

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 18 January 2023
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the November Meeting
4. Action Items
5. Committee Calendar – 2022/3
6. ASFM Business Report
7. Finance/Risk Report
8. Sub Committees
 - 8.1 HR Sub-committee - NIL
 - 8.2 Risk & Finance Sub-committee - NIL
 - 8.3 Market Mix Sub-committee - NIL
9. Red Flags & Risk Register
10. AOB
11. Close

NEXT MEETING

Committee Meeting – 15 February 2023

ASFM Committee Member Register of Interests

Name of Board Member, Business	Description of market related Interests	Has the Committee been notified	Date of Disclosure	Steps take by Committee to deal with Conflict	Committee members action to deal with conflict	Recent services procured
Mem Ericsson/Mems Coffee	Stallholder - Coffee	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Albert Conterno/From the Grain	Stallholder - Breads, pasta and ready meals	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Jordan Philp/RAHS	Marketing Manager - Adelaide Show	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Gay Wallace	None	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Lynne Dickson	None	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Trish Simpson	Stallholder Eggs	Yes	On commencement	Committee member to step out of all discussions pertaining to conflict, no voting rights on subject	Committee member to step out of all discussions pertaining to conflict, no voting rights on	
Louise Bailey	Market Member/Chef	Yes	On commencement	discussions pertaining to conflict, no voting rights on subject	of all discussions pertaining to conflict, no voting rights on	
Geoff Page	Stallholder/Gooseberry Hills	Yes	On commencement	discussions pertaining to conflict, no voting rights on subject	of all discussions pertaining to conflict, no voting rights on	

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

Members present		
Lynne Dickson (LD)	Trish Simpson (TS)	Jordan Philp (JD)
Gay Wallace (GW)	Albert Conterno (AC)	Geoff Page (GP)
Louise Bailey (LB)		
Apologies		
Mem Ericson (ME)		
Also attended		
Carol McGrane (AFO)	Christine Robertson (EO)	

1. Welcome and Apologies

Deputy Chair, LD opened the meeting at 5.04 pm.

Apologies from ME.

2. New Conflict of Interest (COI)

ACTION: EO to add COI register to monthly documents and follow up with new members.

3. Minutes of Previous Meeting

Minutes of the Sept meeting were moved by GW and seconded by TS. Accepted.

ACTION: AFO to edit September minutes to include start and end date of LD's re-appointment.

4. Office Bearer elections

- Chair – LD nominated. All in favour. LD elected
- Deputy Chair – GP nominated. All in favour. GP elected.

- Treasurer – As LD taking on role of Chair it was agreed that a financial specialist, preferably accountant, should be sourced. LD will deputise in that role until replacement financial specialist appointed.
- Secretary – TS nominated. All in favour. TS elected.
- Public Officer - the EO, CR, appointed. All in favour

ACTION: EO to source accountant for financial specialist vacancy

5. Action Items

The EO confirmed that Roz Becker’s contract has been agreed and was being finalised.

(September 2022 – Agenda Item 9 Action Item refers)

6. Committee Calendar 2022

It was agreed that there would be no December meeting unless necessary. If required, it would be held via Zoom.

7. ASFM Business Report

A question was asked regarding the Membership infographic on the report’s initial dashboard. The EO clarified that the figures shown relate to the financial year and measure how membership is tracking in line with the budget. Membership Year figures are in the report in a different area.

She spoke to several activities to promote membership sales including a promotional Ham Bag, a win-a-bicycle competition and QR Code signage for stallholder’s stalls.

Report accepted.

8. Finance/Risk Report

Report accepted.

9. Sub Committee Meeting Reports

9.1. Sub-committee nominations and elections

9.1.1. HR Sub-committee

GW, LD, and GP were the members appointed.

9.1.2. Risk & Finance Sub-committee

LD, the treasurer, and LB were the members appointed

9.1.3. Sponsorship Sub-committee – See Business Report

9.1.4. Market Mix Sub-committee

TS, AC, the EO and GW were the appointed members.

10. Red Flags & Risk Register

Action: EO to include the Risk Register in next meeting's documents for board verification

Action: EO to add Risk Register to Calendar

11. AOB

- A discussion arose around the New Year's Eve Saturday morning market, the low take-up rate by stallholders and the required minimum number of stalls to go ahead with the market. It was mentioned that ensuring the major commodities were available was important.

Action EO to produce discussion paper re NYE market to put to the committee for an out-of-session decision and vote.

- Issues tabled for future discussion were:
 - The AGM and ways to encourage better attendance e.g. shift to a market day or create an event to get people there.
 - Strategic Planning.
 - Stallholder follow-up inspections to ensure authenticity of the market.

12. Close

6.04 pm meeting closed.

NEXT MEETING

Committee Meeting – 18 Jan 2022

Adelaide Showground Farmers Market Committee Meeting

Action Items November 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
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
November 2022 – Agenda Item 2	EO to add COI register to monthly documents and follow up with new members.	Complete
November 2022 – Agenda Item 3	AFO to edit September minutes to include start and end date of LD's re-appointment.	Complete
November 2022 – Agenda Item 4	EO to source accountant for financial specialist vacancy	Complete
November 2022 – Agenda Item 10	EO to include the Risk Register in next meeting's documents for board verification	Complete
November 2022 – Agenda Item 10	EO to add Risk Register to Calendar	Complete
November 2022 – Agenda Item 11	EO to produce discussion paper re NYE market to put to the committee for an out-of-session decision and vote	Complete

		ASFM / Committee Action Items	Election/Terms of Office
January	2023	Committee meeting date 18 January	
February	2023	Committee meeting date 15 February	
March	2023	Committee meeting date 15 March	Busking and Responsible Packaging Policies up for review
April	2023	Easter Weekend 7 -10 April Committee meeting date 19 April	Risk Management Policy up for review
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	
July	2023	Committee meeting 19 July Committee to approve AGM and election timeline and documentation Audit Information to be prepared	
August	2023	Committee meeting 16 August	Wed 9 Aug - Call for nominations
		Approve Financial Report for AGM	
			NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting
September	2023	Royal Show Closure Sun 3/9 & 10/9	Fri 8 Sept - Nominations close
		Committee meeting 20 September	Wed 13 Sep - Notification of AGM/Election to members
			Wed 13 Sep - Online election
October	2023	AGM 18 October	Wed 11 Oct - Online election closes
			Election results announced at AGM Wed 18 Oct
November	2023	Committee Meeting 15 November	Authorised Signatory List updated
December	2023	Meeting 20 December 2023?	
January	2024	Committee meeting date 17 January	
February	2024	Committee meeting date 21 February	Departing Gifts Policy up for review
March	2024	Committee meeting date 20 March	
April	2024	Easter Weekend 29 Mar-31 Mar Committee meeting date 17 April	
May	2024	Committee meeting date 15 May Staff performance reviews	
June	2024	Committee meeting 19 June Decision required re Christmas and New Year's market 24/25 budget approval required - Draft	

