not only provide the most cost effective option but would meet all of the current market needs and have the capacity to strategically build upon as our needs change into the future.

This option also had no ongoing licensing fees and would be an investment owned by the market with the only ongoing cost being the annual hosting fee at a maximum of \$2,000 per annum which is a standard cost with all equivalent systems.

A further saving was the "lack of monthly ongoing fees" that the ASFM would be locked into paying indefinitely to use the software as quoted on by other providers. The custom-built system would be owned by ASFM and could be hosted by anyone the market appoints, as we would not be committed via a locked in contract to work with Sirius Technologies in future.

We would however like to see this as an ongoing relationship that benefits both parties and ensures we continue to enhance the system to meet the market needs as are needs develop and grow.

Furthermore, some additional anticipated saving would be made by choosing the custom build software option such as the discontinuation of some monthly plug-in costs associated with our existing membership management system would cease i.e. WooCommerce \$150 annually, Zapier at \$60 a month (\$720) and Counter \$160 a month (\$1,920) which are ongoing cost to the market.

The securing of Sirius Technologies in August was to ensure we secured the services and a relationship with our preferred software developer who had the capacity to deliver a system to meet our October sales timeframe with limited staffing resources and was local.

Sirius Technologies was prepared to work alongside staff to tailor make a system, amalgamate and cleanse existing data and conduct adequate testing with the team before going live to ensure a seamless transition into a fully operational Membership and CRM system that can grow with the market into the future.

This software will be a fully owned investment by the market with no ongoing licensing cost for a total cost of \$13,420

(inc GST). The only ongoing fee is hosting that can be of our choosing for under \$2,000 per annum.

Appointed : Software Developer Proposal:

<h1>QUOTE</h1> <p>Adelaide Farmers' Market</p>	<p>Date 23 Aug 2022</p> <p>Expiry 22 Sep 2022</p> <p>Quote Number QU-0015</p> <p>ABN 57 641 270 984</p>	<p>Sirus Technologies Pty Ltd 225 Fullarton Rd EASTWOOD SA 5063 AUSTRALIA</p>
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Description	Quantity	Unit Price	GST	Amount AUD
Custom Membership System Included Modules & Features -Single Front End Custom Membership Form -5 Back End Admin Dashboard Setup as per user roles -Month by month costing module -Member tagging -5 Custom Admin Dashboard Cards -Full User Rights Management -5 Pdf or CSV export reports -3 Email templates for auto email notifications -Email notifications auto and ad hoc -2 Payment gateway of choice Integration -SMS gateway integration for auto SMS notification -Gift - Discount or Complimentary option -Member for a day process -Parking add-on option process	1.00	9,200.00	10%	9,200.00
Add-ons Additional Features (Optional) -Full integration to Mail chimp	1.00	1,500.00	10%	1,500.00
Add-ons Additional Features (Optional) -Xero integration for auto drafting invoices	1.00	1,500.00	10%	1,500.00
3 Months Maintenance & Hosting (Included) -High-speed Reliable Hosting -Security updates -Daily Backups -Ability to roll back for last 7 Days	1.00	0.00		0.00
			Subtotal	12,200.00
			TOTAL GST 10%	1,220.00
			TOTAL AUD	13,420.00

Terms

50% Initial deposit upon quote acceptance
 25% Due on the approval of design and user flows
 25% Due once the development link has been sent

ABN: 57 641 270 984. Registered Office: 225 Fullarton Rd, EASTWOOD, SA, 5063, Australia.

Quote received from Salesforce:

Hi Roz,

We have outlined the high-level estimated costs below based on our initial discussion. We typically require more detail as there are usually a lot of nuances to this that we need to be aware of before providing a quote - but this is just ballpark where we think we can get you. Take a look at the options as well as some of the links - especially the Demo from Store Connect.

Few Factors to consider:

1. The number of licenses required - Below pricing is for 1 user/license.
2. Cost of implementing the software, cleaning your existing data, so we can ensure a turn-key solution for your business. We have recommended partners in Adelaide or you can choose your own. We will involve them in our next meeting if you chose to progress.
3. Choosing a software partner that has the ability to change, customize, and adapt as the business grows without expensive IT costs - which means spending less in the future on IT costs like you have been experiencing

Below are a few scenarios and features that could work for you along with estimated costs.

