

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 19 April 2023
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the March Meeting
4. Action Items
5. Committee Calendar – 2022/3
6. ASFM Business Report
7. Policies for Review
 - 7.1 Complaints Policy
 - 7.2 Health & Hygiene Policy
 - 7.3 Weather Policy
 - 7.4 Sponsorship Policy
 - 7.5 Financial Delegations Policy
 - 7.6 Privacy Policy
8. Finance/Risk Report
9. Sub Committees
 - 9.1 HR Sub-committee - NIL
 - 9.2 Risk & Finance Sub-committee – Nil
 - 9.3 Market Mix Sub-committee - NIL
10. Red Flags & Risk Register
11. AOB
12. Close

NEXT MEETING

Committee Meeting – 17 May 2023

**ADELAIDE SHOWGROUND FARMERS 'MARKET
COMMITTEE MEETING – 5.00pm, Wednesday, 15 March 2023
Meeting held at the Heavy Horse Memorial Building**

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

1. Welcome and Apologies

The Chair opened the meeting at 5.00 pm.

Apologies from AC, LB, MR and TS. It was noted that a quorum would be reached when JP, who was flagged as a late arrival, arrived.

2. New Conflict of Interest (COI)

None raised

3. Minutes of Previous Meeting

Minutes of the February meeting were moved by GP and seconded by GW. Accepted.

4. Action Items

JP arrives at 5.06PM

Recommendation for strategic planner of former RAHS General Manager, Grant Piggott, was accepted. Discussion arose around a separate stallholder survey as useful to the Strategic Planning Day.

ACTION: EO to approach committee members not present, re 2 May as acceptable date for Strategic Planning Day.

ACTION: JP to distribute to the committee all the draft questions on the customer survey.

ACTION: Subscriber newsletter with link to customer survey to be issued on Thursday 23 March, with a reminder issued on 30 March and survey to close on 6 April.

ACTION: GP and LD to form focus group to consider questions for a stallholder survey

5. Committee Calendar 2022/3

No comment

6. ASFM Business Report

Matters raised:-

- Stallholder site and premises inspections under way.
- Successful outside only market at Leader St, issue with inattentive drivers in pedestrian zones.
- Rebranding of Gepps Cross Produce Market as SA Farmers' Market
- Radio advertising in May and June (Nova)
- Poh has agreed to be filmed as the closing shot of the market's current video for TV commercial.
- Potential impact of the development of the Le Cornu site and redevelopment of Central Market discussed.

Report accepted.

7. Policies for Review

7.1 Busking Policy

Proposed change of review date accepted.

7.2 Responsible Packaging Policy

It was agreed that the wording at point 6 of the Policy Statement should now read: - "All stallholders are expected to be proactive in their sourcing for solutions to eliminate single use plastic and any single use packaging." It was not agreed that the annual review date be changed to biennial.

8 Finance Report

Accepted

9 Customer Survey Questionnaire Results

See Agenda Item 4

9.1 Sub-committee nominations and elections

9.1.1 HR Sub-committee

No meeting held.

9.1.2 Risk & Finance Sub-committee

Meeting held and risk matrix (included in March meeting documents) was revised to remove several risks and downgrade others. The risk posed by cars to pedestrians at outside-only Leader Street markets was noted.

9.1.3 Market Mix Sub-committee.

No meeting held.

10. Red Flags & Risk Register

None raised

11. AOB

Matters raised:

- Stallholders lingering long after the market closes and latecomers.
- Guest caterers on a rotating basis

12. Close

6.19 pm meeting closed.

NEXT MEETING

Committee Meeting – 19 April 2023

Adelaide Showground Farmers Market Committee Meeting

Action Items April 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.	Complete
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.	Complete
February 2023 – Agenda Item 8	Survey questions from the focus group to be presented to the committee at the March committee meeting	Complete
March 2023 – Agenda Item 4	EO to approach committee members not present, re 2 May as acceptable date for Strategic Planning Day.	Complete
March 2023 – Agenda Item 4	JP to distribute to the committee all the draft questions on the customer survey.	Complete
March 2023 – Agenda Item 4	Subscriber newsletter with link to customer survey to be issued on Thursday 23 March, with a reminder issued on 30 March and survey to close on 6 April.	Complete
March 2023 – Agenda Item 4	GP and LD to form focus group to consider questions for a stallholder survey	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	Policies for Review Busking Responsible Packaging Policy
April	2023	Easter Weekend 7 -10 April Committee meeting date 19 April	Policies for Review Complaints, Grievances and Dispute Resolutions Policy ASFM Sponsorship Policy Risk Matrix Financial Delegations Policy Health and Hygiene Policy Privacy Policy Weather Policy
May	2023	Committee meeting date 17 May Staff performance reviews	Policies for Review Market Mix Out of Session Voting Risk Management Allowable Products
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	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
		Decision required re Christmas and New Year's market	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	
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
2842	2985



Membership this Month

2022	2023
76	112



Average Weekly Attendance

2022	2023
2983	3173



NUMBER OF WEEKS

4



Avg No. of Stalls this Month

2022	2023
94.5	95



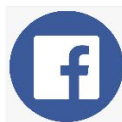
Google Analytics

2022	2023
13,554	21,437



Total Direct mail List

2022	2023
7,615	7,899



Facebook Follows

2022	2023
28,339	29,848



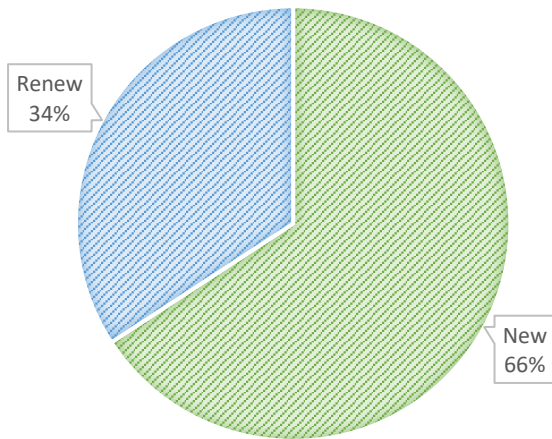
Instagram Follows

2022	2023
18,857	20,781

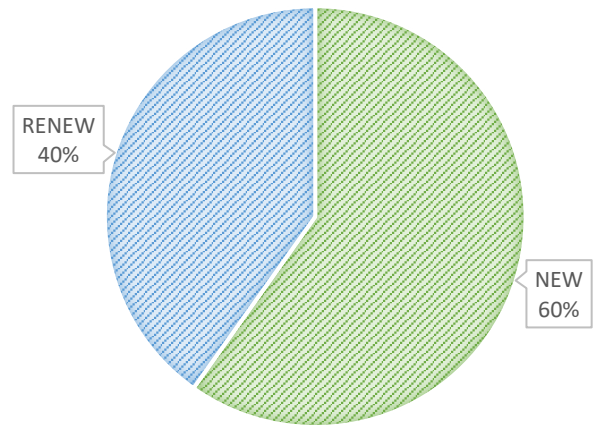
MEMBERSHIP SALES

MEMBERSHIPS - NEW VS RENEW

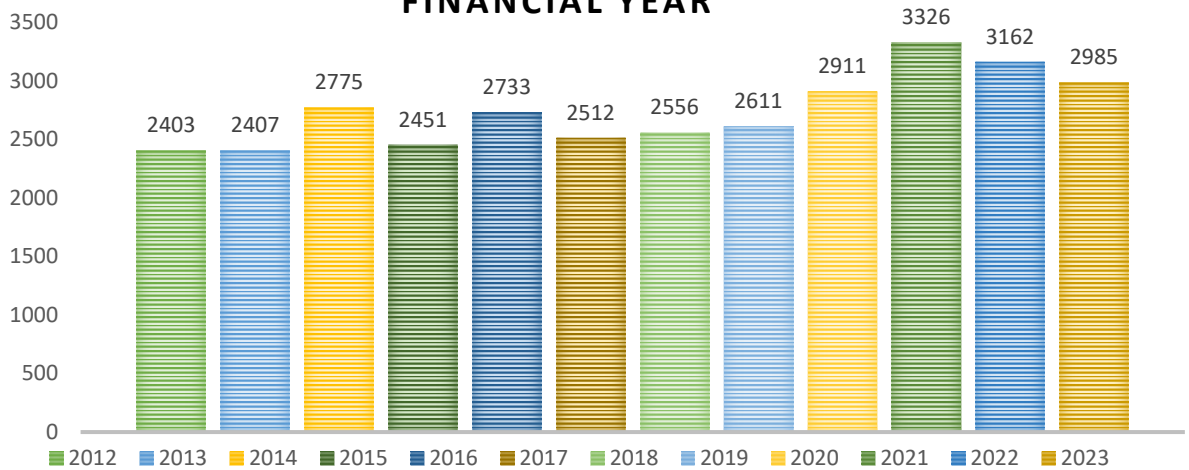
MARCH 2022



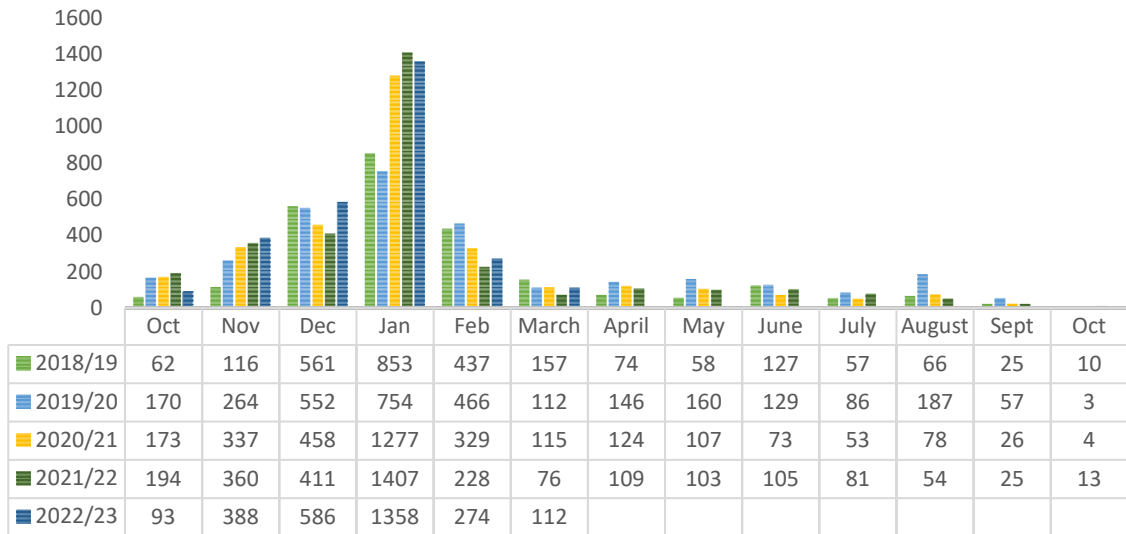
MARCH 2023



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



Market attendances in March were slightly down compared with February 2023, but were strong compared with 2022 and 2021 year-to-date figures. The total numbers in March were 12,692 compared with 9,158 in 2022 and 9,916 in 2021. The weekly average was 3,173 compared with 2,290 in 2022 and 2,479 in 2021. The February 2023 figures reached a high of 14,351 with a weekly average of 3,585 compared with 12,692 in March 2022; a difference of 1,669 and weekly average of 3,173.