Current Committee

Committee Member	Position/Specialty	Appointment Dates	Term ends	Eligible for reelection
Geoff Page	Stallholder	Oct-22	Oct-24	Yes
Albert Conterno	Secretary and SH	Oct-21	Oct-23	No
Mem Ericson	Chair and SH	Oct-21	Oct-23	Yes
Lynne Dickson	Financial Specialist, Deputy Chair and Treasurer	Oct-22	Oct-24	Yes
Trish Simpson	Stallholder	Oct-22	Oct-22	Yes
Louise Bailey	Community	Oct-22	Oct-24	Yes
Gay Wallace	Legal Specialist	Jun-22	Jun-24	Yes
Jordan Philp	RAHS Rep	Nov-22	Nov-24	Yes

Former Members

Molly Scanlon	Legal	Jan-19	Jan-21	resigned July 2020
Joy Walker	Community	Oct-18	Oct-20	did not run again
Ruth hundredmark	Sponsorship Specialist	Nov-19	Nov-21	resigned
Alex Palin	Retail Specialist and Chair	Jul-21	Jul-23	resigned Aug 2021

Bill Cooksley	Stallholder	Oct-19	Oct-21	not reelected
Sabine DeVuono	Stallholder	Oct-21	Jun-23	Resigned June 22
Michelle Hocking	RAHS Rep	Apr-22	Apr-24	Resigned Aug 2022
Bob Heath	Stallholder	Oct-22	Oct-24	Resigned Jul 22
Diana Williams	Community	Oct-20	Oct-22	Yes

Geoff Page	Stallholder	Oct-20	Oct-21	term ended oct 21	break as 6 consecutive years served.
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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
(financial Year)**

2021/22	2022/23
1131	1240



Membership this Month

2021	2022
411	442



Average Weekly Attendance

2021	2022
2015	2786



**NUMBER OF WEEKS
4 (5 markets)**



Avg No. of Stalls this Month

2021	2022
92.0	92.75

(excludes NYE Market)