Option #1 - Simplify Marketing & Sales - Salesforce CRM + Basic Marketing

Overview

- Baseline Salesforce CRM
- Marketing emails
- Keep your same site - but keeping old systems and infrastructure means managing different systems that don't always talk to each other well
- This will simplify your sales data so your marketing communication to list - "2022 members" or "new member" is clean and automated
- However, this *may not* completely solve your subscription issues with overlapping members with renewals and new members - we would have to dig deeper into the root issue to ensure this solution would fit.

Estimated Costs

- Salesforce Sales Cloud Professional - \$105/month/license
- Marketing Cloud - \$700/month
- WooCommerce [integration](#) - ~\$150/annually (not Salesforce)
- Implementation costs = ~\$10-15K one-time cost to a partner agency (not Salesforce)
- Overall <\$10k/annually + \$10-15K one-time implementation cost

Option #2 - Full Functionality - Store Connect + Marketing Cloud Journeys + Intelligence Reporting

Overview

- Full functionality you are looking for and more - CRM, some automated email marketing + enhanced site on one platform
- See 4 minute [Demo](#) - this will give you an idea of what the site and functionality can look like for you, and your customers
- Some automated emails like, new members get an email, if they don't open it in 3 days, another email automatically gets sent.
- All built on Salesforce Platform - you can grow and add functionality with confidence - like Stallholders pre-selling items, updating their own stall details, selling t-shirts/bags/etc.

Estimated Costs

- Salesforce Sales Cloud Enterprise - \$210/month/license
- Marketing Cloud - \$1,500/month
- StoreConnect [pricing](#) - ~\$400/month
- Implementation costs = ~\$20-40k(Store Connect) (we have a local Adelaide partner we recommend you use)
- Overall ~\$21k/annually + ~\$20-40k one time

Let us know if you have any questions.

Look forward to hearing from you Roz.

Thanks,

Kohulen & Pete

Kohulen Mahan

Account Executive | Salesforce

Mobile: 04 1019 8487

LinkedIn: [LinkedIn](#)

Email: kmahan@salesforce.com

Profit and Loss

Adelaide Showground Farmers Market

For the month ended 31 August 2022

Account	Jul 2022	June 2022 Budget	Aug 2022	July 2022 Budget	YTD 2021/22	2021/22 YTD Budget	YTD 2020/21 Actuals	2021/22 Budget
Trading Income								
Bag Revenue	572.72	470.00	315.44	470.00	888.16	940.00	951.47	5,000.00
Car Park Card Revenue	649.97	200.00	27.27	200.00	677.24	400.00	454.12	30,800.00
Catering Rental Income	4,363.19	4,400.00	2,019.48	3,700.00	6,382.67	8,100.00	8,203.24	58,000.00
Membership Income	4,156.31	2,500.00	2,765.45	3,500.00	6,921.76	6,000.00	6,336.28	210,000.00
Merchandise Sales	634.29	30.00	290.46	30.00	924.75	60.00	16.55	2,500.00
Power Fees	1,701.85	2,087.00	965.43	2,083.00	2,667.28	4,170.00	4,651.31	25,000.00
Private Funding	245.44	0.00	0.00	0.00	245.44	0.00	245.44	0.00
Site Rent Income	30,495.08	38,000.00	18,776.28	30,000.00	49,271.36	68,000.00	71,048.35	420,000.00
Sponsorship income	0.00	0.00	750.00	0.00	750.00	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
Grant Income	0.00	0.00	0.00	0.00	0.00	0.00	2,727.27	0.00
Total Trading Income	42,818.85	47,687.00	25,909.81	39,983.00	68,728.66	87,670.00	94,634.03	769,800.00
Cost of Sales								
COGS - Bags	287.45	200.00	173.20	200.00	460.65	400.00	545.70	3,750.00
COGS - Car park costs	0.00	0.00	0.00	0.00	0.00	0.00	0.00	28,500.00
COGS - Merchandise Costs	627.85	208.00	288.75	208.00	916.60	416.00	200.20	2,500.00
Membership Costs	380.85	560.00	252.45	560.00	633.30	1,120.00	1,472.05	6,720.00
Total Cost of Sales	1,296.15	968.00	714.40	968.00	2,010.55	1,936.00	2,217.95	41,470.00
Gross Profit	41,522.70	46,719.00	25,195.41	39,015.00	66,718.11	85,734.00	92,416.08	728,330.00
Events								
Event Income								
Event Income - Orphanage Market	0.00	0.00	3,572.34	0.00	3,572.34	0.00	0.00	2,700.00
Total Event Income	0.00	0.00	3,572.34	0.00	3,572.34	0.00	0.00	2,700.00
Event Expenses								
Event Expenditure - Orphanage Market	0.00	0.00	(530.42)	0.00	(530.42)	0.00	0.00	(6,500.00)
Event expenses - COVID-19	(1,339.84)	(250.00)	(1,624.60)	(250.00)	(2,964.44)	(500.00)	(1,585.94)	(3,000.00)
Total Event Expenses	(1,339.84)	(250.00)	(2,155.02)	(250.00)	(3,494.86)	(500.00)	(1,585.94)	(9,500.00)
Gross Profit (Loss) on Event	(1,339.84)	(250.00)	1,417.32	(250.00)	77.48	(500.00)	(1,585.94)	(6,800.00)
Grant Funding								

