

**ADELAIDE SHOWGROUND FARMERS' MARKET**  
**COMMITTEE MEETING – 5pm, Wednesday 15 February 2023**  
**Meeting Room, Heavy Horse Memorial Building**

**AGENDA**

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1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the January Meeting
4. Action Items
5. Committee Calendar – 2022/3
6. Committee Charter
7. ASFM Business Report
8. Finance/Risk Report
9. Customer Survey Questionnaire
10. Sub Committees
  - 9.1 HR Sub-committee - NIL
  - 9.2 Risk & Finance Sub-committee - NIL
  - 9.3 Market Mix Sub-committee - NIL
11. Red Flags & Risk Register
12. AOB
13. Close

**NEXT MEETING**

Committee Meeting – 15 March 2023

## 10 COMMITTEE MEETING PROTOCOLS

### **1. Arrive on or before commencement time and come prepared**

Be prompt in arriving to the meeting.  
Be prepared to contribute to achieving the meeting goals.  
Come to the meeting with a positive attitude.

### **2. Stay mentally and physically present**

Be present, and don't attend to non-meeting business.  
Listen attentively to others and don't interrupt or have side conversations.  
Treat all meeting participants with the same respect you would want from them

### **3. Zoom Protocols**

Be visible - All members must be visible on Zoom and be in frame for the duration of the meeting  
Pay attention to mute  
Learn the controls  
Make eye contact

### **4. Speak through the Chair**

All members who wish to speak should do so through the Chair - that is, they catch the chair's eye (such as through raising their arm) and wait to be invited to speak. This enables the chair to ensure that only one person speaks at a time, to the benefit of both speakers and listeners.  
The chair will manage conduct.

### **5. Contribute to meeting goals**

Participate 100% by sharing ideas, asking questions, and contributing to discussions.  
Share your unique perspectives and experience, and speak honestly.  
If you state a problem or disagree with a proposal, try to offer a solution.

### **6. Let everyone participate**

Share time so that all can participate.  
Be patient when listening to others speak and do not interrupt them.  
Respect each other's' thinking and value everyone's contributions.

### **7. Listen with an open mind**

Value the learning from different inputs, and listen to get smarter.  
Stay open to new ways of doing things, and listen for the future to emerge.  
You can respect another person's point of view without agreeing with them.

### **8. Think before speaking**

Seek first to understand, then to be understood.  
Avoid using idioms, three letter acronyms, and phrases that can be misunderstood.  
It's OK to disagree, respectfully and openly, and without being disagreeable.

**9. Stay on point and on time**

Respect the groups' time and keep comments brief, concise and to the point. Do not ramble.

When a topic has been discussed fully, do not bring it back up.

Do not waste everyone's time by repeating what others have said.

**10. Attack the problem, not the person**

Respectfully challenge the idea, not the person.

Blame or judgment will get you further from a solution, not closer.

Honest and constructive discussions are necessary to get the best results.

**ADELAIDE SHOWGROUND FARMERS 'MARKET  
COMMITTEE MEETING – 5.00pm, Wednesday, 19 Jan 2023  
Meeting held at the Heavy Horse Memorial Building**

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

**1. Welcome and Apologies**

The Chair opened the meeting at 5.04 pm.

Apologies from LB and TS, AC noted as a late arrival.

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

JP raised her ongoing COI regarding some RAHS related matters.

**3. Committee Charter – Roles and Responsibilities**

5.10pm AC arrives.

**Action: AFO to add committee charter to agenda**

**4. Minutes of Previous Meeting**

Minutes of the January meeting were moved by GP and seconded by TS. Accepted.

## 5. Action Items

A discussion arose around the committee preparing a strategic plan, with former Chair, Alex Palin, potentially to facilitate.

**ACTION: EO to draft a brief to shape Strategic Plan discussion**

**ACTION: EO to approach AP for dates he would be available to facilitate Strategic Planning Day.**

It was generally agreed that answers to customer survey should help shape strategic plan.

**ACTION: EO to distribute draft survey questions to committee**

## 6. Committee Calendar 2022

**ACTION: AFO to add review of policies dates to calendar**

**ACTION: AFO to update committee contact list**

## 7. ASFM Business Report

Items discussed included:

- Christmas and NY Eve markets fall on Sunday in 2023. Suggestion that market start time and end time be earlier.
- Membership
- Ongoing staffing issues for stallholders re Covid.

Report accepted.

**ACTION: AFO Add change to Christmas and NY Eve start and end time to Sept 2023 Agenda and calendar**

**ACTION: Membership figures on January report to be corrected by EO**

## 8. Finance/Risk Report

The EO spoke to:

- Ahead in membership
- Loss of revenue as inside stallholders not attending 19 Feb outside only market.
- 8.9 % Licence fee CPI increase

The Chair reported that a candidate had been identified for the Finance Specialist role.

**ACTION: AFO to add Risk matrix to the monthly meeting documents**

**ACTION: Chair to email out financial specialist candidate's CV to the committee**

Report accepted.

## **9. Sub Committee Meeting Reports**

### **9.1.Sub-committee nominations and elections**

#### **9.1.1. HR Sub-committee**

No meeting held. Discussion arose around:-

- HR policies to be examined.
- Marketing Coordinator role candidates are still being interviewed.

#### **9.1.2. Risk & Finance Sub-committee**

Chair to call a meeting in February.

#### **9.1.3. Market Mix Sub-committee**

No meeting held. One to be scheduled in next couple of months to discuss current policy.

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

None raised

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

## **11. AOB**

**None**

## **12. Close**

6.07 pm meeting closed.

## **NEXT MEETING**

Committee Meeting – 15 Feb 2022

**Adelaide Showground Farmers Market Committee Meeting**

Action Items February 2023

AGENDA ITEM	ACTION	STATUS
January 2022 – Agenda Item 11.2	EO to look for external facilitator and some suitable dates for Strategic Planning Day.	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
January 2023 – Agenda Item 3	AFO to add committee charter to agenda	Complete
January 2023 – Agenda Item 5	EO to draft a brief to shape Strategic Plan discussion	Complete
January 2023 – Agenda Item 5	EO to approach AP for dates he would be available to facilitate Strategic Planning Day.	Attempted, no response
January 2023 – Agenda Item 5	EO to distribute draft survey questions to committee	Complete
January 2023 – Agenda Item 6	AFO to add review of policies dates to calendar	Complete
January 2023 – Agenda Item 6	AFO to update committee contact list	Complete
January 2023 – Agenda Item 7	AFO Add change to Christmas and NY Eve start and end time to Sept 2023 Agenda and calendar	Complete
January 2023 – Agenda Item 7	Membership figures on January report to be corrected by EO	Complete
January 2023 – Agenda Item 7	AFO to add Risk matrix to the monthly meeting documents	Complete
January 2023 – Agenda Item 7	Chair to email out financial specialist candidate's CV to the committee	Complete
January 2023 – Agenda Item 10	AFO to include the Risk Register in next meeting's documents for board verification.	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	<b>Policies for Review</b> Busking Responsible Packaging Policy
April	2023	Easter Weekend 7 -10 April Committee meeting date 19 April	<b>Policies for Review</b> Financial Delegations Market Mix Out of Session Voting Risk Management Allowable Products
May	2023	Committee meeting date 17 May  Staff performance reviews	<b>Policies for Review</b> Complaints, Grievances and Dispute Resolutions Policy ASFM Sponsorship Policy Risk Administration Policy Traffic Management Policy Financial Management Policy Health and Hygiene Policy Privacy Policy Weather Policy
June	2023	Committee meeting 21 June  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 Approve Financial Report for AGM	Wed 9 Aug - Call for nominations   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 Committee meeting 20 September Decision required re Christmas and New Year's market	Fri 8 Sept - Nominations close Wed 13 Sep - Notification of AGM/Election to members Wed 13 Sep - Online election
October	2023	<b>AGM 18 October</b>	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	
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	