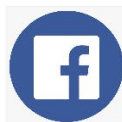
Google Analytics

2021	2022
11,010	Not Avail



Total Direct mail List

2021	2022
7,549	7,778



Facebook Follows

2021	2022
28,021	30,314



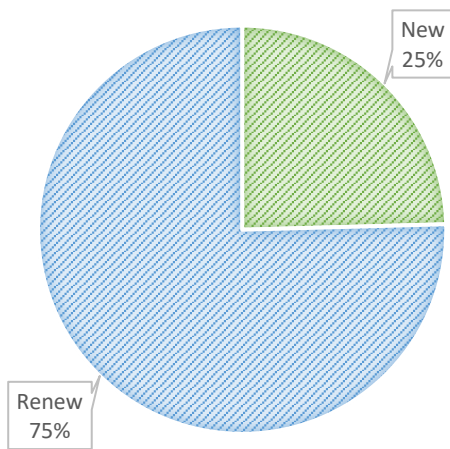
Instagram Follows

2021	2022
18,417	20,167

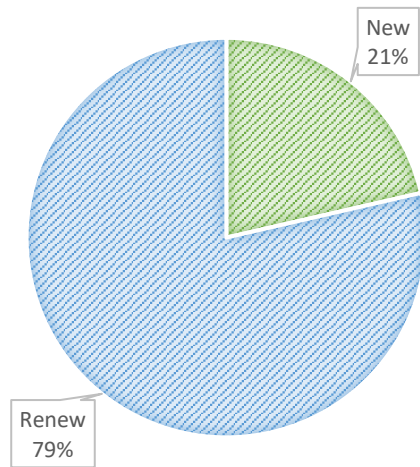
MEMBERSHIP SALES

MEMBERSHIPS - NEW VS RENEW

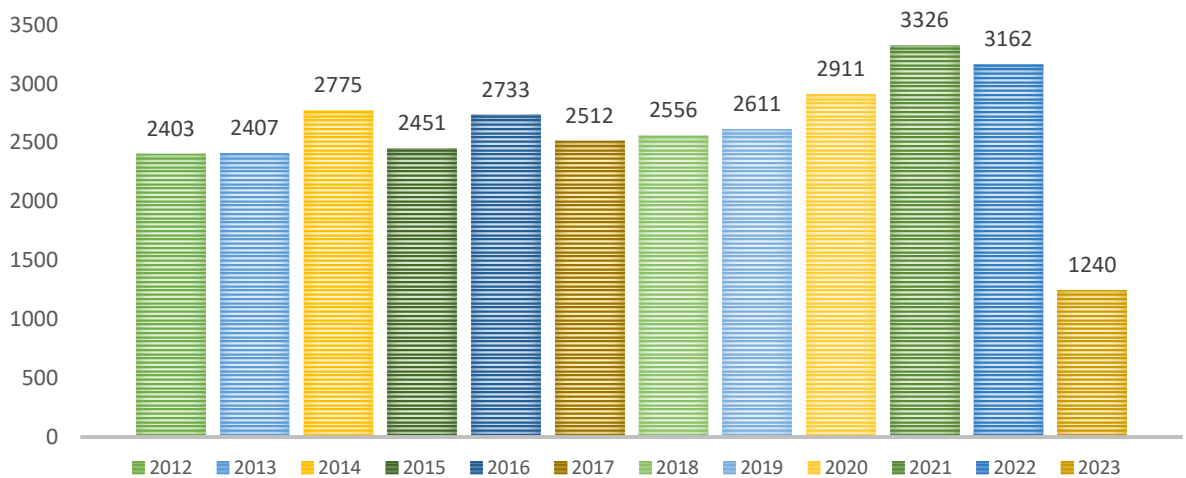
DECEMBER 2022



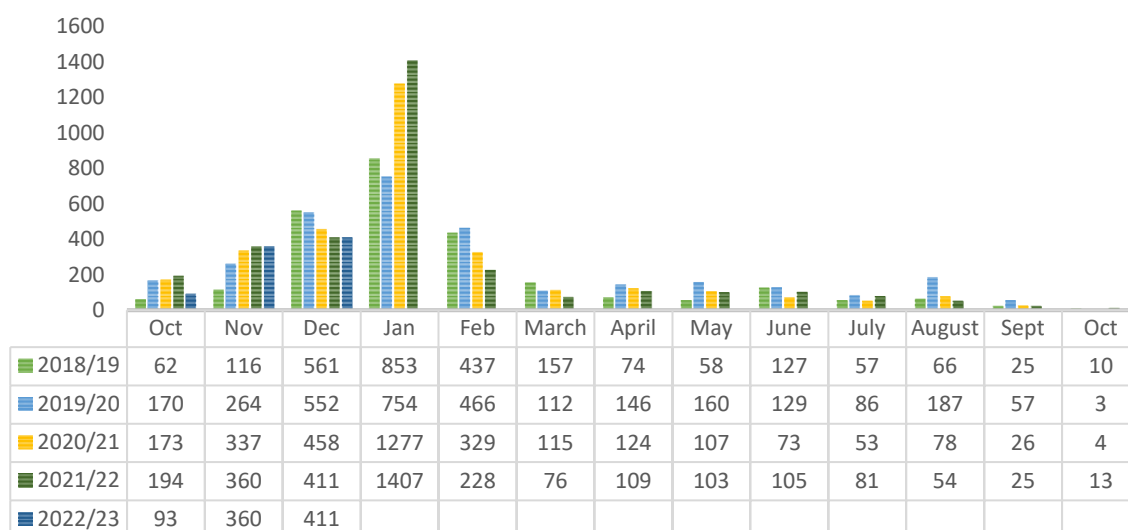
DECEMBER 2021



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



Driving membership sales and the new CRM have continued to be the major focus this month with a strong advertising push on radio via Nova 919 and FiveAA, print supported by digital on City Mag Gift Guide and digital advertising via social media and Glam Adelaide was undertaken to help drive membership sales for 2023.

Securing sponsorship for two bikes from Bicycle Express valued at over \$1300 has provided an additional incentive to sign up before the end of the year. With every person signing up as a member instantly going into the draw to Win 1 of 2 bicycles. Membership sales in November were strong and the introduction of the QR Code for mobile sign up at the market (as well as online) proved to be a popular option especially with the younger demographic.

In addition both new and renew members were given an ASFM Locavore Ham Bag which was well received.

This month we have managed to sell 388 memberships, 28 more than November 2022 with an almost even split between 192 new and 196 renewing. With the new QR code it will be difficult to gauge those renewing online or at the market given many are prompted to sign up using the QR code on

New A4 core flute signage with the QR code has been placed throughout the market pavilion in situ to stallholders. These have replaced DL brochures and stands throughout the marketplace with a limited supply of DL brochures available from the Membership Kiosk and Information Stand or at selected stalls.

388	Total Memberships sold this month (Nov)	28 ↑ (vs Nov 21)
192	New Members	
196	Renewed Members	
116	Purchased at the market (Total)	95 ↑ (vs Nov 21)
50	At market - New	
66	At market – Renewed	
77	Purchased online (Total)	
142	Online – New	

130	Online - Renewed	
481	Total YTD membership sales 2023	95 ↓ (vs Oct 2021)
264	YTD – New	35 ↑ more than 2021
217	YTD – Renewed	136 ↓ less than 2021

MARKETING/COMMUNICATION

OVERVIEW

We have continued to secure a free and regular live cross on FiveAA every Sunday morning with Michael Keelan interviewing selected stallholders. This works well but is limited by it's timing as many stallholders are not at the market by 7.20am. However these are at no cost and we will continue them as long as possible.

The internet and time working on the CRM have impacted the level of digital content across all the social platforms with insights are available at the end of the report.

Total Facebook followers increased by 7.7% or to 30,289 compared to the previous year the total reach was up compared to October 2022 by 49.8%. Instagram followers have increased to 20,159 or by 1,840 compared with the previous month and reach has increased by 10.3%. Both platforms continue to grow and we expect increased numbers into the future when Storyboard statistics are included.

Although less focus was given to Google My Business this month as they changed the interface and some of the methods for posting as well as uploading photos, this reduced our capacity for a period of time, impacting our performance across the board compared to the previous year, with profile searches being up 57.5%, profile interactions by 53.3% and profile view by 27%. Strategically placed listed adverts continued this month and

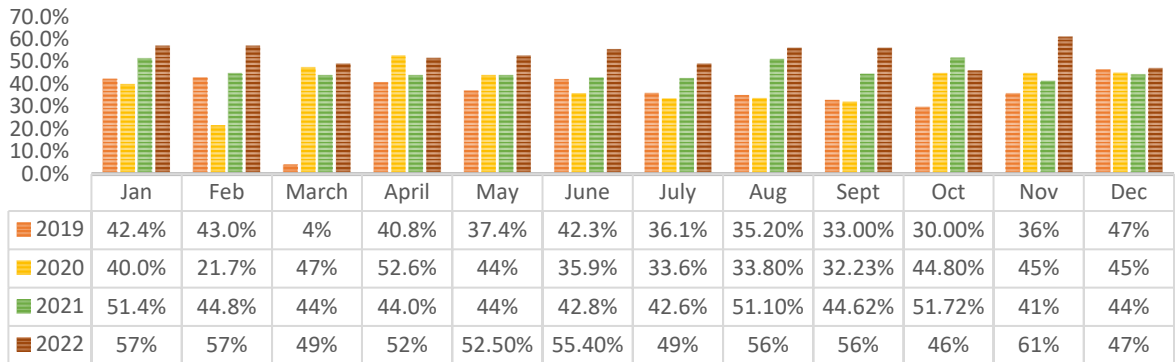
Analytics continues to perform well compared with October 2021. The most significant increases were business profile searches being up by 66%, Business Profile Interactions up 53.3% (vs Oct 2021) and business views up by 33.2%. Furthermore, our 1506 uploaded photos received a total of 298130 total in September (October N/A at time of reporting's).

We have continued to run a Google Ad listing to promote the market and get click through to the website. Our fixed daily budget needs revisiting and the keyword searches. This will need a increase in annual budget spend to continue to have an impact. We are currently achieving over 2,000 impressions with 60% conversion rate for a maximum spend of \$7 a day or \$224 this month. We are easily running out of budget each month and could allocate more to effectively increase traffic.

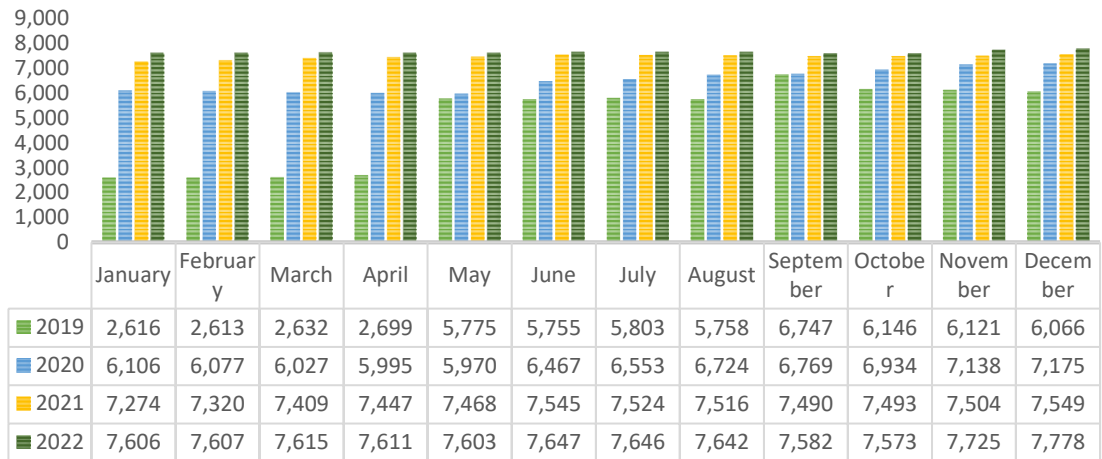
Stallholder profile updates on the website continue to filter back slowly, but available hours to work on this task are the main issue.