The SA Government released a statement on 9th January 2023 claiming that the 2023 festivals and events calendar would be the biggest yet with new and returning events. Market attendance figures were potentially impacted by redirection of spending and commitment to “Mad March” activities that included the Adelaide Festival, Adelaide Fringe, Ed Sheeran Show, Adelaide Cup long weekend, WOMAdelaide, Adelaide Motorsport Festival with some recording records sales.

Another significant influence on the market numbers compared with 2022 was COVID. A number of events were not held or had restricted ticket sales in place in 2022 and some people were still reluctant to attend or spend on entertainment. They did however need to undertake a weekly grocery shop and the market provided an open space outing with a good atmosphere and entertainment.

MEMBERSHIP OVERVIEW:

2023 MEMBERSHIP SALES

112	Total Memberships sold this month	36 ↑ (vs YOY)
67	New Members	
45	Renewed Members	
77	Purchased at the market (Total)	31 ↑ (vs YOY)
40	At market - New	
37	At market – Renewed	
35	Purchased online (Total)	
27	Online – New	
8	Online - Renewed	
2,812	Total YTD membership sales 2023	357 ↓ on Total 2022

836	YTD – New	4 ↑ on Total 2022
1976	YTD – Renewed	361 ↓ on Total 2022

*NOTE: Numbers purchased at the market will now be impacted by those purchasing on devices using QR codes, as they will now be reflected in the online figures.

MARKETING/COMMUNICATION

DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

31,406	Total reach this month	16% ↑ (vs Feb)
29,848	Total follower growth	7.6% ↑ (vs Feb)
98	New followers	4% ↑ (vs Feb)
224,300	Impressions	8% ↓ (vs Feb)
28,967	Likes	↑
62	New Page likes	
5,900	Engagement	22% ↓ (vs Feb)
24	Posts	7.7% ↓ (vs Feb)
31	Stories	
34%	1 st Top Age Range 34-45 yrs	
24 %	2 nd Top Age Range 45-54 yrs	
19%	3rd Top Age Range 25-34 yrs	
82.5%	Women	
17.5%	Men	

Instagram

10,244	Reach (9,501 K followers / 3,521 non-followers)	11% ↑ (vs Feb)
3,218	Profile visits	52.5% ↑ (vs Feb)
137,974	Impressions	9% ↑ (vs Feb)
20,781	Followers	1.1% ↑ (vs Feb)
239	New followers (Growth)	↑
623	Accounts engaged	29.7% ↑ (vs Feb)
1,299	Content Interactions	15.2% ↑ (vs Feb)
1,299	Post Interactions	17.9% ↑ (vs Feb)
28	Posts	
123	Stories	
0	Reels	
29.7%	Age Range 25-34 yrs	
34.9%	Age Range 35-44 yrs	
18.7%	Age Range 45-54 yrs	
83.2%	Women	
16.7%	Men	
6pm	Most active time	

Facebook & Instagram (Joint Advertising)

0	Overall Paid Reach (saw ads)	↓
0	Paid impressions	↓
\$0	Total Spend	↓

Google My Business

21,437	Searches showed business profile	58.2%↑ (vs YOY)
2,698	Business profile interactions	27.3%↑ (vs YOY)
32,901	Business profile views	37.0%↑ (vs YOY)
21,499	Google Search – mobile	65%
6,001	Google Search – desktop	18%
4,989	Google Maps – mobile	15%
1,426	Website clicks made from your Business Profile	26.3%↑ (vs YOY)
1,204	Direction request	25.5%↑ (vs YOY)

EDM / Newsletter

7,872	Email distribution list	
52%	Open rate	↑ (vs YOY)
9%	Click through rate	↑ Industry average is 2.94%

Other Digital Asset Updates- NIL

Jan	“Shop like a Locavore” Weekly Market Digital branded banner	Adelaide Showground Goodwood Road Digital Signage	Unable to measure
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FiveAA Live Cross Over (FOC) - FiveAA Live crossovers to the market every Sunday morning with Michael Keelan have continued.

ADVERTISING CAMPAIGNS (PAID) – N/A

Date	Promotion / Campaign	Platform & Type	Results & Outcomes
n/a	Market Search Listing Advertising – Weekly market	Google Search Ad Listing	n/a

SCHEDULED RADIO CAMPAIGN: NOVA AND FIVEaa - May 1 – 21, June 1 – 10

MARKETING OVERVIEW

On Sunday 26th March 42 kids participated in our third Kid’s Club activity for 2023 making Butterfly Puddling Ponds with Green Gecko Studios. Attendances were up on the previous month’s activity that saw 29 take part making Nature Mobiles also with Green Gecko Studios. Kids Club activities are being planned monthly with the next session being an Easter activity scheduled for Sunday 2nd April.

Overall, our performance in the digital space was strong and social media has performed well. Total Facebook followers continued to grow this month by 7.6% and total reach increased by 16% compared with the previous year. Our target market remains to be women aged 34-45 years.

Instagram performed very well across the board this month with followers continuing to grow this month by 11% to 20,781. Profile visits went up substantially this month by 52.5%. Women are the significant followers, at 83% with 35-44 years being the primary audience.

Both Social Media platforms continue to show growth in followers with reach fluctuating month by month based on number of posts and stories created. No paid advertising was undertaken.

Google My Business this month has continued to grow in comparison to the year-on-year and previous month figures with searches up by 58%, profile interactions by 27% and profile views by 37% compared with 2022. Web clicks made from the business profile also increased compared to the previous year by 26%. Activity on Google My Business has remained strong and has proved to be a valuable investment of time with weekly content including photos, events being added and ongoing responses to reviews to ensure we maintain a 4.5-star rating. No Google Listing advertising was undertaken this month but may need to be considered with the increase of competition in the marketplace with the South Australia Farmers Market.

The SA Farmers Market (formerly Gepps Cross Sunday Market run by the SA Produce Market) is open in direct competition on every Sunday from 6am – 1pm, selling farm fresh produce and bric-a-brac in Pooraka. It is unknown whether this will have an impact on current market attendees, but use of the name “Farmers Market” is a clear strategic attempt to compete at our level in the marketplace. We therefore need to ensure we remain active in tagging #safarmersmarket and #southaustraliafarmersmarket in our social endeavours and monitor this space carefully regarding marketing competition.

The top search terms that showed up in the markets business profile on Google in the search results this month were for 1) adelaide markets. 2. sunday markets Adelaide, 3.adelaide farmers market, 4. adelaide market and 5. markets Adelaide. Which is a valuable insight for future marketing and tagging in social media.

The distribution of the weekly newsletter continues to grow with unique subscribers/members at 7,899 and the open rate sitting at a 52% average. The click through rate was up this month to 9% with 6 EDM’s circulated including 1 customer survey. The 30th of March newsletter received the highest click through rate of over 10% and the customer survey 8%. The number and type of hyperlinks embedded within the newsletter impact the number of click throughs for example on the 30th March 60% clicked through “This Weeks Market Stallholders” link, 10% survey link, 8.7% pre-order link and 6.7% what’s on link.

OPERATIONS

MARCH SITE FEES



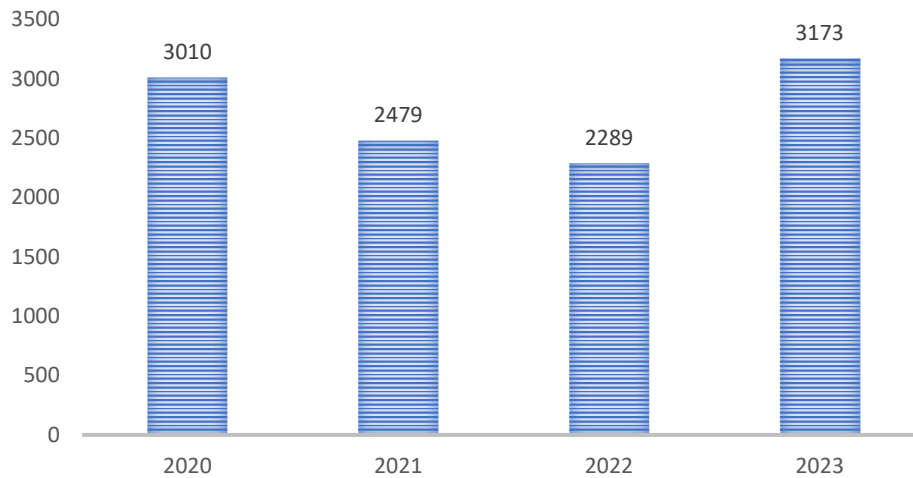
MARCH CATERING FEES



WEEKLY ATTENDANCE COUNT/RECORDS MARCH 2023

	5/03/2023	12/03/2023	19/03/2023	26/03/2023
Attendance	3094	3438	3541	2619
Compared to 2022	6/03/2022	13/03/2022	20/03/2022	27/03/2022
Attendance	2511	2209	2269	2169
Notes	Gilles/Fringe	Womadelaide / Adelaide Cup Weekend/Fringe		Pool & Spa Expo
Weather	27	24	27	22
Number of Sites	100	95	103	82
Number of Stallholders	81	75	83	76
Caterers onsite	7	6	7	7