#### **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
<b>2538</b>	<b>2598</b>



**Membership this Month**

2022	2023
<b>1407</b>	<b>1358</b>



**Average Weekly Attendance**

2022	2023
<b>2119</b>	<b>3553</b>



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



**Avg No. of Stalls this Month**

2021	2022
<b>81</b>	<b>90.87</b>



**Google Analytics**

2021	2022
<b>11,500</b>	<b>20,389</b>



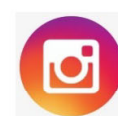
**Total Direct mail List**

2022	2023
<b>7,606</b>	<b>7,600</b>



**Facebook Follows**

2021	2022
<b>28,816</b>	<b>29,703</b>

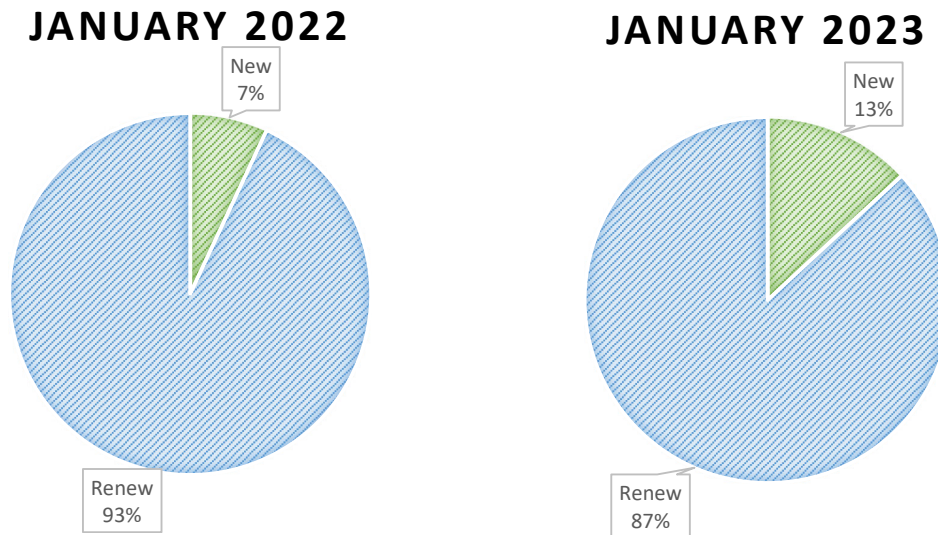


**Instagram Follows**

2021	2022
<b>18,674</b>	<b>20,381</b>

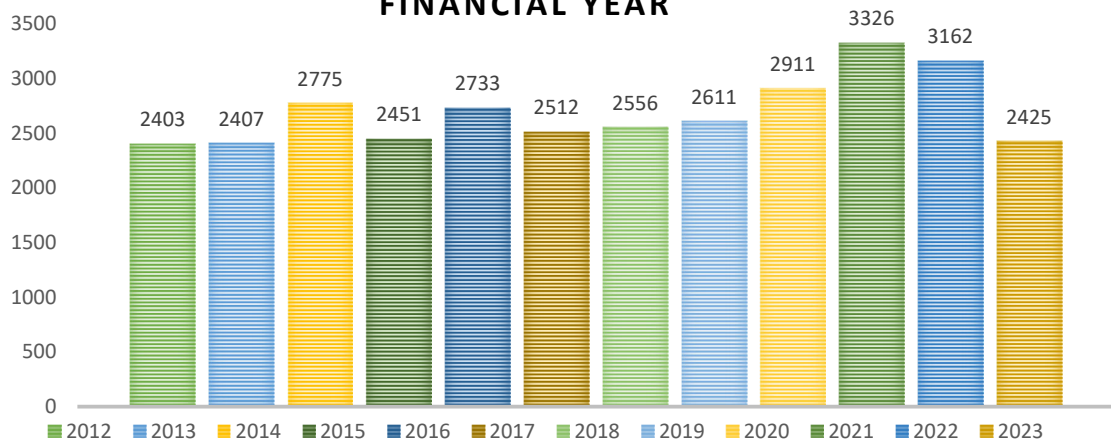
## MEMBERSHIP SALES

### MEMBERSHIPS - NEW VS RENEW

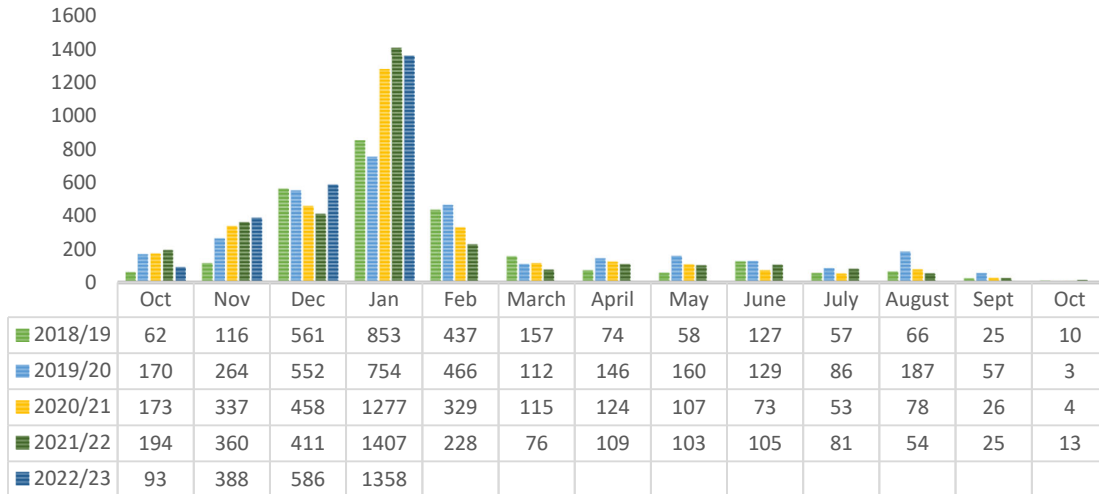


Membership continues to grow. There has been some attrition of the new members gained during the height of the pandemic but continuing new growth has put us 60 members ahead of this time last year.

### MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



## MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



Market attendances have continued to grow in January compared with the previous year's figures and in comparison, to December 2022. The total number this month was 14,213 compared with 10,599 in 2022 and 10,772 in 2021. With a weekly average of 3,553 compared with 2,119 in 2022 and 2,154 in 2021. It is also important to note that we only had 4 markets this month, compared with 5 in 2022 and 2021.

On Sunday 29th January we held our first Kid's Club activity for 2023 inside making Kokedama Plants with Monina from Green Gecko Studios. This was a popular activity with 49 attendees

Total Facebook followers' growth increased by 7.6% compared to the previous year. The total reach was down, and this was potentially due to reduced number of posts and stories due to the office closure in early January.