Additional promotions this month were in Play and Go, Kids in Adelaide and Glam Adelaide to support the "Find the 12 Elves on the Market Shelves".

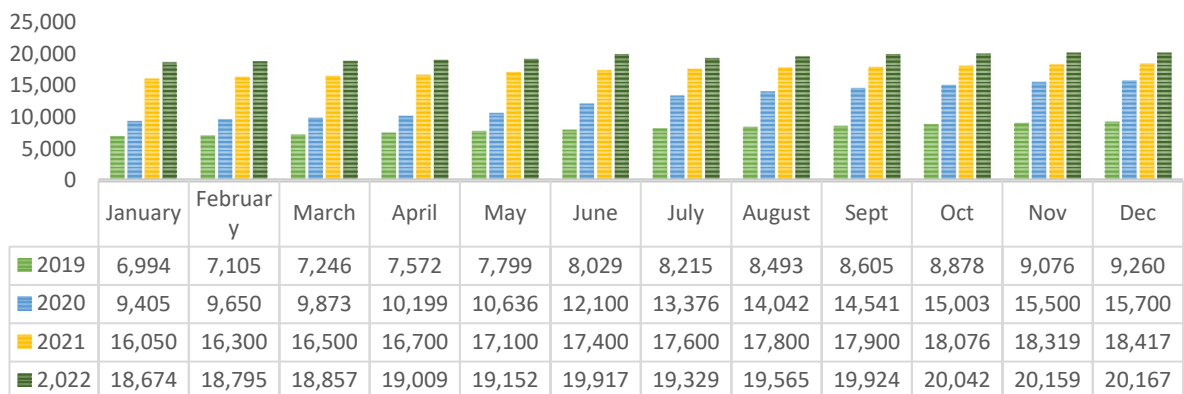
EMAIL OPEN RATE



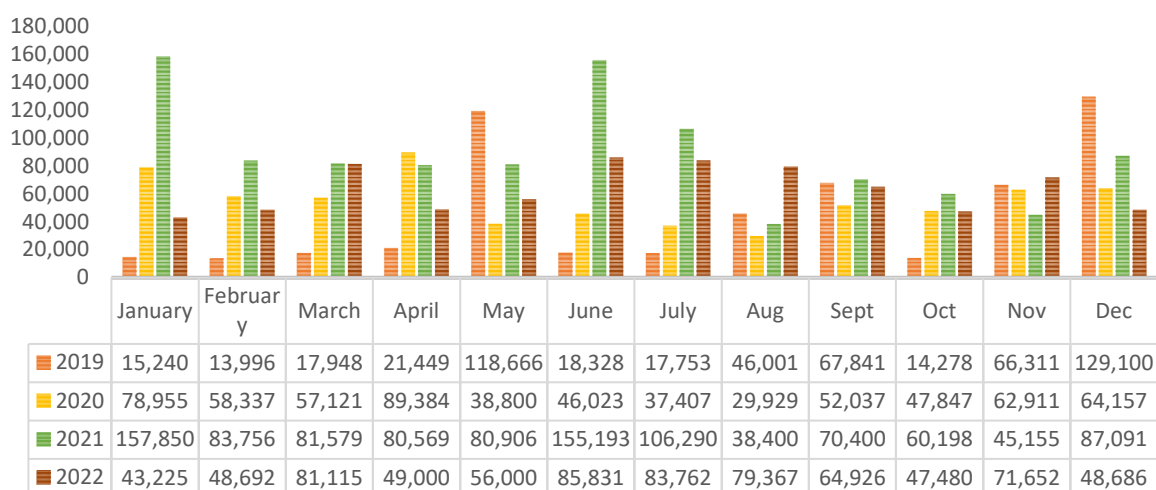
EMAIL SUBSCRIBERS



INSTAGRAM FOLLOWERS



FACEBOOK REACH



DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

48,686	Total reach this month	49.8% ↓ (vs Nov)
1,993	Page visits	37.3% ↑ (vs Nov)
30,314	Total followers	7.6% ↑ Year on Year
28,967	Likes	129 ↑ (vs Nov)
129	New Page likes	15.1% ↓ (vs Nov)
8,385	Engagement	18% ↑ (vs Nov)
31	Posts	
25	Stories	117% ↑ interactions (vs Nov)
34%	1 st Top Age Range 35-44 yrs	
24.1%	2 nd Top Age Range 45-54 yrs	
20.2%	3 rd Top Age Range 25-34 yrs	
82.5%	Women	
17.5%	Men	

Instagram

10,860	Reach (9,501 K followers / 3,521 non-followers)	17.2% ↓ (vs Nov)
1,856	Profile visits	4.3% ↓ (vs Nov)
20,167	Followers	1750 or 8.7% ↑ (YOY)
204	New followers (Growth)	22.4 ↓ (vs Nov)
669	Accounts engaged	28.8% ↓ (vs Nov)
161,215	Impressions	8.1 % ↑ (vs Nov)
30	Posts	
182	Stories	18.5 % ↓ (vs Nov)
3	Reels	
30.2%	Age Range 25-34 yrs	
34.7%	Age Range 35-44 yrs	

18.4%	Age Range 45-54 yrs	
83.1%	Women	
16.8	Men	
6pm	Most active time	

Facebook & Instagram (Joint Advertising)

16,344	Overall Paid Reach (saw ads)	9.6% ↑ (vs Nov)
41,824	Paid impressions	10.2 % ↑ (vs Nov)
\$260.18	Total Spend	
1	Ad – Event Weekly Market 9/12/2022	3,010 Reach / 40 event responses, spent \$30, CPC \$0.75
2	Ad – Event Weekly Market 12/12/2022	4,900 Reach / 135 event responses spent \$72, CPC \$0.53
3	Ad - Boost Market Closed - 19/12/2022	3,333 Reach / 126 Activity \$35, CPC N/A
4	Ad – Membership (7 Days) 20/12/2022	9,450 Reach / 204 Event Responses spent \$67, CPC \$0.32

PROMOTIONS & CAMPAIGNS (PAID)