Grant Income

Grant Funding - City of Unley	4,000.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
Total Grant Income	4,000.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00

Gross Profit (Loss) on Grant Funding	4,000.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
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Other Income

Portfolio Gain / Loss	(11,099.66)	0.00	0.00	0.00	(11,099.66)	0.00	(24,428.00)	0.00
Total Other Income	(11,099.66)	0.00	0.00	0.00	(11,099.66)	0.00	(24,428.00)	0.00

Operating Expenses**Accounting**

Accounting and Legal Fees	300.00	0.00	0.00	200.00	300.00	200.00	200.00	9,000.00
Audit Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,400.00
Total Accounting	300.00	0.00	0.00	200.00	300.00	200.00	200.00	15,400.00

Marketing

Advertising and Marketing - Above line	2,536.17	3,333.00	2,142.44	3,333.00	4,678.61	6,666.00	1,580.27	40,000.00
Advertising and Marketing - Below line	1,478.15	1,666.00	1,268.28	1,666.00	2,746.43	3,332.00	492.93	20,000.00
Total Marketing	4,014.32	4,999.00	3,410.72	4,999.00	7,425.04	9,998.00	2,073.20	60,000.00
Bank Charges	288.17	270.00	211.99	250.00	500.16	520.00	518.80	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	800.00
Committee Expenses	9.02	0.00	3.64	300.00	12.66	300.00	266.94	5,000.00
Computer Consultant Fees	0.00	100.00	87.50	100.00	87.50	200.00	835.00	1,200.00
Computer Supplies	0.00	0.00	79.00	0.00	79.00	0.00	0.00	0.00
Depreciation Expense	555.79	0.00	588.84	0.00	1,144.63	0.00	1,374.19	0.00
Dues & Subscriptions	258.17	175.00	748.42	300.00	1,006.59	475.00	490.07	4,000.00
Electricity	0.00	1,833.00	0.00	1,833.00	0.00	3,666.00	4,041.55	22,000.00
Equipment Expense/Hire	0.00	13.00	0.00	13.00	0.00	26.00	10.00	150.00
Insurance	539.16	8,000.00	700.27	0.00	1,239.43	8,000.00	1,007.39	8,000.00
Kids Club Activity Programme	0.00	500.00	31.20	500.00	31.20	1,000.00	664.09	6,000.00
Kitchen Supplies	0.00	333.00	0.00	337.00	0.00	670.00	34.58	4,000.00
Maintenance	0.00	900.00	0.00	0.00	0.00	900.00	838.04	6,500.00
Minor Equipment	102.77	125.00	0.00	125.00	102.77	250.00	229.50	1,500.00
Money Out (Kounta)	0.00	0.00	0.00	0.00	0.00	0.00	130.00	0.00
Office Supplies	136.89	208.00	167.92	208.00	304.81	416.00	370.18	2,500.00
Postage & Shipping	0.00	13.00	0.00	13.00	0.00	26.00	0.00	150.00
Realised Currency Gains	161.25	0.00	1.76	0.00	163.01	0.00	3.03	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	0.00	0.00	570.00	1,600.00
Site Attendant's Fee	1,440.00	1,500.00	1,800.00	1,500.00	3,240.00	3,000.00	2,880.00	18,000.00
Site Consumables	31.09	100.00	132.89	100.00	163.98	200.00	359.43	1,200.00
Site Equipment Hire	2,127.49	1,690.00	1,804.77	1,690.00	3,932.26	3,380.00	2,863.58	20,300.00
Site Licence Fees Rent	28,700.00	14,350.00	14,350.00	14,350.00	43,050.00	28,700.00	42,000.00	177,000.00
Software Licence Fees	145.45	483.00	425.45	483.00	570.90	966.00	530.90	5,800.00
Staff Amenities	19.14	75.00	44.77	75.00	63.91	150.00	104.65	900.00
Staff Training	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Superannuation	2,181.13	2,485.00	2,533.82	2,485.00	4,714.95	4,970.00	3,650.89	29,820.00
Telephone	318.20	458.00	272.97	458.00	591.17	916.00	1,057.34	5,500.00
Travel & Entertainment	424.19	125.00	694.00	125.00	1,118.19	250.00	80.41	1,500.00