Instagram followers have grown this month by 257 to 20,381 and profile visits by 12.6%. Both Social Media platforms continue

to grow which represents and continued level of community engagement with the market. Google My Business this month has also continued to grow with year-on-year numbers up by 43.6%, profile interactions by 18.7% and profile views by 58.4%. Web clicks made from the business profile have also increased by 8.9%.

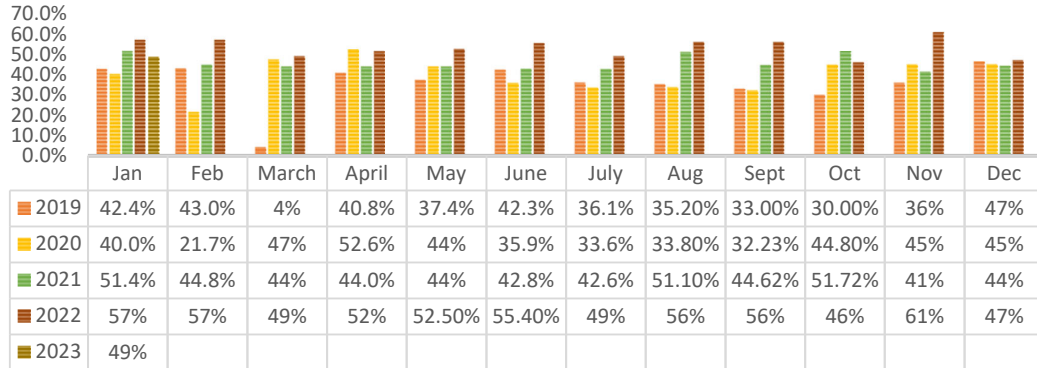
We have continued to secure a free and regular live cross on FiveAA every Sunday morning with Michael Keelan featuring selected stallholders.

No additional paid advertising was undertaken this month as significant amount was spend over the past 6 months and at the end of 2022.

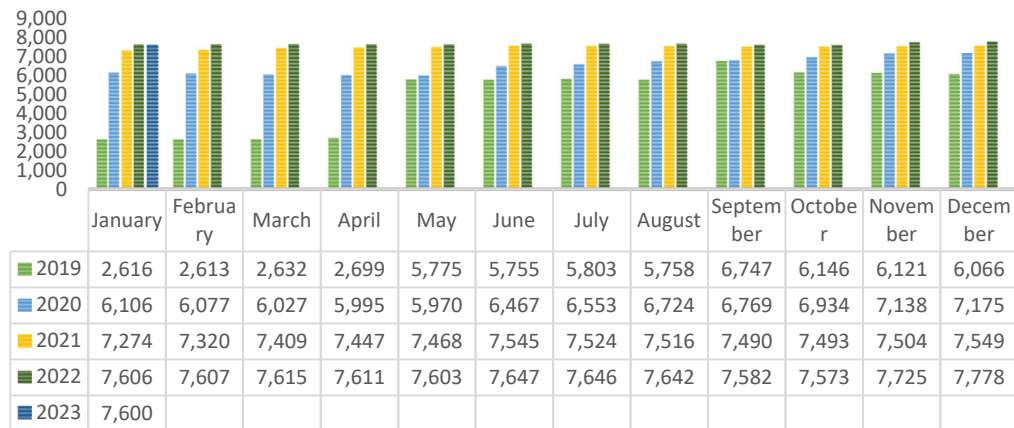
Stallholder profile updates on the website have continued to be undertaken in conjunction with individual businesses. These have required a more one on one approach, and are slowly being undertaken.

## MARKETING/COMMUNICATION

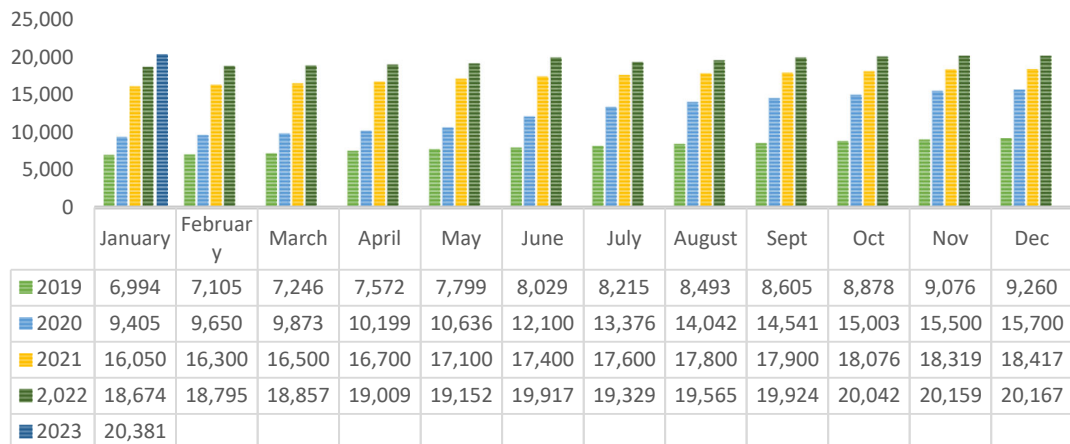
### EMAIL OPEN RATE



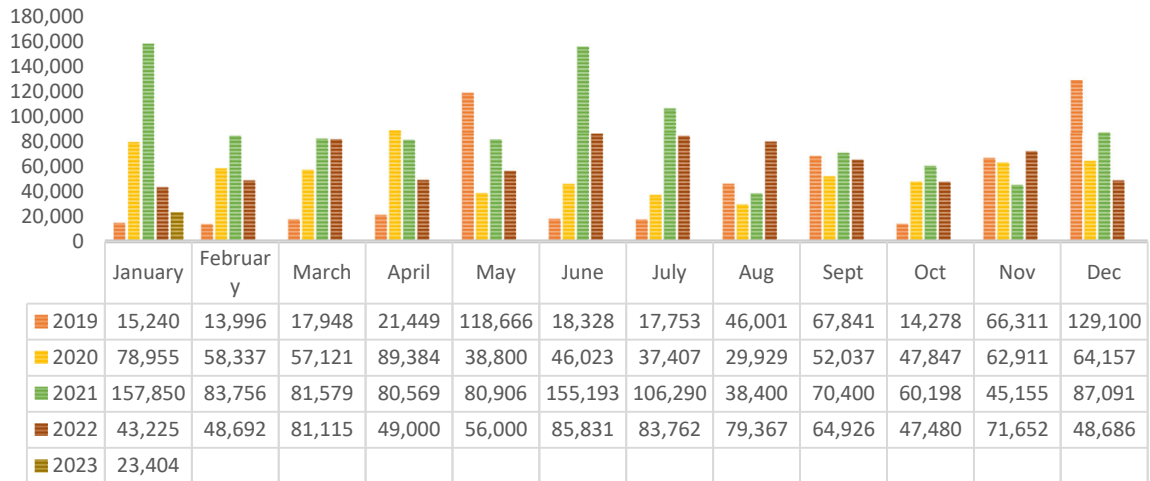
### EMAIL SUBSCRIBERS



### INSTAGRAM FOLLOWERS



## FACEBOOK REACH



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

#### Facebook

<b>23,404</b>	Total reach this month	51.9% ↓ (vs Dec)
29,703	Total follower growth	7.6% ↑ (YOY)
28,967	Likes	101 ↑ (vs Dec)
129	New Page likes	15.1% ↓ (vs Dec)
4,034	Engagement	
31	Posts	
25	Stories	117% ↓ interactions (vs Dec)
34%	1 <sup>st</sup> Top Age Range 35-44 yrs	
24.1%	2 <sup>nd</sup> Top Age Range 45-54 yrs	
20.2%	3 <sup>rd</sup> Top Age Range 25-34 yrs	
82.5%	Women	
17.5%	Men	