MARCH 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	87.62	95				
2021-2022	88.75	93.3	92.1	93.2	96.6	92	81	96.5	94.5	81.75	90.6	88.5	90.7
2020-2021	90.75	91.4	94.37	92.75	91.3	89.75	85.7	85.12	92.5	84.25	93.2	91.25	90.8
2019-2020	78.3	76.4	79.1	80.25	83	85.7	81.25	85.63	85.1	73.25	81.9	86.5	81.4
2018-2019	83.3	78	76	88.25	85.1	88.4	86	93	94.3	77.75	82.5	82.9	85.3
2017-2018	85.6	86.25	81.75	96.1	102.7	98.8	98	98.25	97.75	81.2	89.4	83.12	91.9
2016/2017	86.4	85.5	80.5	87	96	93.5	91	94.8	92.9	81.7	91.5	89.4	89.4
2015/2016	87.3	90	82	95.8	102.2	95.3	93.7	98.6	101	94.1	91.6	88.8	93.7

* Dec 2017 figure drops to 88.1 if the Twilight market is included (34.5 stalls attended)

***April 2019 figure increases to 87 if Easter Sunday market excluded (50 sites included)

**April 2018 figure increases to 91.5 if Easter Sunday market excluded (40 stalls attended)

Sept 2022 increase to 91.5 if Orphanage Park excluded (38 Stalls attended)

****Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended)

****February 2023 increases to 91.5 if outdoor only Leader St excluded (76 stalls)

****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	3587	3173				
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

New Stallholders: <ul style="list-style-type: none">• Oscars Adelaide Hills Juice	Returning stallholders: <ul style="list-style-type: none">• NA
Stallholder Finishing Temporarily: <ul style="list-style-type: none">• Pavlos• EKO Fruit	Stallholders Finished Permanently: <ul style="list-style-type: none">• NA

STALLS AUDITED in MARCH

House of Honey Cake
Croissant D'or
The Dairy Man
Barossa Bagels
The Veggie Basket
Basket Range Bakers
Choice Mushrooms
Flower Power
Yummy Vegies
Collett & Miels
The Almond Block
DJ Garden Fresh
Naranga Orchards
Barmera Sweet Potatoes
EKO Fruits
Pavlos Fruit
B & A Andonopolous
Cooinda

NOTES

TEST & TAG

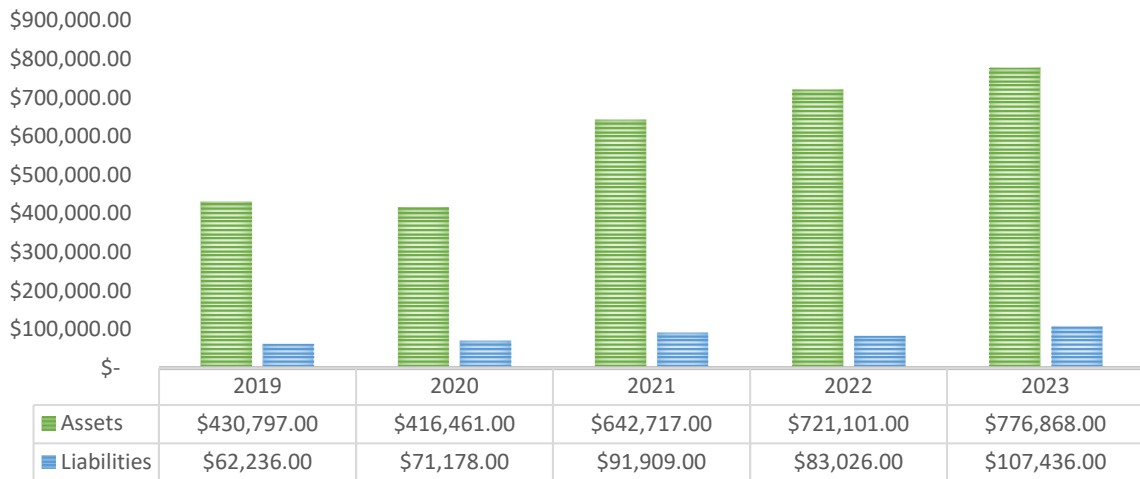
This was complete for all stalls in early March with only two issues raised, both now resolved

FINANCE

REVENUE/EXPENDITURE MARCH



TOTAL ASSETS/LIABILITIES MARCH



NOTES

CUSTOMER SURVEY

543 Responses

Initial charted responses added to report. Complete report will be provided with Strategic Planning Day documents

STRATEGIC PLANNING DAY

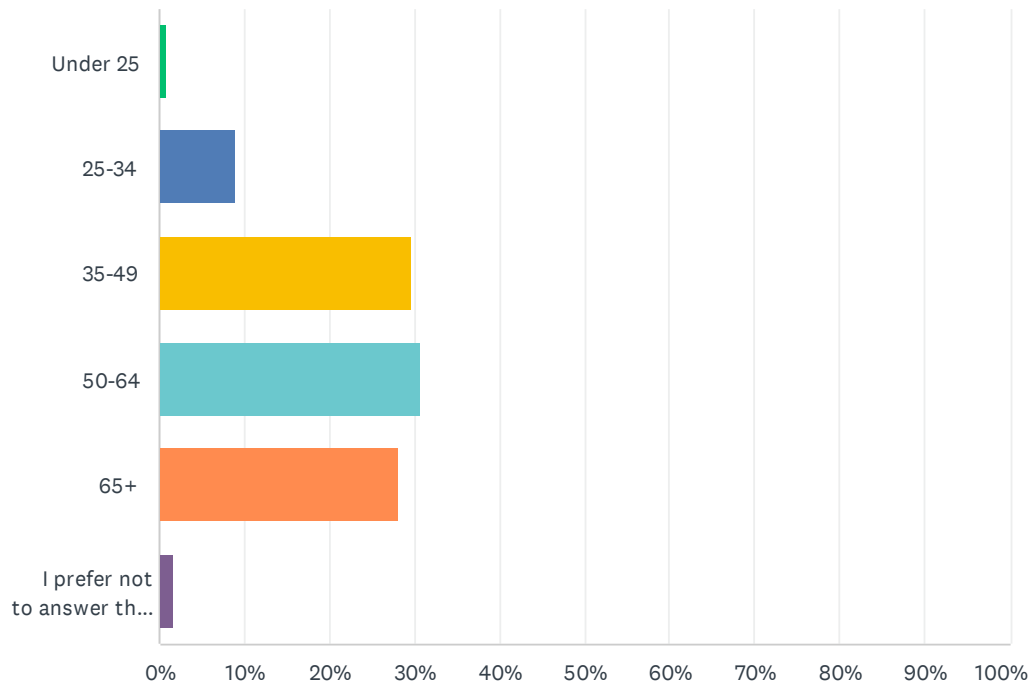
Scheduled for Tuesday 2 May, Rydges South Park Adelaide, 1 South Tce, Adelaide SA 5000
8.45am arrival for 9am start

STALLHOLDER SURVEY

At time or print 24 responses, a reminder has gone to all stallholders to complete.

Q1 What is your age?

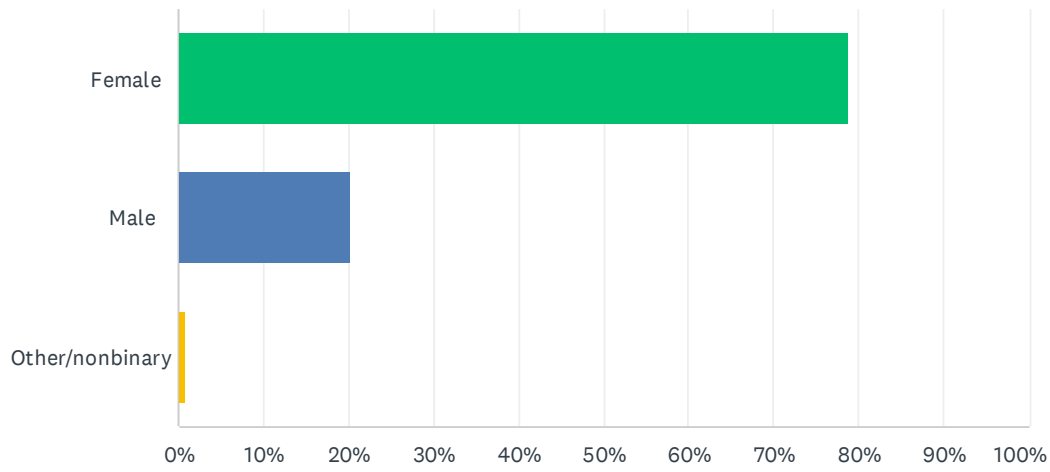
Answered: 542 Skipped: 1



ANSWER CHOICES	RESPONSES
Under 25	0.92% 5
25-34	9.04% 49
35-49	29.70% 161
50-64	30.63% 166
65+	28.04% 152
I prefer not to answer this question	1.66% 9
TOTAL	542