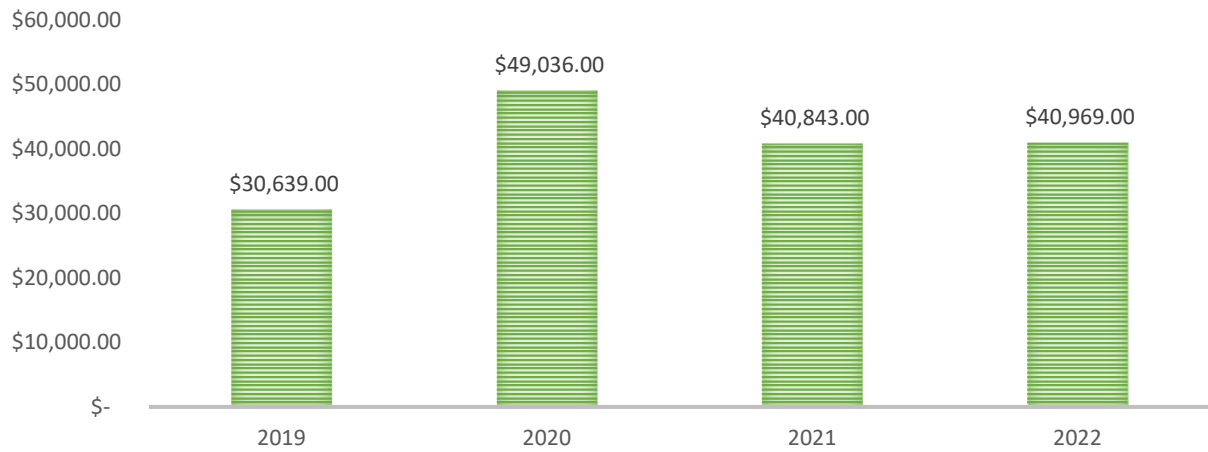
Date	Promotion / Campaign	Platform & Type	Results & Outcomes
1-31 Dec	Market Search Listing Advertising – Weekly market	Google Search Ad Listing	494 Clicks, 1,445 impressions, CPC \$0.34, Cost \$183.97
Nov 2022	“Shop like a Locavore” Weekly Market Digital branded banner	Adelaide Showground Goodwood Road Digital Signage	Unable to measure
9 Nov – 16 Dec	Membership Drive, Bikes and Locavore (plus Christmas Trading hours)	Radio – Nova919 and Five AA	N/A
9 Nov – 16 Dec	12 Days of Christmas with Jayne Reilly	Radio –Five AA	N/A

THIS MONTH'S ACTIVITIES:

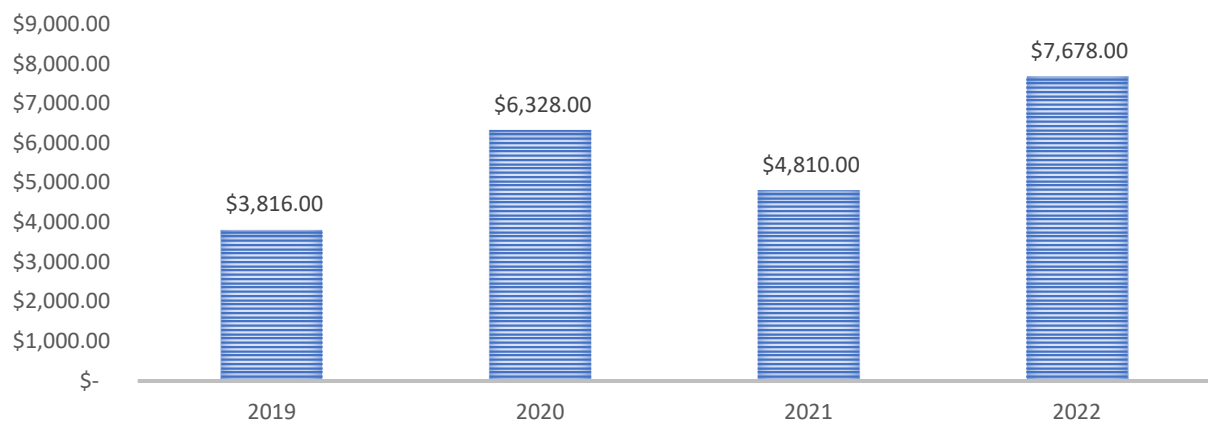
- **Website Maintenance** – ongoing
- **Website Listing:** provided content for new websites Local Tongue. www.thelocaltongue.com
- **Event Listings:** Glam Adelaide, ATDW, kids in Adelaide & Play and Go for all Christmas Events including find the 12 Elves on the Shelves, Santa Visit.
- **Grant Application** – N/A.

OPERATIONS

DECEMBER SITE FEES



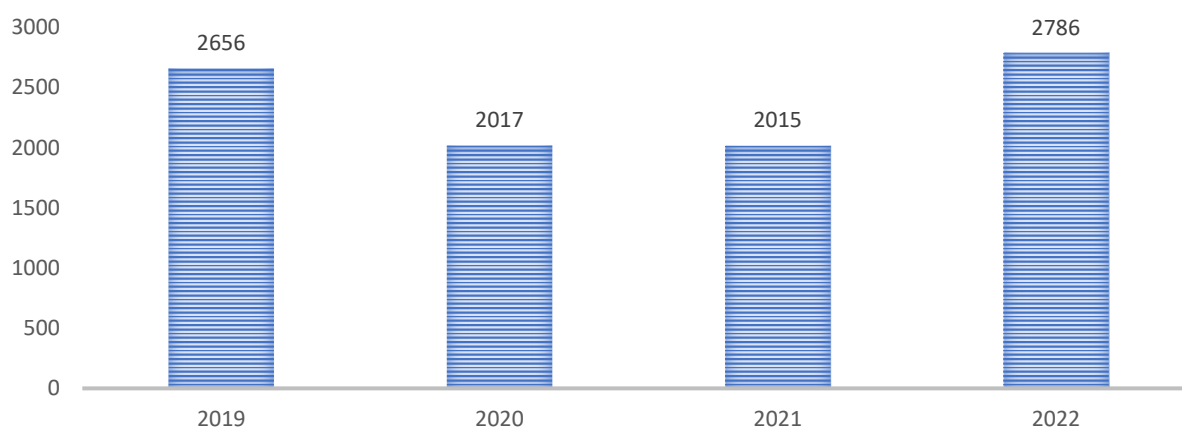
DECEMBER CATERING FEES



WEEKLY ATTENDANCE COUNT/RECORDS DECEMBER 2022

	4/12/2022	11/12/2022	18/12/2022	24/12/2022	31/12/2022
Attendance	3437	2559	3740	2220	1976
Compared to 2021	5/12/2021	12/12/2021	19/12/2021	23/12/2021	NA
Attendance	2314	2229	2567	953	NA
Notes	Gilles / Santas Wonderland / Crystal & Gem Show/Elves on the Shelves/Childrens Activity	Santas Wonderland / Crystal & Gem Show	Gilles / Santas Wonderland/ Santa Photos/Kids Club Activity/Bouncy Castle/Face Painter	Santas Wonderland	NYE
Weather	35	23	29	26	32
Number of Sites	101	98	101	71	47
Number of Stallholders	82	78	81	55	36
Number of shared sites	2	1	2	0	1
Caterers onsite	7	6	7	4	4

DECEMBER 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	83.5	64.75	94.4	99.5	92.75							
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)						
Sept 2022 increase to 91.5 if Orphanage Park excluded (38 Stalls attended)							**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)						
							*** Dec 2022 decreases to 83.6 if NVE included (47 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	2370.25	3152	2864.5	2786.4							
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"> Origin of Taste 	Returning stallholders: <ul style="list-style-type: none"> Pavlos Adelaide Hills Berries Merry Cherry EKO Fruits Harvest the Fleurieu
Stallholder Finishing Temporarily: <ul style="list-style-type: none"> 	Stallholders Finished Permanently: <ul style="list-style-type: none"> Rundle General Traders

NOTES

CHRISTMAS EVE MARKET

The market enjoyed 55 stallholders taking part with an attendance of 2,220 with the majority of people attending before 10.30am. Stallholders on the most part recorded good sales but were concerned with the market being open for the full four hours.. There was strong trade for fresh seasonal fruit and basic necessities.