Unrealised Currency Gains	1.62	0.00	0.00	0.00	1.62	0.00	0.00	0.00
Volunteer Expenses	149.50	0.00	181.95	0.00	331.45	0.00	510.85	2,000.00
Wages & Salaries	21,755.47	23,670.00	27,164.19	23,670.00	48,919.66	47,340.00	44,850.07	284,040.00
Wages & Salaries - Annual Leave Movement	1,437.22	0.00	(3,230.33)	0.00	(1,793.11)	0.00	(4,884.84)	0.00
Workcover Levy	0.00	236.00	0.00	236.00	0.00	472.00	0.00	2,840.00
Waste Management	451.44	583.00	452.40	583.00	903.84	1,166.00	0.00	7,000.00
Entertainment	0.00	833.00	181.82	833.00	181.82	1,666.00	0.00	10,000.00
Total Operating Expenses	65,547.48	64,057.00	52,839.96	55,766.00	118,387.44	119,823.00	107,659.84	715,200.00
Net Profit	(35,124.44)	#####	(27,644.55)	(16,751.00)	(62,768.99)	(34,089.00)	(39,671.76)	13,130.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 August 2022

	31 AUG 2022	31 JUL 2022	31 AUG 2021	31 AUG 2020	31 AUG 2019
Assets					
Bank					
Adel Show Farmers Market Inc	27,393.67	27,476.65	76,190.14	145,986.26	48,286.95
Bendigo - Business Account	427,593.52	464,189.54	312,258.22	107,119.99	96,882.62
Cash Management Account	18,364.26	18,364.26	11,672.26	8,671.31	5,444.76
Petty Cash	388.25	443.25	474.35	967.00	4,035.00
Total Bank	473,739.70	510,473.70	400,594.97	262,744.56	154,649.33
Current Assets					
Clearing - Cash	(177.60)	(174.60)	-	(13.70)	188.80
Inventory	10,146.05	8,105.60	7,620.74	16,693.30	16,463.63
Money In (Kounta)	-	-	(130.00)	(190.00)	(985.00)
Trade Debtors	2,891.11	12,812.85	6,475.80	1,851.90	3,857.50
Unrealised gain/loss on investments	-	-	-	6,507.66	14,571.66
Total Current Assets	12,859.56	20,743.85	13,966.54	24,849.16	34,096.59
Fixed Assets					
Computer Equipment	29,166.14	29,166.14	29,166.14	29,166.14	60,404.14
Accumulated Depreciation - Computer Equipment	(23,161.97)	(23,028.84)	(21,160.58)	(18,492.06)	(45,946.97)
Accumulated Amortisation - Fence	-	-	-	(3,548.10)	(2,958.62)
Fencing	-	-	-	7,097.00	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(26,437.72)	(26,116.77)	(24,987.54)	(21,591.43)	(27,918.38)
Furniture & Fixtures at Cost	48,603.04	44,050.37	44,279.73	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	9,277.38	-
Accumulated Depreciation - Outdoor Seating - Private Funding	(4,073.74)	(3,982.25)	(2,772.84)	(1,146.70)	-
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,298.08)	(1,271.20)	(981.58)	(665.08)	(348.43)
Signs and Banners	-	-	10,040.00	20,233.00	47,017.00
Accumulated Depreciation - Signs and Banners	-	-	(9,192.01)	(15,549.81)	(39,070.39)
Plant & Equipment	969.00	969.00	-	-	-
Accumulated Depreciation - Plant & Equipment	(36.51)	(20.12)	-	-	-
Total Fixed Assets	36,172.54	32,208.71	36,833.70	52,225.07	55,628.08
Non-current Assets					
Accumulated Amortisation - Website Development	(40,928.00)	(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	84,036.34
Website Development	54,460.00	51,160.00	51,160.00	51,160.00	51,160.00
Total Non-current Assets	97,568.34	94,268.34	104,500.34	114,732.34	124,964.34
Total Assets	620,340.14	657,694.60	555,895.55	454,551.13	369,338.34
Liabilities					
Current Liabilities					
ATO Integrated Client Account	-	-	-	(3,434.50)	-