Q2 What is your gender

Answered: 543 Skipped: 0



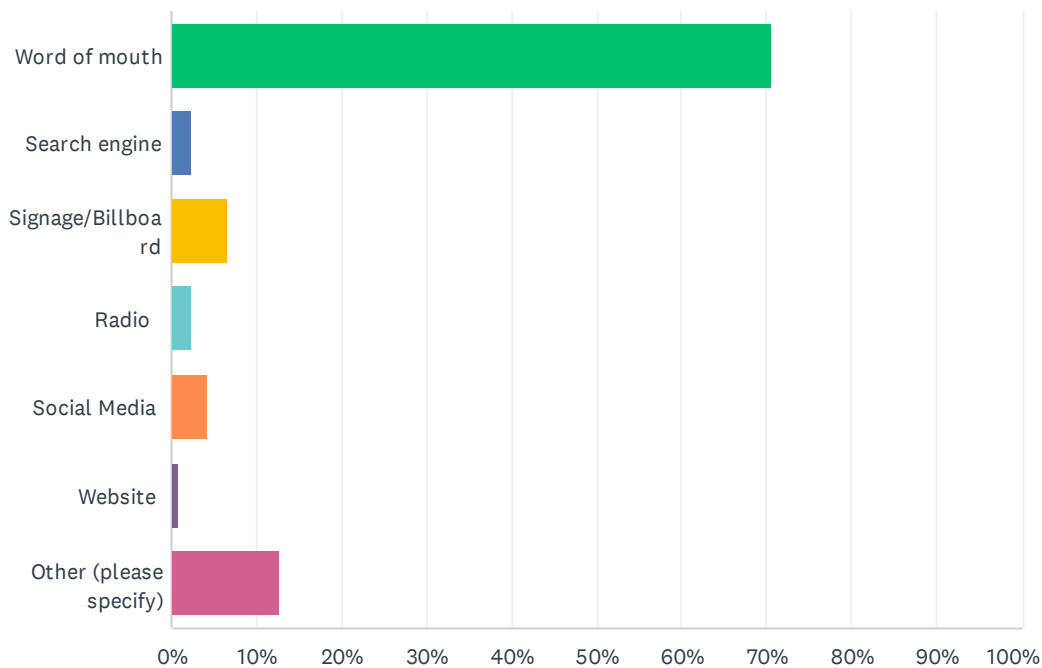
ANSWER CHOICES	RESPONSES	
Female	78.82%	428
Male	20.26%	110
Other/nonbinary	0.92%	5
TOTAL		543

Q3 What is your postcode?

Answered: 536 Skipped: 7

Q4 How did you first hear about the market?

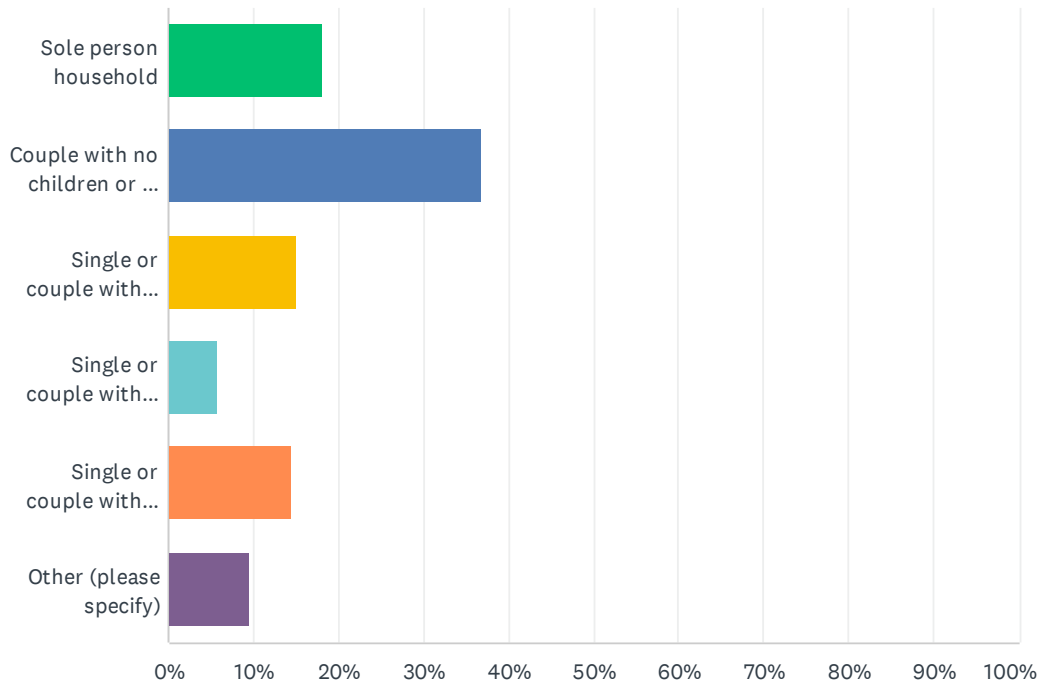
Answered: 540 Skipped: 3



ANSWER CHOICES	RESPONSES	
Word of mouth	70.56%	381
Search engine	2.41%	13
Signage/Billboard	6.67%	36
Radio	2.41%	13
Social Media	4.26%	23
Website	0.93%	5
Other (please specify)	12.78%	69
TOTAL		540

Q5 Which of the following best describes the type of household you live in?

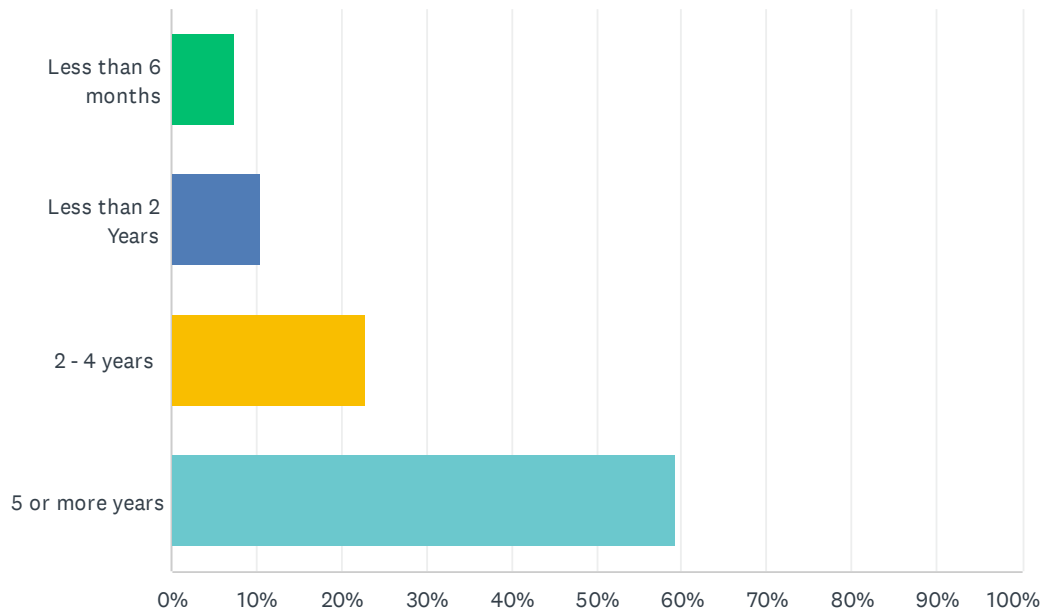
Answered: 538 Skipped: 5



ANSWER CHOICES	RESPONSES	
Sole person household	18.22%	98
Couple with no children or no children at home	36.80%	198
Single or couple with primary school aged children	15.06%	81
Single or couple with secondary school aged children	5.76%	31
Single or couple with adult children at home	14.50%	78
Other (please specify)	9.67%	52
TOTAL		538

Q6 How long have you been attending the Farmers' Market?

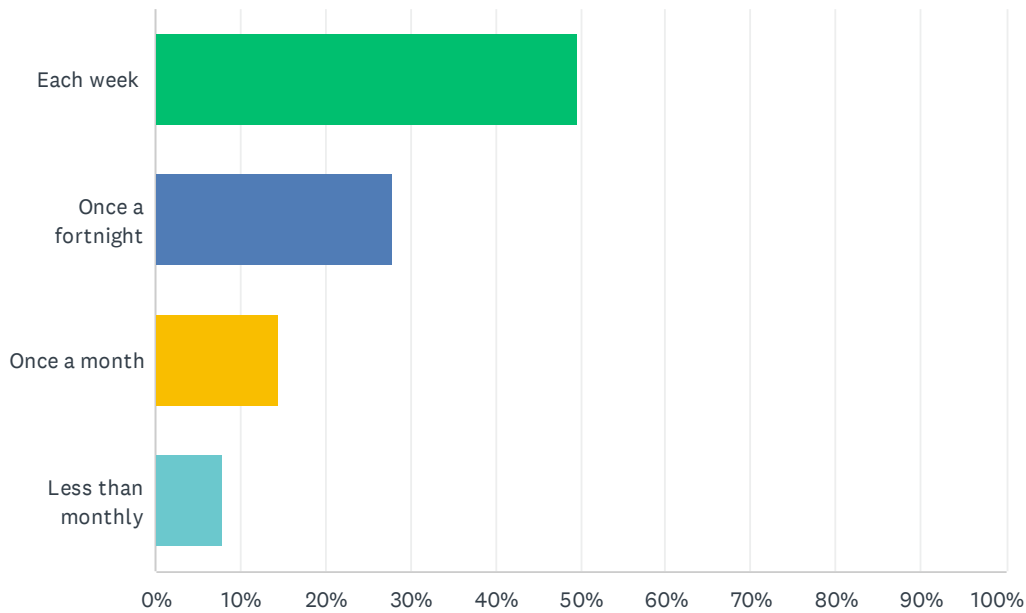
Answered: 541 Skipped: 2



ANSWER CHOICES	RESPONSES	
Less than 6 months	7.39%	40
Less than 2 Years	10.35%	56
2 - 4 years	22.92%	124
5 or more years	59.33%	321
TOTAL		541

Q7 On average, how frequently do you attend the market?