#### Instagram

<b>10,007</b>	Reach (9,501 K followers / 3,521 non-followers)	7.9% ↓ (vs Dec)
2,090	Profile visits	12.6% ↑ (vs Dec)
20,381	Followers	257 ↑ (YOY)
163	New followers (Growth)	
674	Accounts engaged	0.7% ↑ (vs Dec)
22	Posts	
163	Stories	18.5% ↓ (vs Dec)
3	Reels	
30%	Age Range 25-34 yrs	
34.8%	Age Range 35-44 yrs	
18.6%	Age Range 45-54 yrs	
83.2%	Women	
16.7	Men	

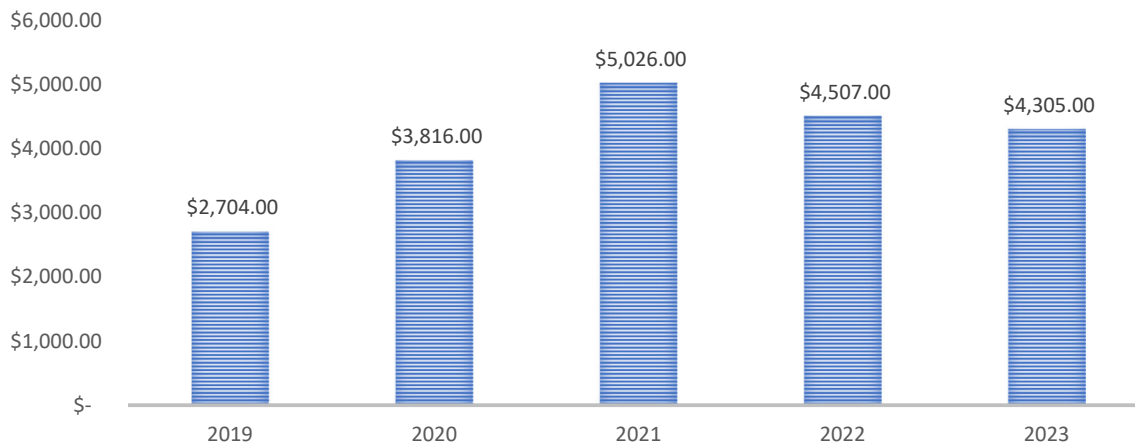
6pm	Most active time		
<b>Facebook &amp; Instagram (Joint Advertising)</b>			
0	Overall Paid Reach (saw ads)	↓.	
0	Paid impressions	↓.	
\$0	Total Spend	↓.	
<b>Google My Business</b>			
<b>20,389</b>	Searches showed business profile	89.8% ↑ (vs YOY)	
2,655	Business profile interactions	18.7% ↑ (vs YOY) %	
31,407	Business profile views	58.4% ↑ (vs YOY)	
18,376	Google Search – mobile	59%	
4,812	Google Search – desktop	15%	
7,412	Google Maps – mobile	24%	
1,488	Website clicks made from your Business Profile	8.9% ↑ (vs YOY)	
1,112	Direction request	36.9% ↑ (vs YOY)	
<b>EDM / Newsletter</b>			
7,600	Email distribution list		
49%	Open rate	3.1% ↑ (vs previous month)	
6.4%	Click through rate	7.1% ↓ Industry average is 2.94%	
<b>Other Digital Asset Updates- NIL</b>			
Jan	“Shop like a Locavore” Weekly Market Digital branded banner	Adelaide Showground Goodwood Road Digital Signage	Unable to measure
<b>FiveAA Live Cross Over (FOC)</b> - FiveAA Live crossovers to the market every Sunday morning with Michael Keelan have continued.			
<b>PROMOTIONS &amp; CAMPAIGNS (PAID)</b>			
Date	Promotion / Campaign	Platform & Type	Results & Outcomes
n/a	Market Search Listing Advertising – Weekly market	Google Search Ad Listing	n/a
<b>THIS MONTH'S ACTIVITIES:</b>			
<ul style="list-style-type: none"> <li>• <b>Website Maintenance – ongoing</b></li> <li>• <b>Website Listing: N/A</b></li> <li>• <b>Event Listings : N/A</b></li> <li>• <b>Grant Application – N/A.</b></li> </ul>			

## OPERATIONS

### JANUARY 2023 SITE FEES



### JANUARY 2023 CATERING FEES



## INCOME

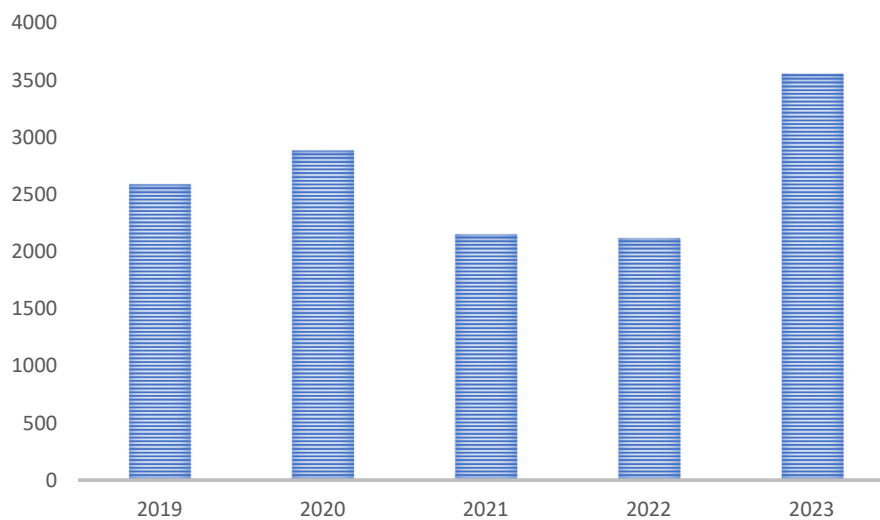
Stall fees have steadied and budget met for October. Work has been done on making sure we have stalls not affected by weather fluctuations. Staffing issues continue to have impact on stalls ability to attend each week.



## WEEKLY ATTENDANCE COUNT/RECORDS JANUARY 2023

	8/01/2023	15/01/2023	22/01/2023	29/01/2023	
<b>Attendance</b>	2681	3796	3825	3911	
<b>Compared to 2021</b>	2/01/2022	9/01/2022	16/01/2022	23/01/2022	30/01/2022
<b>Attendance</b>	1354	1951	2406	2269	2619
<b>Notes</b>	School Hols	School Hols	School Hols	School Holidays Ends, Kokedama Kids Klub	
<b>Weather</b>	37	27	30	27	
<b>Number of Sites</b>	84	97	91.5	<b>91</b>	
<b>Number of Stallholders</b>	66	78	78	<b>79</b>	
<b>Caterers onsite</b>	4	6	6	6	

## JANUARY 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	90.87						
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 NYE 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	3553						
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
*Sept 2022 fig increases to 3333 if Orphanage park excluded (1407.5 average)													

**FOR YOUR INFORMATION**

<p><b>New Stallholders:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Returning stallholders:</b></p> <ul style="list-style-type: none"> <li>• Darlin Dahl</li> </ul>
<p><b>Stallholder Finishing Temporarily:</b></p> <ul style="list-style-type: none"> <li>• From the Grain</li> </ul>	<p><b>Stallholders Finished Permanently:</b></p> <ul style="list-style-type: none"> <li>• Greddie Edie</li> <li>• Bone Appetite</li> <li>• Gentleman Jerky</li> </ul>

## NOTES

### **GREEDIE EDIE**

Have been unable to make their stall work. Their regular absences have been a large contributing factor and restlessness in their team has not spread the work load evenly.