NEW YEARS EVE MARKET

Only 36 stallholders attended the NYE market although there were still good attendance numbers considering with 1976. Once again the crowd hit early and the market was all but dead from 10am. Both Christmas Eve and NYE markets were on Saturday and many stallholders attended their usual Saturday market of Willunga or Adelaide Hills and were unable to attend ASFM as well.

RUNDLE GENERAL STORE (AKA Kraut KOFT)

Have had major issues with staffing both their city store and the market stall and after weeks of non attendance have made the decision to just run with the city store in Rundle Street and withdraw from the market.

CHERRY & BERRY SEASON

This was a disappointing cherry season with the weather and rain affecting quality of fruit and ripening. Only EKO fruit sold cherries for any length of time,. Merry Cherry traded for only one Sunday and with only one site, as opposed to their multiple sites over a month in previous years. Rich Pickings did not trade in cherries at all this season. Adelaide Hills Berries only commenced trade late December when their season would normally start mid November. This has had a flow on effect on site income, however customer satisfaction has remained high, given the it re enforces the fact that our berries/cherries are from SA and not imported form OS or interstate.

STALLHOLDER STAFFING

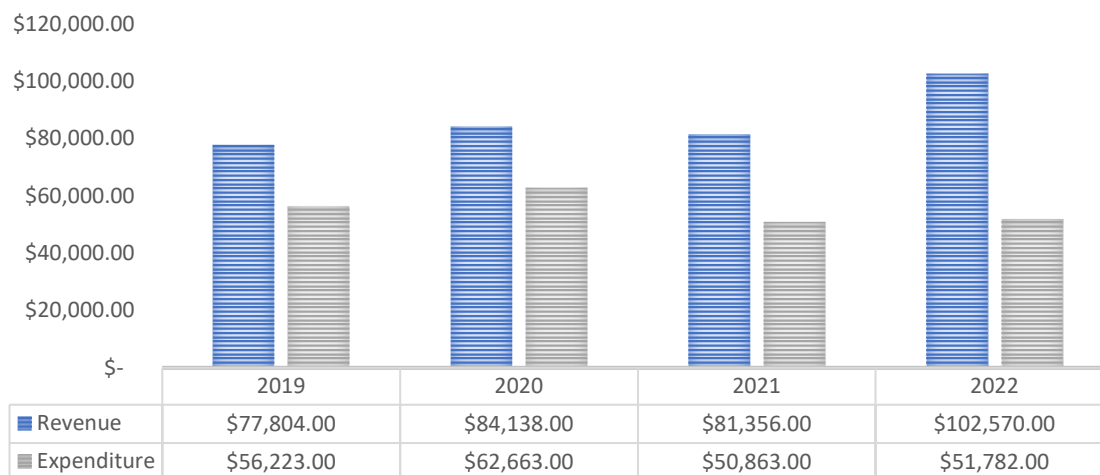
Many stallholders are currently suffering from staffing shortages due to Covid which is impacting their ability to trade with onflowing affects on site income.

FARMING EMPLOYEES

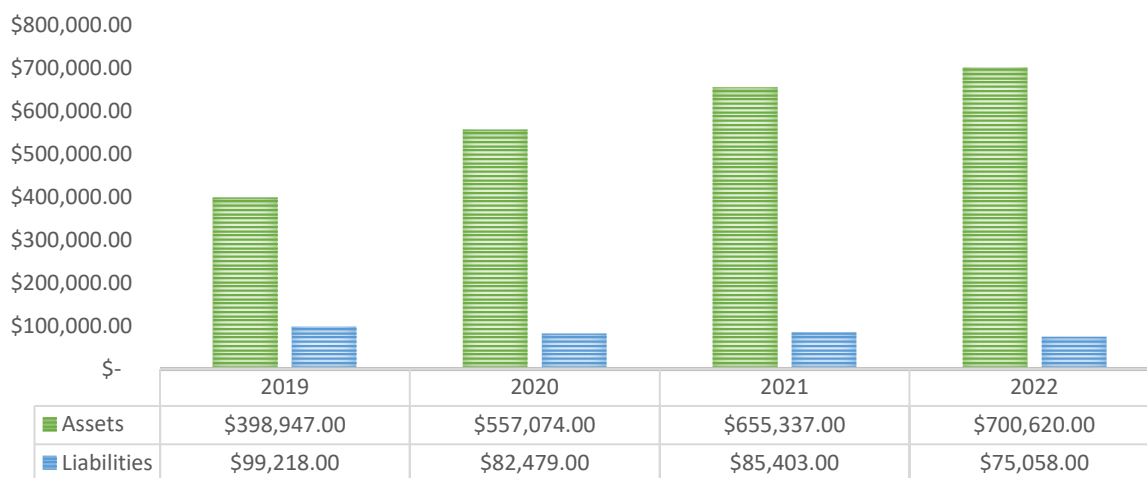
ASFM put a call out to people interested in farm work as many farmers were also experiencing shortages of staff. We received good response and have been able to forward multiple contacts to anumber of farmers. Cooina in particular has benefitted from this initiaive.

FINANCE

REVENUE/EXPENDITURE DECEMBER



TOTAL ASSETS/LIABILITIES DECEMBER



LEASE FEES

The RAHS Lease is subject to a CPI increase on 1 January every year and this years excessive CPI of 8.3% has led to a \$1205 increase per month equating to a \$556 increase on budgeted amount of \$15K.

NOTES

Market attendances in December continued to grow compared with the previous year's figures but were down in comparison to October. The total number this month was 11,458, an average of 2860 per week, compared with 2,154 in 2021 and 2,738 in 2020. Although the figures are down on the previous month it shows continued growth compared with the same time in previous years.

Economically there has been a slowdown in household spending, with retail prices rising in October because of inflation, RBA rate increases, and reported number of COVID cases.