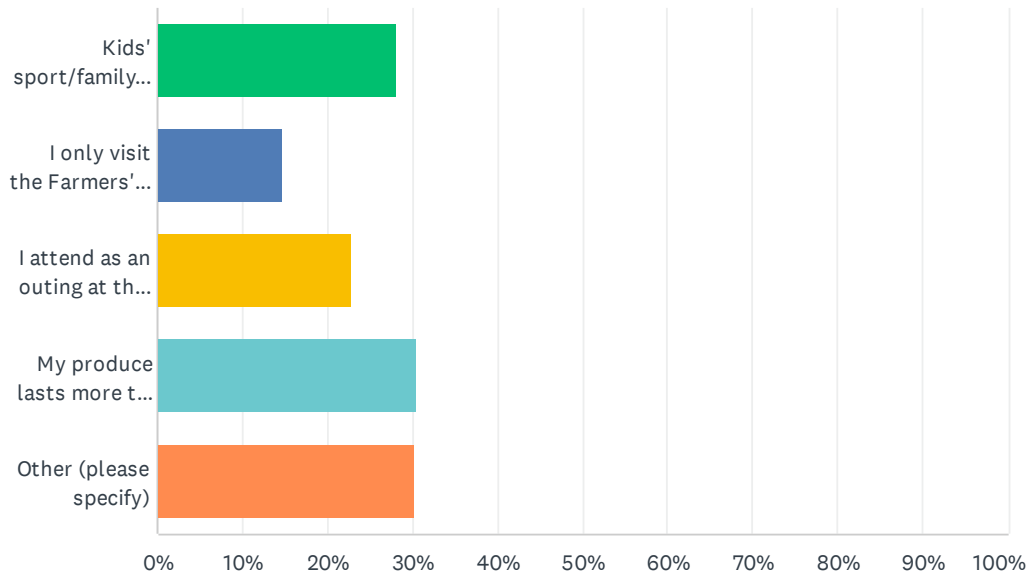
Answered: 540 Skipped: 3



ANSWER CHOICES	RESPONSES	
Each week	49.63%	268
Once a fortnight	27.96%	151
Once a month	14.44%	78
Less than monthly	7.96%	43
TOTAL		540

Q8 If you don't attend every week, what are your main reasons for not attending ? You may select more than one option.

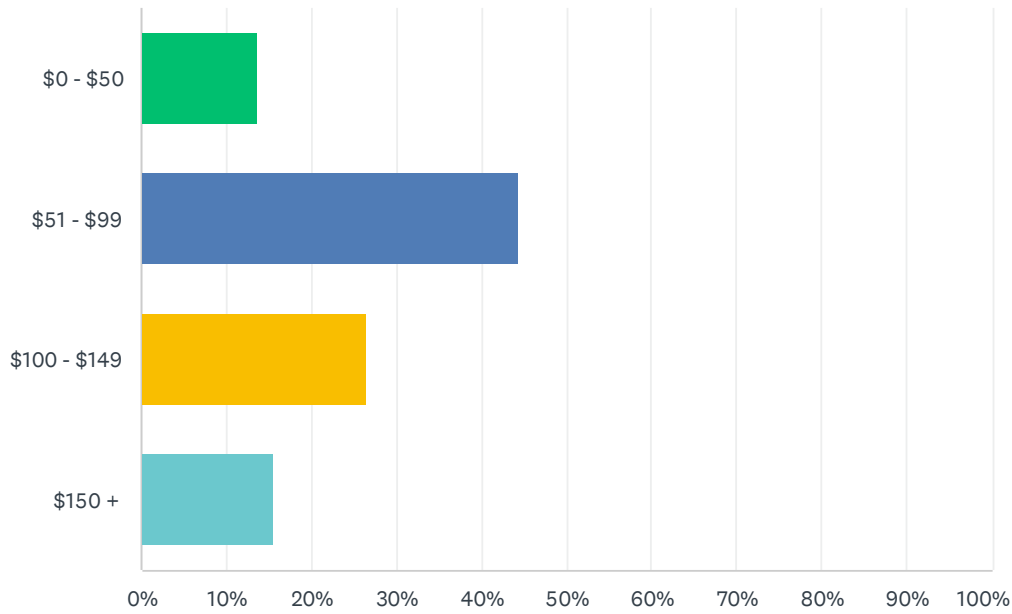
Answered: 380 Skipped: 163



ANSWER CHOICES	RESPONSES	
Kids' sport/family commitments	28.16%	107
I only visit the Farmers' Market when I need specific items	14.74%	56
I attend as an outing at the weekend, so I go when I'm free	22.89%	87
My produce lasts more than a week	30.53%	116
Other (please specify)	30.26%	115
Total Respondents: 380		

Q9 On average, how much do you spend at the Adelaide Showground Farmers' Market per visit?

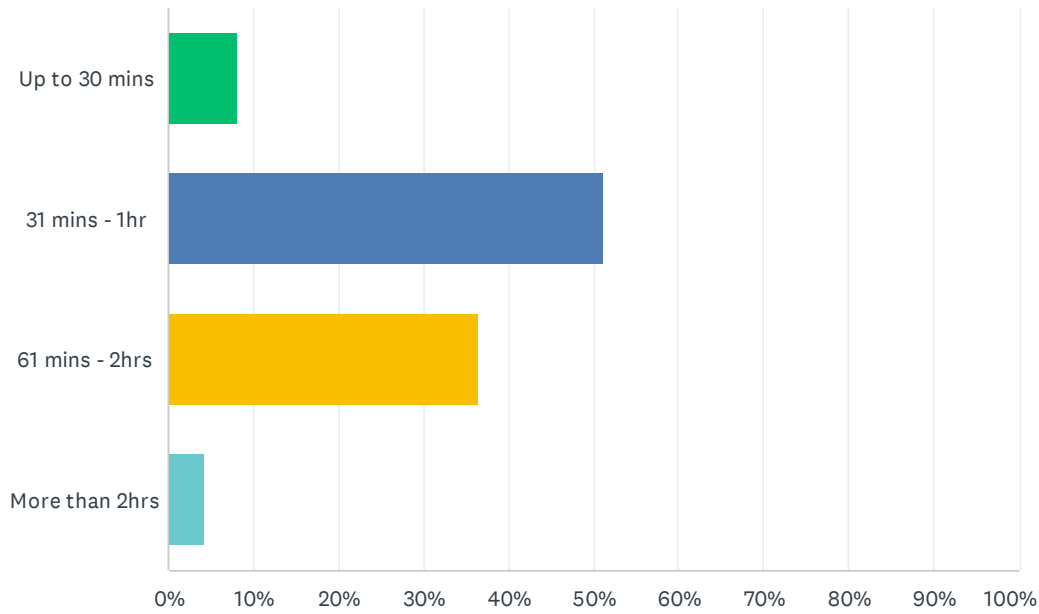
Answered: 539 Skipped: 4



ANSWER CHOICES	RESPONSES	
\$0 - \$50	13.54%	73
\$51 - \$99	44.34%	239
\$100 - \$149	26.53%	143
\$150 +	15.58%	84
TOTAL		539

Q10 On average, how much time do you spend at the Adelaide Showground Farmers' Market when you visit?

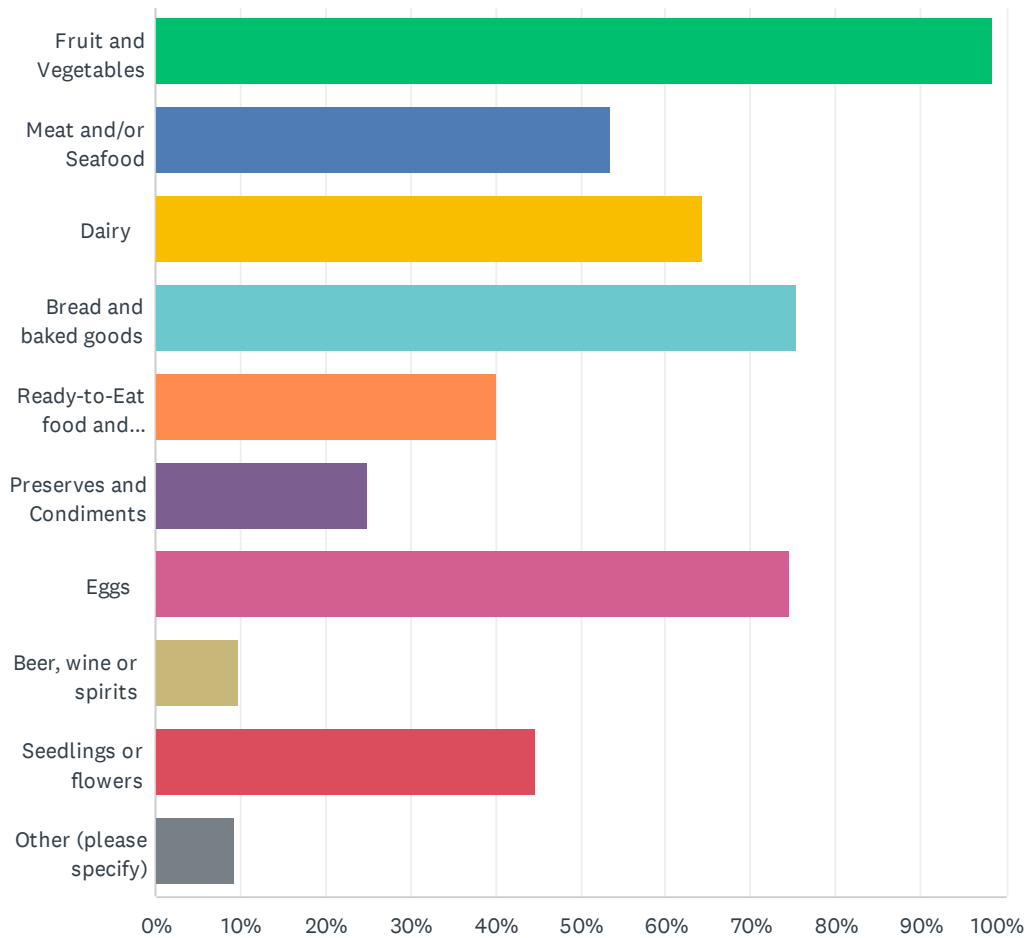
Answered: 539 Skipped: 4



ANSWER CHOICES	RESPONSES
Up to 30 mins	8.16% 44
31 mins - 1hr	51.21% 276
61 mins - 2hrs	36.36% 196
More than 2hrs	4.27% 23
TOTAL	539

Q11 What do you buy at the Farmers' Market? You can select more than one response