### **BONE APPETITE**

Has reached the point in her business, where she needed to jump into a larger business mode or step back a little in order to have a work/life balance. She has chosen the later and is now working in her partners business.

### **GENTELMAN JERKY**

Have put their business on hold atm, while they deal with some life changes.

### **FROM THE GRAIN**

Are taking a break while Albert has knee surgery but we are hopeful they will return with a re-invented stall.

### **HAHNDORF GOURMET**

Have relocated to next to Woodside Cheese, giving them side access to their stall as requested.

### **DARLIN DAHL**

Has returned on a weekly basis choosing to be outside.

### **LOWAN PARK POULTRY**

Have moved inside next to House of Honey Cake

### **HOUSE OF HONEY CAKE**

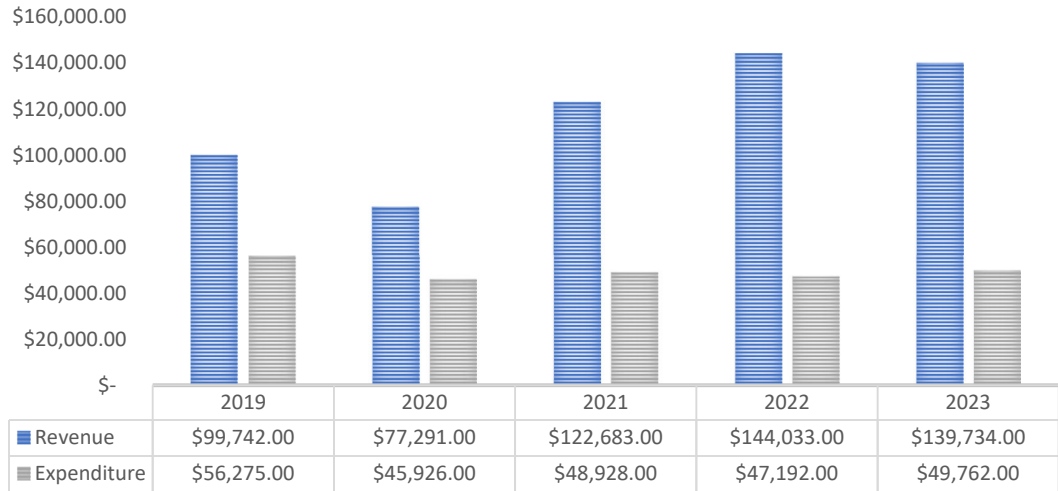
Have taken up what was previously From the Grain's site

### **BARMERA SWEET POTATOES**

Have scaled down their operations and are now farming specifically to attend the ASFM fortnightly and have discontinued trading at Willunga.

## FINANCE

### REVENUE/EXPENDITURE JANUARY



### TOTAL ASSETS/LIABILITIES JANUARY



## CAPITAL PURCHASE UPDATE

Lifepak CR2 automatic defibrillator – with Cabinet AED Outdoor curved	Purchased, will be installed after Caravan Show
Large Tablets x 4 (2 with keyboards) @\$500ea plus stands Info	4 x Laptops purchased for combined use
Laptop - Lenovo IdeaPad @ \$1000	
Festoon Lighting	Purchased and installed September 2022
Pavilion Signage – Wall Mount Flag Sets - 24	Will be installed post Caravan Show
Blinds @ten blinds in total, all different sizes	Purchased and installed September 2022
Security Cameras	Still experimenting with viable wifi options
Bollards x 16 and appropriate Bunting	Purchased August 2022

## NOTES

### FRUIT FLY OUTBREAKS

Fruit fly outbreaks have now been identified on two ASFM stallholder properties, Coinda (Swan Reach) and B & A Andonopoulos (Loxton) and two other stallholders, Pavlos and EKO Fruits are subject to transport restrictions given that they are in Red or Yellow Restriction Zones. All four stallholders are being enforced to follow PIRSA rules for trading in the markets. This situation has little effect on market trade at this stage and the situation is being monitored closely.

### AIRCONDITIONING

The office air conditioning is currently non-operational. It has been like this Christmas and during the extreme heat, impacting staff. We have pushed the RAHS to expediate its repair but it is still taking an excessive amount of time.

### GENERAL MANAGER – WILLUNGA

The current GM of Willunga Jenni Mitton finishes up on Saturday 11 February to pursue a career in Leon Bignells office. Jenni has been at the helm of the Willunga market since January 2017.

## **CRM – MEMBERSHIP SYSTEM**

After a deliberately slow 'soft' launch of the new Membership/CRM in October, the new improved model has been working well.

BAR Codes and QR Codes were added to the back of our membership cards in 2019 at no additional cost with the view that at some stage we would have the technology to use the codes for a variety of different things. At last our forward thinking has come to fruition and we can now use barcode scanners to record all membership numbers at time of membership card collection. It has taken time but we have gone from a completely hands on membership system in terms of processing and distribution, to a fully online system improving accuracy, improved information collection, and simplicity of use. Additionally, we have eliminated all postage costs for membership.

Members have reported a more user friendly interface and easier and quicker sign up and renewal process.

## **AUTO RENEWAL PROCESS**

This years autorenewal was a considerable improvement on the last two years with only 39 requests for refunds from the 581 auto renewals that took place. Two warning notification emails were sent in the ten days prior to the renewal process to make sure all members had the option to opt out. Many members chose to renew in advance online knowing the auto renewal was about to happen.

## **FEBRUARY 19 – Go Caravaning and Camping Show**

Bump Out is scheduled for Sunday 12 February for a outside only market on Sunday 19 February at Leader St. 61 Stallholders are committed to attend, 17 of these are normally inside stallholders.