We also saw the introduction of extended Sunday morning trading hours for South Australia retail shops in early November and it's unclear whether this will have an impact, especially on new market visitors. Overall, it is predicted that there will be a softening of spending, on the horizon that will likely impact numbers moving forward especially in 2023.

STALLHOLDER CHRISTMAS FUNCTION 11/12/22

There was strong attendance with over 80 people attending a BBQ/Salad and Tiramisu lunch. The event was held under the big verandah with much positive feedback on gathering so many people together. Sadly there were also many that had RSVP'd they were coming that did not attend and there was a lot of food left over and therefore unnecessary costs involved.

SANTA PHOTOS

Free photos with Santa were held on Sunday 18 December under the big verandah with the help of Kim Endersby of Najobe. There were over a 120 families that took part and the feedback was exceptionally positive. Kim did a stirring job as Santa.

Profit and Loss

Adelaide Showground Farmers Market

For the month ended 31 December 2022

Account	Nov 2022	Nov 2022 Budget	Dec 2022	Dec 2022 Budget	YTD 2022/23	2022/23 YTD Budget	YTD 2021/22 Actuals	2022/23 Budget
Trading Income								
Bag Revenue	480.91	250.00	410.98	250.00	2,774.52	2,000.00	2,167.43	5,000.00
Car Park Card Revenue	0.00	6,000.00	14,509.10	6,000.00	15,431.78	13,950.00	18,276.97	30,800.00
Catering Rental Income	2,955.70	4,800.00	7,841.79	4,800.00	27,069.53	28,100.00	28,138.28	58,000.00
Membership Income	29,886.11	26,000.00	34,954.94	26,000.00	80,099.99	76,800.00	75,807.71	210,000.00
Merchandise Sales	599.10	250.00	947.36	250.00	3,152.13	860.00	837.64	2,500.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00
Power Fees	1,513.17	2,083.00	2,376.96	2,083.00	11,091.66	12,502.00	14,009.58	25,000.00
Private Funding	2,500.00	0.00	0.00	0.00	2,745.44	0.00	245.44	0.00
Site Rent Income	35,731.44	36,000.00	41,529.85	36,000.00	205,751.13	212,000.00	232,359.87	420,000.00
Sponsorship income	750.00	750.00	0.00	750.00	1,500.00	1,500.00	750.00	2,500.00
RAHS Subsidy	0.00	0.00	0.00	0.00	16,000.00	16,000.00	8,000.00	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	74,416.43	76,133.00	102,570.98	76,133.00	365,620.10	363,712.00	383,320.19	769,800.00
Cost of Sales								
COGS - Bags	420.05	200.00	365.00	200.00	1,502.40	1,120.00	1,359.47	3,750.00
COGS - Car park costs	0.00	4,920.00	11,897.46	4,920.00	0.00	11,509.00	1,386.36	25,326.00
COGS - Merchandise Costs	577.50	208.00	815.00	208.00	2,415.35	1,248.00	1,180.70	2,500.00
Membership Costs	1,374.52	560.00	1,118.56	560.00	2,820.65	3,360.00	3,365.95	6,720.00
Total Cost of Sales	2,372.07	5,888.00	14,196.02	5,888.00	6,738.40	17,237.00	7,292.48	38,296.00
Gross Profit	72,044.36	70,245.00	88,374.96	70,245.00	358,881.70	346,475.00	376,027.71	731,504.00
Events								
Event Income								
Event Income - Orphanage Market	0.00	0.00	0.00	0.00	11,617.97	2,700.00	0.00	2,700.00
Total Event Income	0.00	0.00	0.00	0.00	11,617.97	2,700.00	0.00	2,700.00
Event Expenses								
Event Expenditure - Orphanage Market	(265.27)	0.00	0.00	0.00	(5,153.40)	(6,500.00)	0.00	(6,500.00)
Event expenses - COVID-19	0.00	(250.00)	0.00	(250.00)	(2,964.44)	(1,500.00)	(3,602.75)	(3,000.00)
Total Event Expenses	(265.27)	(250.00)	0.00	(250.00)	(8,117.84)	(8,000.00)	(3,602.75)	(9,500.00)
Gross Profit (Loss) on Event	(265.27)	(250.00)	0.00	(250.00)	3,500.13	(5,300.00)	(3,602.75)	(6,800.00)
Grant Funding								

Grant Income								
Grant Funding - City of Unley	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
Total Grant Income	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
Gross Profit (Loss) on Grant Funding								
	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
Other Income								
Distributions Received	0.00	0.00	0.00	0.00	0.00	0.00	1,690.58	0.00
Other Income	0.00	0.00	0.00	0.00	0.22	0.00	0.00	0.00
Portfolio Gain / Loss	0.00	0.00	0.00	0.00	(11,099.66)	0.00	(24,428.00)	0.00
Total Other Income	0.00	0.00	0.00	0.00	(11,099.44)	0.00	(22,737.42)	0.00
Operating Expenses								
Accounting								
Accounting and Legal Fees	0.00	1,450.00	1,350.00	1,450.00	3,350.00	5,750.00	6,760.00	9,000.00
Audit Fees	0.00	0.00	0.00	0.00	6,800.00	6,400.00	2,500.00	6,400.00
Total Accounting	0.00	1,450.00	1,350.00	1,450.00	10,150.00	12,150.00	9,260.00	15,400.00
Marketing								
Advertising and Marketing - Above line	10,927.10	3,333.00	1,911.16	3,333.00	25,136.51	19,998.00	19,229.19	40,000.00
Advertising and Marketing - Below line	163.19	1,666.00	161.35	1,666.00	4,270.25	9,996.00	1,851.71	20,000.00
Total Marketing	11,090.29	4,999.00	2,072.51	4,999.00	29,406.76	29,994.00	21,080.90	60,000.00
Bank Charges	441.19	1,000.00	920.99	1,000.00	2,331.60	3,100.00	2,566.88	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	400.00	0.00	800.00
Committee Expenses	0.00	200.00	2,497.23	200.00	3,323.64	4,550.00	4,561.94	5,000.00
Computer Consultant Fees	1,531.25	100.00	0.00	100.00	3,062.50	600.00	1,430.00	1,200.00
Computer Supplies	0.00	0.00	0.00	0.00	89.20	0.00	0.00	0.00
Dues & Subscriptions	231.75	135.00	570.99	135.00	2,401.61	1,830.00	1,961.64	4,000.00
Electricity	0.00	1,833.00	0.00	1,833.00	4,206.68	10,998.00	9,650.47	22,000.00
Equipment Expense/Hire	0.00	13.00	0.00	13.00	0.00	78.00	93.70	150.00
Insurance	700.27	0.00	700.27	0.00	4,040.51	8,000.00	3,164.27	8,000.00
Kids Club Activity Programme	0.00	500.00	571.37	500.00	1,421.49	3,000.00	1,933.99	6,000.00
Kitchen Supplies	0.00	333.00	238.25	333.00	519.46	2,002.00	34.58	4,000.00
Maintenance	0.00	200.00	0.00	200.00	0.00	1,100.00	1,019.86	6,500.00
Membership Card Purchase	0.00	0.00	0.00	0.00	0.00	0.00	543.65	0.00
Minor Equipment	257.99	125.00	92.37	125.00	453.13	750.00	522.77	1,500.00
Money Out (Kounta)	0.00	0.00	0.00	0.00	40.00	0.00	342.00	0.00
Office Supplies	338.05	208.00	305.45	208.00	1,793.30	1,248.00	1,464.94	2,500.00
Postage & Shipping	0.00	13.00	0.00	13.00	0.00	78.00	0.00	150.00
Realised Currency Gains	2.32	0.00	1.98	0.00	173.34	0.00	6.29	0.00
Recruitment Expenses	325.00	0.00	0.00	0.00	325.00	1,600.00	570.00	1,600.00
Site Attendant's Fee	1,800.00	1,500.00	900.00	1,500.00	8,460.00	9,000.00	8,320.00	18,000.00
Site Consumables	23.21	100.00	0.00	100.00	241.35	600.00	701.14	1,200.00
Site Equipment Hire	1,018.56	1,690.00	946.56	1,690.00	8,473.80	10,140.00	7,310.55	20,300.00
Site Licence Fees Rent	14,350.00	15,000.00	15,555.40	15,000.00	101,646.40	86,750.00	98,350.00	177,000.00
Software Licence Fees	759.68	483.00	305.45	483.00	2,591.87	2,898.00	2,250.28	5,800.00
Staff Amenities	39.34	75.00	29.79	75.00	217.49	450.00	230.89	900.00
Staff Training	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	2,000.00
Superannuation	3,188.80	2,485.00	2,143.50	2,485.00	14,538.17	14,910.00	11,114.77	29,820.00