Answered: 542 Skipped: 1



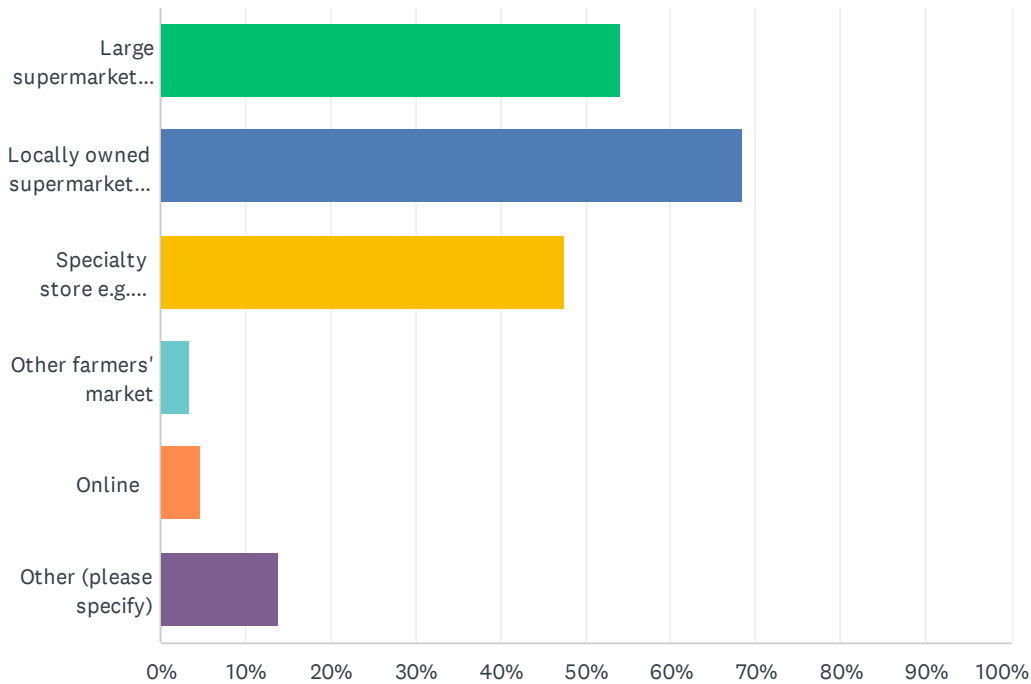
ANSWER CHOICES	RESPONSES	
Fruit and Vegetables	98.52%	534
Meat and/or Seafood	53.51%	290
Dairy	64.39%	349
Bread and baked goods	75.46%	409
Ready-to-Eat food and beverages	40.04%	217
Preserves and Condiments	24.91%	135
Eggs	74.54%	404
Beer, wine or spirits	9.78%	53
Seedlings or flowers	44.83%	243
Other (please specify)	9.41%	51
Total Respondents: 542		

Q12 Can you estimate the percentage of your total food shopping you buy at the Farmers' Market?

Answered: 527 Skipped: 16

Q13 Where do you purchase the remainder of your food shopping? You may select more than one option.

Answered: 542 Skipped: 1



ANSWER CHOICES	RESPONSES	
Large supermarket e.g. Coles or Woolworths	54.06%	293
Locally owned supermarket e.g. Foodland or Drakes	68.45%	371
Specialty store e.g. butcher, green grocer, health food store	47.60%	258
Other farmers' market	3.32%	18
Online	4.61%	25
Other (please specify)	13.84%	75
Total Respondents: 542		

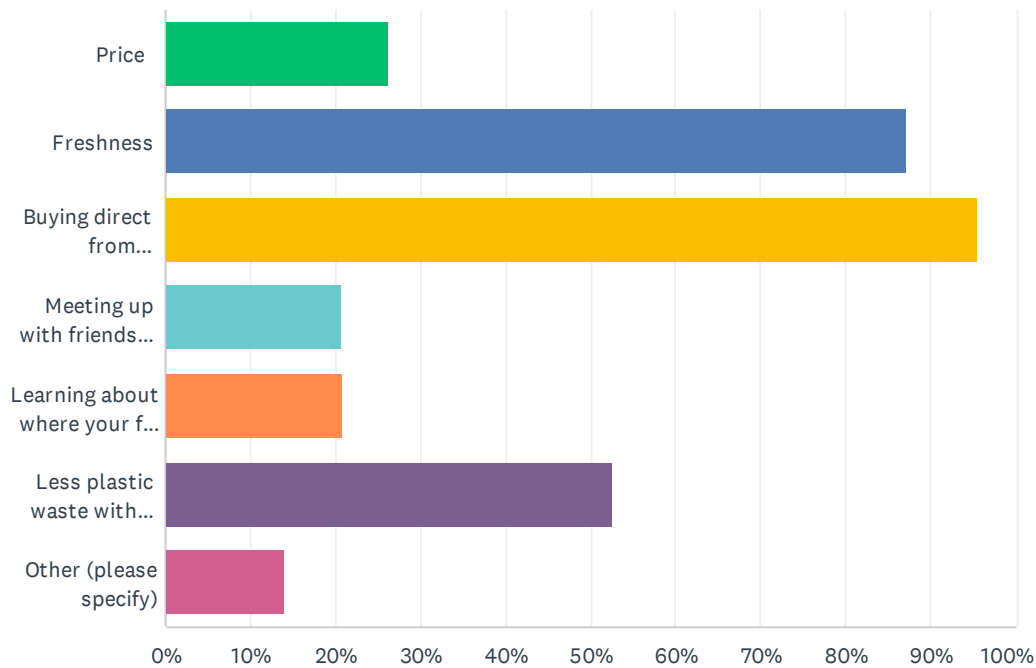
Q14 What would you like to see more of at the Farmers' Market? Please specify.

Answered: 295 Skipped: 248

ANSWER CHOICES	RESPONSES	
Stallholders	52.20%	154
Demonstrations e.g. cooking, skills	20.68%	61
Kids activities or entertainment	15.59%	46
Special event promotions	9.83%	29
Specific products	21.36%	63
Other	28.47%	84

Q15 What are your main reasons for shopping at the Farmers' Market? You may select more than one answer.

Answered: 541 Skipped: 2



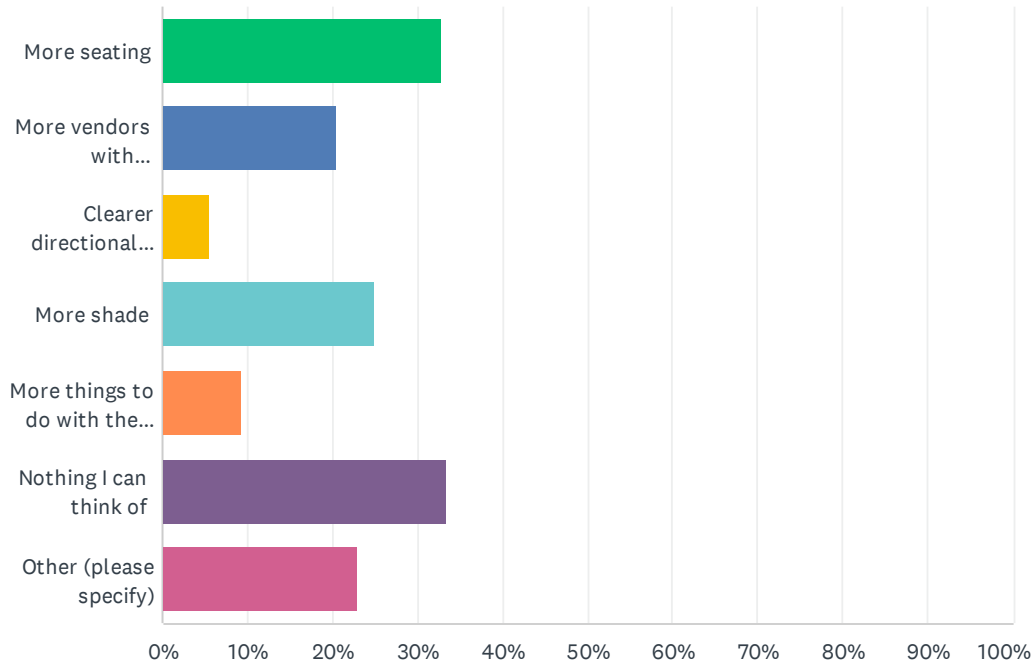
ANSWER CHOICES	RESPONSES	
Price	26.25%	142
Freshness	87.25%	472
Buying direct from farmers/producers	95.56%	517
Meeting up with friends and family	20.70%	112
Learning about where your food comes from	20.89%	113
Less plastic waste with pre-packaged foods	52.68%	285
Other (please specify)	14.05%	76
Total Respondents: 541		

Q16 What stalls do you regularly visit?

Answered: 469 Skipped: 74

Q17 Thinking about your recent visit to the Farmers' Market, are there any additional services or facilities which could have made your experience more enjoyable? You may select more than one answer.

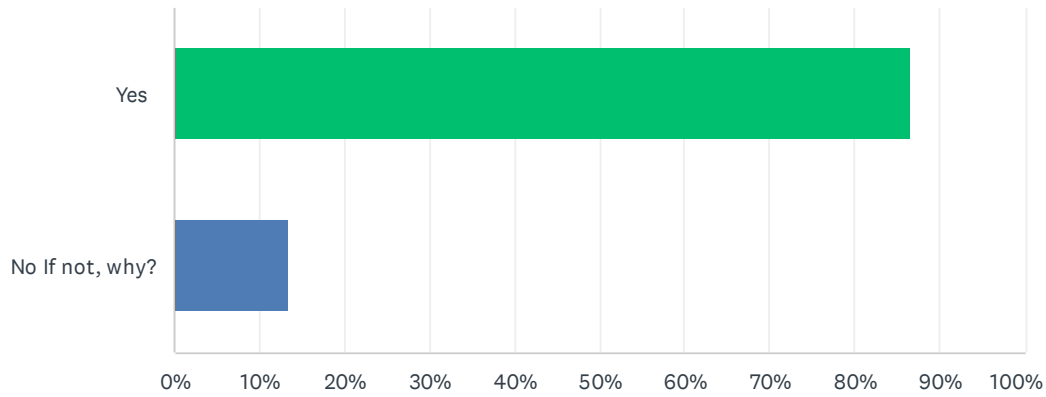
Answered: 524 Skipped: 19



ANSWER CHOICES	RESPONSES	
More seating	32.82%	172
More vendors with ready-to-consume food	20.42%	107
Clearer directional signage	5.53%	29
More shade	25.00%	131
More things to do with the kids	9.35%	49
Nothing I can think of	33.40%	175
Other (please specify)	23.09%	121
Total Respondents: 524		

Q18 Are you a current 2023 Adelaide Showground Farmers' Market member?