# Profit and Loss

Adelaide Showground Farmers Market  
For the month ended 31 January 2023

Account	Dec 2022	December 2022 Budget	Jan 2023	January 2023 Budget	YTD 2022/23	YTD 2022/23 Budget	YTD 2021/22 Actuals	2022/23 Budget
<b>Trading Income</b>								
Bag Revenue	410.98	250.00	306.39	300.00	3,110.45	2,300.00	2,513.79	5,000.00
Car Park Card Revenue	14,509.10	6,000.00	25,090.92	14,350.00	40,522.70	28,300.00	34,440.62	30,800.00
Catering Rental Income	8,125.75	4,800.00	4,305.55	4,500.00	31,659.04	32,600.00	32,645.54	58,000.00
Membership Income	34,954.94	26,000.00	92,450.86	95,000.00	172,613.59	171,800.00	166,584.05	210,000.00
Merchandise Sales	947.36	250.00	521.90	200.00	3,674.03	1,060.00	1,229.45	2,500.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00
Power Fees	2,395.96	2,083.00	1,579.05	2,083.00	12,663.80	14,585.00	16,024.06	25,000.00
Private Funding	0.00	0.00	0.00	0.00	2,745.44	0.00	245.44	0.00
Site Rent Income	41,133.49	36,000.00	33,284.56	32,000.00	238,115.69	244,000.00	269,833.38	420,000.00
Sponsorship income	0.00	750.00	0.00	0.00	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
<b>Total Trading Income</b>	<b>102,477.58</b>	<b>76,133.00</b>	<b>157,539.23</b>	<b>148,433.00</b>	<b>522,608.66</b>	<b>512,145.00</b>	<b>534,993.60</b>	<b>769,800.00</b>
<b>Cost of Sales</b>								
COGS - Bags	0.00	200.00	152.00	180.00	1,502.40	1,300.00	1,537.85	3,750.00
COGS - Car park costs	0.00	4,920.00	15,240.91	11,767.00	15,240.91	23,276.00	6,586.36	25,326.00
COGS - Merchandise Costs	0.00	208.00	480.00	208.00	2,415.35	1,456.00	1,538.20	2,500.00
Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	1,440.94	560.00	1,932.00	560.00	4,261.59	3,920.00	5,269.60	6,720.00
<b>Total Cost of Sales</b>	<b>1,440.94</b>	<b>5,888.00</b>	<b>17,804.91</b>	<b>12,715.00</b>	<b>23,420.25</b>	<b>29,952.00</b>	<b>14,932.01</b>	<b>38,296.00</b>
<b>Gross Profit</b>	<b>101,036.64</b>	<b>70,245.00</b>	<b>139,734.32</b>	<b>135,718.00</b>	<b>499,188.41</b>	<b>482,193.00</b>	<b>520,061.59</b>	<b>731,504.00</b>
<b>Events</b>								
<b>Event Income</b>								
Event Income - Orphanage Market	0.00	0.00	0.00	0.00	11,617.97	2,700.00	0.00	2,700.00
<b>Total Event Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>11,617.97</b>	<b>2,700.00</b>	<b>0.00</b>	<b>2,700.00</b>
<b>Event Expenses</b>								
Event Expenditure - Orphanage Market	0.00	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)	(1,750.00)	(5,458.81)	(3,000.00)
<b>Total Event Expenses</b>	<b>0.00</b>	<b>(250.00)</b>	<b>0.00</b>	<b>(250.00)</b>	<b>(8,117.84)</b>	<b>(8,250.00)</b>	<b>(5,458.81)</b>	<b>(9,500.00)</b>
<b>Gross Profit (Loss) on Event</b>	<b>0.00</b>	<b>(250.00)</b>	<b>0.00</b>	<b>(250.00)</b>	<b>3,500.13</b>	<b>(5,550.00)</b>	<b>(5,458.81)</b>	<b>(6,800.00)</b>

# Balance Sheet

## Adelaide Showground Farmers Market As at 31 January 2023

	31 JAN 2023	31 JAN 2022	31 JAN 2021	31 JAN 2020	31 JAN 2019
<b>Assets</b>					
<b>Bank</b>					
Adel Show Farmers Market Inc	97,159.23	84,831.77	184,229.54	133,847.79	135,336.11
Bendigo - Business Account	509,477.72	481,495.99	259,717.25	72,533.94	69,580.56
Cash Management Account	18,364.26	14,108.08	9,975.60	7,728.25	3,065.17
Petty Cash	-	537.35	969.60	801.05	1,397.25
<b>Total Bank</b>	<b>625,001.21</b>	<b>580,973.19</b>	<b>454,891.99</b>	<b>214,911.03</b>	<b>209,379.09</b>
<b>Current Assets</b>					
Clearing - Cash	(216.30)	46.60	53.00	256.20	927.65
Clearing - EFT	-	(0.88)	-	-	(706.26)
Franking Credits Receivable	-	-	-	-	1,230.31
Inventory	13,667.06	14,124.34	19,685.30	13,598.32	6,675.43
Money In (Kounta)	(115.00)	(342.00)	(390.00)	(6,730.00)	(2,920.00)
Trade Debtors	16,990.55	18,493.19	4,340.84	2,965.58	3,791.20
Unrealised gain/loss on investments	-	-	-	19,771.66	3,339.66
<b>Total Current Assets</b>	<b>30,326.31</b>	<b>32,321.25</b>	<b>23,689.14</b>	<b>29,861.76</b>	<b>12,337.99</b>
<b>Fixed Assets</b>					
Computer Equipment	30,539.72	29,166.14	29,166.14	60,404.14	60,404.14
Accumulated Depreciation - Computer Equipment	(23,752.36)	(22,036.72)	(19,660.24)	(47,723.64)	(41,349.39)
Accumulated Amortisation - Fence	-	-	(3,548.10)	(3,255.30)	(2,546.74)
Fencing	-	-	7,097.00	7,097.00	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(28,234.27)	(26,301.56)	(23,045.16)	(29,416.10)	(25,854.06)
Furniture & Fixtures at Cost	48,603.04	48,043.37	44,279.73	54,187.73	52,715.00
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	8,833.20	-
Accumulated Depreciation - Outdoor Seating - Private Funding	(4,433.84)	(3,337.32)	(1,852.32)	(120.82)	-
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,403.87)	(1,114.25)	(797.75)	(480.74)	(164.75)
Signs and Banners	-	10,040.00	20,233.00	47,017.00	47,017.00
Accumulated Depreciation - Signs and Banners	-	(9,513.46)	(16,089.71)	(40,602.72)	(36,943.02)
Plant & Equipment	8,441.50	-	-	-	-
Fixtures & Fittings	9,634.53	-	-	-	-
Accumulated Depreciation - Plant & Equipment	(101.04)	-	-	-	-
<b>Total Fixed Assets</b>	<b>51,735.79</b>	<b>37,388.58</b>	<b>48,224.97</b>	<b>59,104.75</b>	<b>63,540.18</b>
<b>Non-current Assets</b>					
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	84,036.34
Website Development	51,160.00	51,160.00	51,160.00	51,160.00	44,710.00
CRM	16,012.50	-	-	-	-
<b>Total Non-current Assets</b>	<b>110,280.84</b>	<b>104,500.34</b>	<b>114,732.34</b>	<b>124,964.34</b>	<b>128,746.34</b>
<b>Total Assets</b>	<b>817,344.15</b>	<b>755,183.36</b>	<b>641,538.44</b>	<b>428,841.88</b>	<b>414,003.60</b>