	31 AUG 2022	31 JUL 2022	31 AUG 2021	31 AUG 2020	31 AUG 2019
GST	(5,786.68)	4,660.92	1,466.71	4,847.72	1,329.53
PAYG Withholding Payable	9,029.53	7,771.53	6,711.53	4,429.53	4,211.53
Rounding	-	-	(0.10)	(0.34)	(3.44)
Superannuation Payable	4,714.95	2,181.13	3,650.89	3,869.37	4,706.95
Trade Creditors	21,873.11	27,016.19	20,061.35	11,178.47	23,021.86
Wages Payable	5,722.55	2,609.68	-	-	347.96
Total Current Liabilities	35,553.46	44,239.45	31,890.38	20,890.25	33,614.39
Non-current Liabilities					
Prepayments	(7,702.99)	(8,403.26)	(5,931.36)	-	-
Provision for Annual Leave	38,833.69	42,064.02	30,230.42	31,754.33	16,396.89
Provision for Long Service Leave	13,610.69	13,610.69	-	-	-
Suspense	107.00	-	-	-	-
Total Non-current Liabilities	44,848.39	47,271.45	24,299.06	31,754.33	16,396.89
Total Liabilities	80,401.85	91,510.90	56,189.44	52,644.58	50,011.28
Net Assets	539,938.29	566,183.70	499,706.11	401,906.55	319,327.06
Equity					
Current Year Earnings	(58,709.69)	(32,464.28)	(41,257.70)	33,588.95	(34,840.59)
Retained Earnings	598,647.98	598,647.98	540,963.81	368,317.60	354,167.65
Total Equity	539,938.29	566,183.70	499,706.11	401,906.55	319,327.06

Summary

Opening Balance	\$535,310.08	\$510,473.70	\$510,473.70	\$473,739.70	\$473,567.50	\$471,256.30	\$487,298.10	\$506,238.40	\$602,974.20	\$595,894.00	\$567,509.80	\$561,062.28	\$554,781.28
Plus Net Cash Movement	-\$24,836.38	-\$36,734.00	-\$16,060.60	-\$172.20	-\$2,311.20	\$16,041.80	\$18,940.30	\$96,735.80	-\$7,080.20	-\$28,384.20	-\$6,447.52	-\$6,281.00	-\$8,844.00
Closing Balance	\$510,473.70	\$473,739.70	\$494,413.10	\$473,567.50	\$471,256.30	\$487,298.10	\$506,238.40	\$602,974.20	\$595,894.00	\$567,509.80	\$561,062.28	\$554,781.28	\$545,937.28

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 16 2022 Meeting
Room, Heavy Horse Memorial Building

Marketing and Communications Coordinator Proposal

Background

The Marketing and Communications Coordinator (MCC), Roz Becker, will finish her contract term with the ASFM at the end of December. At the time of recruitment Roz informed me that she would take a year's career break from end Dec 22 to Jan 24 to travel Australia with her family.

Roz has proven to be a great asset to the ASFM team.

She has produced innovative and engaging event promotions and marketing ideas that have greatly improved membership and customer engagement. She contributes significantly to the success of the market and is a valued member of the ASFM team.

At the time of recruitment, it proved extremely difficult to engage a marketing person of the calibre and with the experience in marketing, communications, digital and events that we required. It was through a sound recommendation and history of working with Michelle Hocking and her recommendation we were able to secure the services of Roz Becker.

In addition the ASFM team is currently working extremely coherently and kicking great goals consistently as a team.

Proposal

Roz has indicated that she would love to return to work with the team on her return from her travels in Jan 2023. We, in turn, would love to have her abundance of energy and ideas back with us.

I propose that:-

1. the ASFM hire an interim MCC for her year's absence and re-hire Roz Becker in Jan 2023. The recruitment process for the interim MCC will need to commence in early October to ensure that a suitable temporary replacement for Roz is found and to allow for an adequate handover period.
2. Roz Becker resumes employment with the ASFM in Jan 24

Request: That the ASFM Committee approve recruitment of a temporary MCC for the period of Roz Becker's absence and the rehire of Roz Becker from Jan 24

ASFM RISK REGISTER

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

Changes Made	Category	RISK	LIKELIHOOD OF OCCURING	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