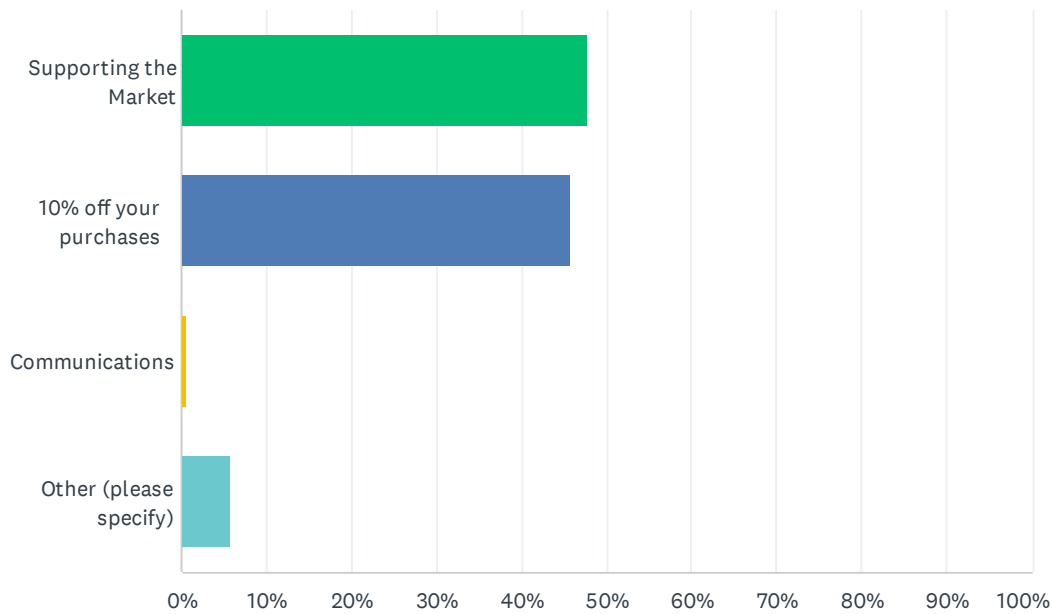
Answered: 541 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	86.51%	468
No If not, why?	13.49%	73
TOTAL		541

Q19 If you are a current member, what do you value most about being a member?

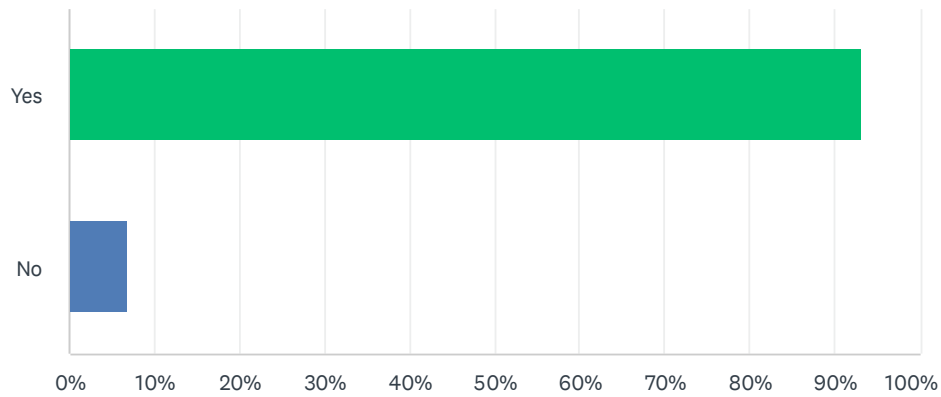
Answered: 478 Skipped: 65



ANSWER CHOICES	RESPONSES	
Supporting the Market	47.70%	228
10% off your purchases	45.82%	219
Communications	0.63%	3
Other (please specify)	5.86%	28
TOTAL		478

Q20 Do you believe membership is good value for money?

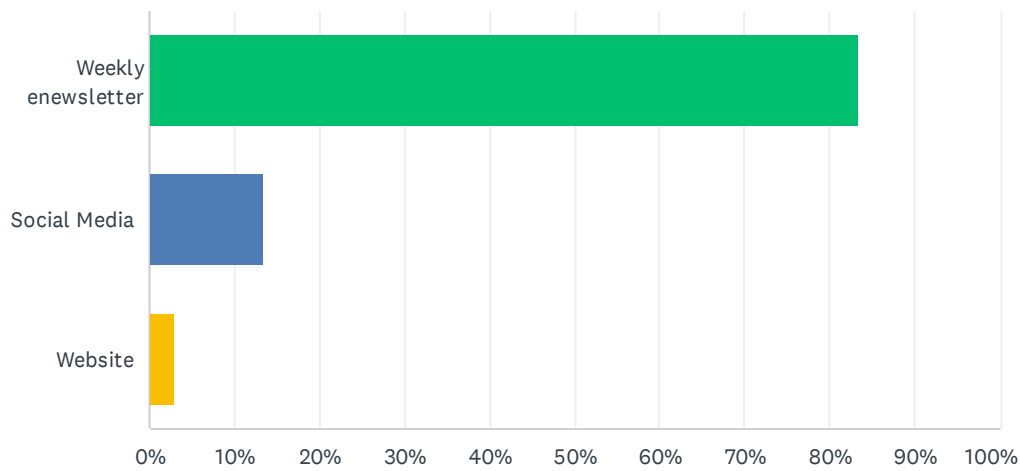
Answered: 522 Skipped: 21



ANSWER CHOICES	RESPONSES	
Yes	93.10%	486
No	6.90%	36
TOTAL		522

Q21 How do you keep up to date with Market and/or Member News

Answered: 519 Skipped: 24



ANSWER CHOICES	RESPONSES	
Weekly e-newsletter	83.43%	433
Social Media	13.49%	70
Website	3.08%	16
TOTAL		519

Q22 If you would like to be in with a chance to win our beautiful Farmers' Market Hamper, valued at \$250, please enter your email below. You can also submit your survey anonymously by leaving this box blank if you prefer.

Answered: 499 Skipped: 44

1007. HEALTH AND HYGIENE POLICY

PURPOSE

ASFM's food safety requirements are those mandated by the Committee in writing from time to time, by local government and other statutory authorities. Any non-compliance of these measures will attract a penalty and may incur an additional penalty imposed by local government. All food sold at the market must be prepared in premises that have been approved by appropriate councils, as indicated by a Food Business Notification Number.

FOOD HANDLING REQUIREMENTS

(for food for immediate consumption and not a Primary Product)

Gloves:

1. If Gloves are worn when handling any food, hands must be washed with soap and dried with single use paper towels before gloves are worn. Gloves do not have to be worn if food handlers are continuously washing their hands in between tasks.
2. Gloves can only be used for one task only and hands must be washed when changing gloves
3. Gloved hands that handle food must not handle money.
4. Use tongs and other utensils when handling food and avoid hand contact.
5. Gloved hands or utensils must not handle raw and then cooked foods.

Food transport and handling ready to eat food:

1. A Food Grade sanitiser is required by all stalls. All surfaces in contact with unpackaged food must be cleaned at the beginning and end of each Market Day with a Food Grade Sanitiser
2. All unpackaged food must be covered during transit to the market and during the operation of the Farmers' Market with sneeze guards or by other methods.
3. All food must be kept off the ground.
4. ASFM is not responsible for goods during delivery to the Farmers' Market.
5. Goods must be delivered and stored in a sealed container where possible and in a sanitary and dust free state and manner.
6. All stalls selling ready to eat food are required to have a digital probe thermometer and must undertake regular temperature checks

Sample Tastings:

1. Tasting samples of product must be accompanied with individual tasting spoons or sticks and a container provided for their disposal.
2. Tasting samples must also be covered
3. Tasting samples and disposal containers must be changed regularly.

Handwashing

1. All Stallholders selling unpackaged food goods or food made for immediate consumption must have hand washing facilities in their Stalls. These hand washing facilities must be running water with a tap and waste bucket, not just a bucket of water.
2. Hands must be washed at the hand wash basin with soap and dried with single use paper towel before any food preparation, in between tasks and before gloves are worn
3. Stallholders must have hand washing facilities with liquid soap and single use towels. These facilities must not be used for washing utensils.
4. Wastewater must be poured into sewage /sullage points as specified and NOT into gutters or storm water drains. Please see Operations Manager if unsure where to pour waste water.

Susceptible Products

1. All meat, fish and dairy products must be refrigerated.
2. Stallholders must observe the 2hr - 4hr rule for susceptible food products, using a digital thermometer to test the temperatures.
3. Shelving should be open to allow air flow, and should not be made of wood.
4. Raw and uncooked foods to be stored separately and raw foods must be stored below cooked foods.
5. All food out of temperature control and not kept below 5°C or above 60°C must be discarded at the end of 4 hours.

Stall Hygiene

1. Stallholders are responsible for any refuse left at their Site and all refuse must be deposited into the designated bins provided.
2. All Stallholders must wash all surfaces used for display of food items both internal and external before and after each market using a Food Grade Sanitiser. All food contact surfaces must be clean to touch and free from any visible matter or objectionable odour before using the food grade sanitiser on a surface.
3. All Stallholders must sweep their Stall at the end of each market.
4. All Stallholders must ensure takeaway containers, lids, straws, eating and drinking utensils, ice cream cones and food promotional items are correctly protected from contamination.
5. Cleaning chemicals must be kept separate to food and utensils.
6. Name and contact number of Stallholder must be available at Site.
7. Electrical and gas equipment must have current compliance tags.

Staff

1. Staff of all stallholders selling food products must be trained in all food safety procedures. It is the responsibility of the stallholder to ensure that their staff are trained in food safety procedures and requirements.
2. Personal items need to be kept separate from food and utensils.
3. Staff suffering from food-borne illnesses must not engage in any type of food handling that may result in food contamination.