	31 JAN 2023	31 JAN 2022	31 JAN 2021	31 JAN 2020	31 JAN 2019
<b>Liabilities</b>					
<b>Current Liabilities</b>					
GST	6,974.37	10,105.66	23,776.53	16,274.97	5,910.94
PAYG Withholding Payable	7,245.53	3,759.53	10,193.53	11,149.53	0.53
Rounding	(3.48)	(4.41)	(10.94)	(5.67)	(4.94)
Superannuation Payable	2,019.44	1,812.60	2,044.86	1,872.92	3,194.40
Till variance (Kounta)	-	-	-	-	719.64
Trade Creditors	58,573.30	40,359.11	21,661.68	15,154.06	34,853.43
Wages Payable	4,032.43	0.02	-	500.78	367.98
Petty Cash	205.95	-	-	-	-
<b>Total Current Liabilities</b>	<b>79,047.54</b>	<b>56,032.51</b>	<b>57,665.66</b>	<b>44,946.59</b>	<b>45,041.98</b>
<b>Non-current Liabilities</b>					
Prepayments	(4,201.64)	(3,235.26)	-	-	-
Provision for Annual Leave	39,292.98	33,797.36	37,835.93	22,783.08	12,494.95
Provision for Long Service Leave	13,610.69	-	-	-	-
Suspense	(1,122.34)	-	-	-	(50.00)
<b>Total Non-current Liabilities</b>	<b>47,579.69</b>	<b>30,562.10</b>	<b>37,835.93</b>	<b>22,783.08</b>	<b>12,444.95</b>
<b>Total Liabilities</b>	<b>126,627.23</b>	<b>86,594.61</b>	<b>95,501.59</b>	<b>67,729.67</b>	<b>57,486.93</b>
<b>Net Assets</b>	<b>690,716.92</b>	<b>668,588.75</b>	<b>546,036.85</b>	<b>361,112.21</b>	<b>356,516.67</b>
<b>Equity</b>					
Current Year Earnings	90,978.04	127,624.94	177,719.25	6,944.56	(53,493.94)
Retained Earnings	599,738.88	540,963.81	368,317.60	354,167.65	410,010.61
<b>Total Equity</b>	<b>690,716.92</b>	<b>668,588.75</b>	<b>546,036.85</b>	<b>361,112.21</b>	<b>356,516.67</b>

## Grant Funding

<b>Grant Income</b>								
Grant Funding - City of Unley	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
<b>Total Grant Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Gross Profit (Loss) on Grant Funding</b>								
	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>

## Other Income

Distributions Received	0.00	0.00	0.00	0.00	0.00	0.00	2,435.82	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(11,099.44)</b>	<b>0.00</b>	<b>(21,992.18)</b>	<b>0.00</b>

## Operating Expenses

<b>Accounting</b>								
Accounting and Legal Fees	1,350.00	1,450.00	0.00	350.00	3,350.00	6,100.00	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
<b>Total Accounting</b>	<b>1,350.00</b>	<b>1,450.00</b>	<b>0.00</b>	<b>350.00</b>	<b>10,150.00</b>	<b>12,500.00</b>	<b>9,260.00</b>	<b>15,400.00</b>
<b>Marketing</b>								
Advertising and Marketing - Above line	1,911.16	3,333.00	194.60	3,333.00	24,422.01	23,331.00	19,504.87	40,000.00
Advertising and Marketing - Below line	161.35	1,666.00	699.39	1,666.00	5,093.64	11,662.00	2,065.57	20,000.00
<b>Total Marketing</b>	<b>2,072.51</b>	<b>4,999.00</b>	<b>893.99</b>	<b>4,999.00</b>	<b>29,515.65</b>	<b>34,993.00</b>	<b>21,570.44</b>	<b>60,000.00</b>
Bank Charges	920.99	1,000.00	1,587.09	1,000.00	3,918.69	4,100.00	3,484.80	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	400.00	0.00	800.00
Committee Expenses	2,630.08	200.00	175.00	0.00	4,047.33	4,550.00	4,561.94	5,000.00
Computer Consultant Fees	0.00	100.00	0.00	100.00	3,062.50	700.00	1,940.00	1,200.00
Computer Supplies	0.00	0.00	0.00	0.00	89.20	0.00	0.00	0.00
Dues & Subscriptions	643.71	135.00	216.45	100.00	2,690.78	1,930.00	2,142.19	4,000.00
Electricity	0.00	1,833.00	4,206.68	1,833.00	8,413.36	12,831.00	11,052.70	22,000.00
Equipment Expense/Hire	0.00	13.00	0.00	13.00	0.00	91.00	98.70	150.00
Insurance	700.27	0.00	700.27	0.00	4,740.78	8,000.00	3,703.49	8,000.00
Kids Club Activity Programme	571.37	500.00	267.20	500.00	1,688.69	3,500.00	2,098.14	6,000.00
Kids Club Supplies	109.09	0.00	0.00	0.00	109.09	0.00	0.00	0.00
Kitchen Supplies	238.25	333.00	0.00	333.00	519.46	2,335.00	34.58	4,000.00
Maintenance	0.00	200.00	0.00	0.00	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	609.10	0.00
Minor Equipment	92.37	125.00	0.00	125.00	453.13	875.00	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	305.45	208.00	(126.10)	208.00	1,667.20	1,456.00	1,594.29	2,500.00
Postage & Shipping	0.00	13.00	0.00	13.00	0.00	91.00	0.00	150.00
Realised Currency Gains	1.98	0.00	4.20	0.00	177.54	0.00	42.43	0.00
Recruitment Expenses	0.00	0.00	315.00	0.00	640.00	1,600.00	570.00	1,600.00
Site Attendant's Fee	900.00	1,500.00	1,392.00	1,500.00	9,852.00	10,500.00	9,600.00	18,000.00
Site Consumables	0.00	100.00	0.00	100.00	241.35	700.00	701.14	1,200.00
Site Equipment Hire	946.56	1,690.00	1,252.12	1,690.00	9,725.92	11,830.00	8,520.10	20,300.00

Site Licence Fees Rent	15,555.40	15,000.00	15,555.40	15,000.00	117,201.80	101,750.00	112,700.00	177,000.00
Software Licence Fees	632.72	483.00	305.45	483.00	3,224.59	3,381.00	2,656.72	5,800.00
Staff Amenities	29.79	75.00	0.00	75.00	217.49	525.00	230.89	900.00
Staff Training	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	2,000.00
Sundry Expenditure	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Superannuation	2,143.50	2,485.00	2,019.44	2,485.00	16,557.61	17,395.00	12,927.37	29,820.00
Telephone	471.37	458.00	267.72	458.00	2,113.90	3,206.00	3,032.23	5,500.00
Travel & Entertainment	0.00	125.00	0.00	125.00	1,908.85	875.00	236.75	1,500.00
Volunteer Expenses	184.50	2,000.00	222.11	0.00	1,218.77	2,000.00	1,521.93	2,000.00
Wages & Salaries	20,884.93	23,670.00	19,232.75	23,670.00	162,177.92	165,690.00	140,831.12	284,040.00
Workcover Levy	192.32	236.00	192.32	236.00	769.28	1,652.00	874.00	2,840.00
Waste Management	16.50	583.00	701.38	583.00	2,331.00	4,081.00	3,240.93	7,000.00
Entertainment	727.28	833.00	381.82	833.00	2,381.84	5,831.00	0.00	10,000.00
<b>Total Operating Expenses</b>	<b>52,320.94</b>	<b>60,347.00</b>	<b>49,762.29</b>	<b>56,812.00</b>	<b>401,845.72</b>	<b>421,468.00</b>	<b>361,720.61</b>	<b>715,200.00</b>
<b>Net Profit</b>	<b>48,715.70</b>	<b>9,898.00</b>	<b>89,972.03</b>	<b>78,906.00</b>	<b>86,243.25</b>	<b>60,725.00</b>	<b>136,348.80</b>	<b>16,304.00</b>

klj

## 2023 Consumer Survey – Adelaide Showground Farmers’ Market

### Survey TBC

#### Proposed questions for feedback

##### Questions to ask re Survey:

These questions need to be clarified to frame the questions accordingly

Question	Recommendation
What do you want to know?	<p>What do you NEED to KNOW to make strategic decisions compared to what is just Good to Know?</p> <p>Identify strategic questions in key areas that you need answers:</p> <p><b>Membership</b> proposition value                      Type of members – demographics  <b>Marketing</b> questions                      What media do you engage with?  <b>Market:</b> carparking, transport, spend,</p>
How many questions	Personally I would not recommend exceeding 10, 15 maximum. If you can do it in 5 you are more likely to get a greater response rate.
Who is receiving it?	Members only, or members and subscribers? I recommend all contact approx. 8,000
What month are you sending?	Early March would be my suggestion, during still strong membership sales.
Will an incentive be offered to enter?	I highly recommend this and could we maybe collaborate and get a weekend away, a tour or the like?? By collaborating with someone??