Telephone	112.41	458.00	471.37	458.00	1,846.18	2,748.00	2,657.10	5,500.00
Travel & Entertainment	46.12	125.00	0.00	125.00	1,908.85	750.00	236.75	1,500.00
Unrealised Currency Gains	0.00	0.00	0.00	0.00	1.62	0.00	0.00	0.00
Volunteer Expenses	143.61	2,000.00	179.00	2,000.00	982.16	2,000.00	1,339.23	2,000.00
Wages & Salaries	30,369.69	23,670.00	20,884.93	23,670.00	142,945.17	142,020.00	121,347.12	284,040.00
Workcover Levy	192.32	236.00	192.32	236.00	576.96	1,416.00	655.50	2,840.00
Waste Management	0.00	583.00	16.50	583.00	1,629.62	3,498.00	2,248.57	7,000.00
Entertainment	0.00	833.00	836.37	833.00	1,018.19	4,998.00	0.00	10,000.00
Total Operating Expenses	66,961.85	60,347.00	51,782.60	60,347.00	350,816.05	364,656.00	316,969.78	715,200.00
Net Profit	5,082.51	9,898.00	36,592.36	9,898.00	(3,033.79)	(18,181.00)	36,320.51	16,304.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 December 2022

	31 DEC 2022	31 DEC 2021	31 DEC 2020	31 DEC 2019
Assets				
Bank				
Adel Show Farmers Market Inc	59,469.06	74,941.20	173,258.95	132,544.02
Bendigo - Business Account	421,801.73	386,812.56	172,783.56	37,084.69
Cash Management Account	18,364.26	13,362.84	9,364.35	6,765.70
Petty Cash	68.45	527.00	958.60	886.70
Total Bank	499,703.50	475,643.60	356,365.46	177,281.11
Current Assets				
Clearing - Cash	(179.20)	55.70	53.00	351.25
Inventory	14,006.80	15,751.78	21,828.23	14,312.10
Money In (Kounta)	(95.00)	(342.00)	(390.00)	(6,260.00)
Trade Debtors	27,916.70	21,705.07	15,449.83	17,025.67
Unrealised gain/loss on investments	-	-	-	14,875.66
Total Current Assets	41,649.30	37,170.55	36,941.06	40,304.68
Fixed Assets				
Computer Equipment	29,166.14	29,166.14	29,166.14	60,404.14
Accumulated Depreciation - Computer Equipment	(23,436.35)	(21,859.21)	(19,423.55)	(47,408.91)
Accumulated Amortisation - Fence	-	-	(3,548.10)	(3,195.19)
Fencing	-	-	7,097.00	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(27,237.90)	(26,010.66)	(22,750.77)	(29,112.64)
Furniture & Fixtures at Cost	48,603.04	48,043.37	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	5,025.00
Accumulated Depreciation - Outdoor Seating - Private Funding	(4,253.79)	(3,222.96)	(1,709.35)	(35.70)
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,350.98)	(1,087.37)	(770.87)	(453.93)
Signs and Banners	-	10,040.00	20,233.00	47,017.00
Accumulated Depreciation - Signs and Banners	-	(9,488.92)	(15,980.32)	(40,292.25)
Plant & Equipment	8,441.50	-	-	-
Fixtures & Fittings	7,821.81	-	-	-
Accumulated Depreciation - Plant & Equipment	(68.78)	-	-	-
Total Fixed Assets	50,127.07	38,022.77	49,035.29	56,397.25
Non-current Assets				
Accumulated Amortisation - 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
CRM	14,872.50	-	-	-
Total Non-current Assets	109,140.84	104,500.34	114,732.34	124,964.34
Total Assets	700,620.71	655,337.26	557,074.15	398,947.38
Liabilities				
Current Liabilities				

	31 DEC 2022	31 DEC 2021	31 DEC 2020	31 DEC 2019
GST	6,942.83	11,226.28	13,373.80	10,125.11
PAYG Withholding Payable	7,753.53	3,513.53	6,075.53	6,719.53
Rounding	(2.53)	(4.41)	(6.99)	(5.81)
Superannuation Payable	7,417.01	6,150.92	6,827.88	6,718.98
Trade Creditors	23,309.62	34,480.35	22,476.64	28,501.81
Wages Payable	4,031.90	-	-	347.96
Total Current Liabilities	49,452.36	55,366.67	48,746.86	52,407.58
Non-current Liabilities				
Prepayments	(4,901.91)	(3,774.48)	-	-
Provision for Annual Leave	40,945.45	31,989.81	36,656.61	22,650.84
Provision for Long Service Leave	13,610.69	-	-	-
Suspense	111.96	(1,103.00)	-	-
Total Non-current Liabilities	49,766.19	27,112.33	36,656.61	22,650.84
Total Liabilities	99,218.55	82,479.00	85,403.47	75,058.42
Net Assets	601,402.16	572,858.26	471,670.68	323,888.96
Equity				
Current Year Earnings	1,663.28	31,894.45	103,353.08	(30,278.69)
Retained Earnings	599,738.88	540,963.81	368,317.60	354,167.65
Total Equity	601,402.16	572,858.26	471,670.68	323,888.96