##### Suggested Survey Introduction:

Header for Email:	Win 1 of 3 xxxx for your valued feedback! Get ??? for your valued feedback! 😊
Content Overview:	Hi XXX,  We'd love to know more about your experience with the Adelaide Showground Farmers’ Market so we would be hugely

	<p>grateful if you could answer a few questions for us.</p> <p>We have just 13 questions to get to know you better and make sure we're giving you the best market experience possible.</p> <p>It should only take a couple of minutes and once you complete the survey, you'll get xxxx or go in the draw to win XXXX!</p> <p>Complete The Survey (button)</p>
Deadline date	Please complete by XXX to go in the draw to win.

## Questions: TO REVIEW

	Qs	Field				
	<b>MARKET QS</b>					
	Do you attend the market	Yes	No	If not, why not?		
	How long have you been attending the Market?	Less than 6 months	Less than 2 years	2 - 4 years	5 or more years	
	How many times have you attended the Market in the past month?  OR	Every week	2-3 times	Once	Not at all	
	<b>On average</b> how frequent would you attend the market  Or  How often do you shop at the farmers market?	Once a week	Once a fortnight	Once a month	Less than monthly	

	<p>On average, how much would you spend at the Adelaide Farmers' Market?</p> <p>Or</p> <p>Can you estimate how much you spend on average at your market(s) each time you shop?*</p> <p>Please enter a number indicating an estimated whole dollar amount.</p>	\$0 - \$50	\$50 - \$99	\$100 - \$150	\$150 +	
	<p>What do you buy at your farmers market(s)?</p> <p>*</p> <p>You can select more than one response</p>	<p>Fruit and vegetables</p> <p>Mushrooms</p> <p>Meat</p> <p>Seafood</p> <p>Dairy</p> <p>Preserves and condiments</p>	<p>Bread and baked goods</p> <p>Ready to eat food and beverages</p> <p>Beer, wine or spirits</p> <p>Seedlings</p> <p>Flowers</p> <p>Other:</p>			
	<p>What would you like to see more of at the Market?</p> <p>Provide options</p>	<p>More stallholders</p> <p>Type?</p>	<p>Demonstrations</p> <p>Type</p>	<p>Kids Activities or entertainment</p> <p>Type</p>	<p>Special Event Promotions</p> <p>Type</p>	<p>Other</p>
	<b>MEMBERSHIP QUESTION</b>					
	<p>Are you a current 2022 Adelaide Farmers' Market member?</p>	Yes	No	If not, Why?		

	<b>MARKETING QUESTION</b>					
	What is your age?	Under 25	25 - 34	34 - 49	50 - 64	65+
	What is your gender?	Female	Male	Other/nonbinary		
	What is your postcode					
	How do you hear about the Market	WOM Search Engine	Signage / BB Radio Ad	Social Media Ad Digital	Website Other	Newsl etter
	<b>OTHER STRATEGIC QS</b>					
	Parking / Transport  How did you get to the market today?	Car	Bike	Bus/Tram	Walking	Other
	Do you have feedback regarding this method of travel??					
	Membership  Value proposition Question.  What do value the most about being a member?	Supporting the Market	10% off purchase	Communications	Other	
	Price Question  Do you believe membership is good value for money?	Yes	No	Please explain		
	What is your main reason for shopping at your farmers market(s)?	Price	Freshness Other:	Buying direct from farmers/producers	Meeting up with friends & family	Learn ing about wher e food

						comes from
						Other
	<b>COMPETITION ENTRY</b>					
	Please enter your details below if you would like to go in the draw to win one of three \$100 vouchers XXX????	Name	Email	Phone		

## OTHER

### Some Past Questions 2019 and New Suggestions

*I would recommend removing & reviewing to see if they are a NEED TO KNOW?*

*Especially if limiting the number of questions:*

**What is your current household size? Please also give the number.**

- 1 Adults
- 2 Children (Under 18)

**Do you come to the market for a specific product or activity? Or could ask**

**What would be your main reason for buying food elsewhere? Please check all that apply.**

- 1 Price
- 2 Convenience
- 3 Not available at the Adelaide Farmers' Market
- 4 Other - please specify

Or you could ask:

**10. How would you rate the fruits and vegetables sold at this farmers' market, compared to other places in your area (such as a supermarket or corner store), in terms of:**

Here



Selection? ? ? ? ? ?

Price? ? ? ? ? ?

Quality? ? ? ? ? ?

**These could all be given a weighting on a sliding scale**

Much Worse Here

A Little Worse Here

About the same

A Little Better Here

Much Better

**What activities and/or resources offered by the Market do you use? Please tick all that apply.**

- 1 Attend kitchen demonstrations
- 2 Children participate in Kids' Club
- 3 Read the monthly eNewsletter
- 4 Visit the website for the weekly market update
- 5 Follow us on social media sites such as Facebook, Twitter or Instagram
- 6 Check the Produce Guide on the website
- 7 Use the Recipe Search on the website
- 8 I didn't realise there were activities and resources offered
- 9 None

**What percentage of household food do you purchase from the Adelaide Farmers' Market?**

**Where do you generally purchase the majority of your food?**

- 1 Adelaide Farmers' Market
- 2 Large supermarket e.g. Coles, Woolworths, etc.
- 3 Locally owned supermarket e.g. Foodland
- 4 Specialty shop e.g. butcher, greengrocer, health food store
- 5 Other Market - Please specify
- 6 Online Shopping
- 7 Other - Please specify

Or

**Can you estimate what percentage of your total food shopping for a week you can do at your farmers market(s)?**

Please enter a number indicating an estimated percentage.

**How important were the following in your decision to visit the farmers market today?**

Quality  
Supporting farming families  
Location  
Customer service  
Buying local  
Variety of products  
Customer Service

**Most important factors when choosing between stallholders with similar products?**

Friendliness  
Variety  
Price  
Quality

**Has the COVID19 pandemic changed your food shopping habits?**

\*

Yes, I started shopping at a farmers market for the first time  
Yes, I started buying more of my food at my farmers market  
Yes, I stopped shopping at my farmers market  
Yes, I started buying less of my food at my farmers market  
No, my shopping is the same

**How important is it to you that the food you are buying at your farmers market(s) is produced locally?**

\*

Not important  
Somewhat important  
Very important

**How important is it to you that you are buying directly from the farmer of the produce or maker of the value-added product?\***

Not important  
Somewhat important  
Very important

**How confident are you that the stall holders at your farmers market(s) are the farmers of the produce or makers of the value-added products you are buying?**

\*

Not confident at all  
Reasonably confident  
Completely confident

## ASFM RISK REGISTER

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

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

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

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