POLICY REVIEW

This policy will be subject to review in ~~March 2022~~ **April 2025** and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson	Updated roles	18/3/20
3.	<u>CRobertson</u>	<u>Updated handwashing rules</u>	

1008. WEATHER POLICY

BACKGROUND

The Adelaide Showground Farmers Market is an all-weather market, with the exception to vary the hours of, or cancel a Market due to catastrophic weather conditions i.e. extreme heat, strong winds, catastrophic bush fire warnings and bushfires, heavy rain and flooding.

POLICY

Decisions can be made in relation to weather conditions on Market Days or in advance based on weather warnings issued by the Australian Bureau of Meteorology, State Emergency Service and/or the Country Fire Service

The decision to vary the hours of, or close, a Farmers' Market on a Market Day is at the sole discretion of the ~~Operations Manager and/or~~ Executive Officer

Stallholder Attendance - Inclement weather should not be used as an excuse for non-attendance.

Market stallholders are obliged to attend the market, which is critical to the success of the overall market, but also supports fellow stallholders who trade and rely on the market as a source of income.

Stallholders are responsible to:

- (1) ensure that products are protected and have necessary equipment on hand (e.g., gazebo sides, weights to secure gazebo, etc);

and

- (2) plan against adverse weather conditions such as rain, wind, cold and heat with appropriate safety and wet weather equipment and procedures.

The Adelaide Showground Farmers Market, shall not be liable for loss or damage to stock and/or equipment however caused.

POLICY REVIEW

This policy will be subject to review in ~~May-April 202522~~ and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

Weather Policy

VERSION HISTORY

VERSION	AUTHOR(S)/POSITION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson/EO	Addition of stallholder responsibilities	20 May 2020
3.	<u>CRobertson/EO</u>	<u>Update to roles</u>	

1004. COMPLAINTS, GRIEVANCES AND DISPUTE RESOLUTION POLICY

PURPOSE

This policy provides guidance on the raising and resolution of Stallholder complaints.

OBJECTIVE

ASFM must ensure that all Stallholder complaints made under this policy are:

- dealt with as expeditiously as possible and in accordance with the timeframes set below;
- treated seriously and with sensitivity;
- judged fairly and impartially and with transparency;
- where necessary, investigated; and
- otherwise determined in accordance with the principles of procedural fairness

POLICY SCOPE/COVERAGE

This policy applies to Stallholders, Caterers and ASFM.

PROCESS

Step 1 - Stallholders who wish to make a complaint must first raise the issue (verbally or in writing) with the ~~Market Operations Manager~~ Executive Officer or their delegate.

The ~~Market Operations Manager~~Executive Officer will then either:

- hold such discussions and conduct such investigations as are necessary and where practical, the ~~Executive Officer~~ Market Operations Manager should determine an outcome and advise the Stallholder of this within one week; or
- refer the complaint straight to the ~~Executive Officer~~ Committee (at their sole discretion).

~~**Step 2** - If the Stallholder is not satisfied with the initial outcome and wishes to pursue the matter, they must advise the Market Operations Manager in writing. Letters can be addressed to Market Operations Manager, Adelaide Showground Farmers Market Inc, PO Box 38, Goodwood SA 5034 or email operations@adelaidefarmersmarket.com.au~~

1014. FINANCIAL DELEGATIONS POLICY

PURPOSE

The Financial Delegations policy establishes a framework to safeguard the use of Adelaide Showground Farmers Market (ASFM) funds. The policy ensures the appropriate ASFM Directors and employees are provided with the level of financial authority necessary to discharge their duties and responsibilities in the course of their employment. The policy also acts to ensure internal controls and processes are adequately maintained and followed.

POLICY SCOPE/COVERAGE

The financial delegations set forth in this policy apply to the position, not an individual person.

POLICY STATEMENT

The Financial Delegations policy is presented below:

Item	Delegation	Comments	Delegate
1	Approve ASFM Budget		No delegation, committee approval required
2	Approve budget adjustments or transfer of funds within Committee approved budget items less than \$3000, with all such adjustments to be advised to the next available meetings of the Finance Committee		Executive Officer & Treasurer
3	Approve budget adjustments or transfer of funds within Committee approved budget items more than \$3000, with all		Finance Committee

	such adjustments to be advised to the next available meetings of the Finance Committee		
4	Write off bad debts or adjust debtors accounts less than \$1000		Finance Committee
5	Write off bad debts or adjust debtors accounts over \$1000		ASFM Committee
6	Approve expenditure up to \$10,000 within approved budget		Executive Officer
7	Approve expenditure over \$10,000 within budget		Finance Committee
8	Approve expenditure outside of budget		ASFM Committee
9	Approve expenditure up to \$ 5 300 within administration/ <u>Operations</u> budget		Administration Officer
10	Approve expenditure up to \$500 within operations budget	-	Market Operations Manager
11	Approve expenditure up to \$1000 within marketing budget		Marketing and Communications Manager
12	Approve capital expenditure		ASFM Committee
13	Approve travel and advances for travel both within Australasia (Australasia includes Australia, New Zealand and Papua New Guinea) and overseas within budget		Treasurer
14	Approve petty cash payments up to \$600		Executive Officer
15	Approve petty cash payments over \$600 and under \$1,000		Executive Officer & Treasurer

16	Authorising Officer for processing payroll		Executive Officer
17	Authorise payment of payroll tax and group tax	As supplied by Accounting firm	Executive Officer
18	Authorise payment of superannuation and Workcover contributions	As supplied by Accounting firm	Executive Officer
19	Authorise issue of ASFM credit cards		Executive Officer & Treasurer
20	Approve reimbursement of expenses to a staff member		Executive Officer
21	Approve reimbursement of expenses to the Executive Officer		Treasurer
22	Approve the adjustment of plant records and/or disposal of assets in excess of original cost of less than \$10,000		Finance Committee
23	Approve the adjustment of plant records and/or disposal of assets in excess of original cost of \$10,000		ASFM Committee
24	Approve the loan of ASFM equipment to external organisations		Executive Officer
25	Approve the loan of ASFM equipment to staff		Treasurer Executive Officer
26	Withhold stallholder rights due to failure to pay fees		Both-Executive Office and Market Operations Officer together

POLICY REVIEW

This policy will be subject to review in February 202~~4~~² and thereafter on a 12-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	CRobertson /EO		27/11/19
2.	CRobertson /EO		17/2/2021
3.	<u>CRobertson?EO</u>	<u>Adjust to current roles</u>	

1009. SPONSORSHIP POLICY

PURPOSE

To provide a set of principles and processes for the ASFM in regard to giving and receiving sponsorship and any associated partner activities.

To balance the Adelaide Showground Farmers Market (ASFM)'s reputation management with revenue generation.

SCOPE

This policy applies across the organisation and includes committee members as well as salaried and contracted staff.

This policy applies to all strategies and activities conducted by the ASFM deemed to have a marketing or promotional intent.

DEFINITION OF SPONSORSHIPS

Sponsorship is a business relationship between two organisations. In this case it is between the Adelaide Showground Farmers Market (ASFM) and traditionally corporations but it could also be extended to government organisations or individuals. These corporations or government organisations look for marketing and community relations opportunities in exchange for money, products or services, and they want corporate recognition for their involvement. It involves a negotiated exchange and should result in tangible and mutual compensation for the principal partners in the arrangement.

POLICY

Adelaide Showground Farmers Market (ASFM) may solicit and accept sponsorships for events, programs and operations within the terms outlined below. Sponsorship monies are deemed a desirable form of revenue diversification which allows ASFM to keep membership dues low and stallholder fees affordable while contributing to the operational funds of the organisation. ASFM may consider in kind, indirect and monetary sponsorships.

DECISION PROCESS

The ASFM Committee is ultimately accountable for the sponsorship policy and for approval of individual sponsorship agreements. However, successful sponsorships are based on relationships.

ASFM Management shall be free to solicit, accept and negotiate most sponsorships without delay of taking decisions to the full committee. The decision process is therefore divided into two types:

1. Sponsorships limited to events or single program actions or totalling no more than \$10,000 and in full compliance with the sponsorship policy. The decision is delegated to the Executive Officer ~~and in consultation with the~~ Sponsorship Sub Committee chair if applicable.
2. Sponsorships of any size involving exclusivity, a length of three years or more, or an amount exceeding \$10,000 or any doubt about compliance with sponsorship policy. The ASFM Committee, using its normal decision process, makes the decision, and its decision is final. These sponsorships shall be recommended to the Committee by the Executive Officer and/or Sponsorship Sub Committee chair if applicable.

All sponsorships shall be reported to the ASFM Committee, within regular committee reporting so that a database can be maintained and potential major sponsors identified.

WHO TO ACCEPT

Only reputable individuals and organisations whose image, product or services do not conflict with ASFM's mission or values may be considered as sponsors. There is no obligation to accept any sponsorship offer. ASFM's long term reputation and credibility always takes precedent over short term monetary needs.

While each potential sponsorship agreement will be considered on its merits, and judgement and discretion will characterise the decision making, the following questions will always be raised:

- Would this association be a good fit with ASFM's image?
- Does the sponsorship conflict with our values?
- Does the sponsorship suit our overall strategy?
- Will this sponsorship help us realise our objectives?

Ethical filters that help determine a desirable sponsor are:

- Environment and health.
- Disclosure and accountability.

Research on behalf of ASFM particularly in choosing which organisations to proactively approach, will concentrate on these areas unless the theme of the event or program makes another focus more relevant.

PROMOTION

ASFM shall develop promotional collateral outlining why the ASFM is a desirable recipient of sponsorship. The material shall be aimed at organisations wishing to enhance their reputation by supporting a respected farmers market and/or wishing to reach individuals with special interest in sustainability and/or fresh produce. This piece shall be added to the web site and sponsorship tool kit and kept current.

TERMS

All sponsorship agreements over \$10,000, and/or over three years or that include naming rights shall be confirmed in writing by the Chair of the ASFM Committee and co-signed by the sponsor's representative.

For sponsorships that do not meet this threshold the agreement will be signed the ASFM Executive Officer. The Executive Officer or the Sponsorship Sub Committee eChair if applicable shall draft an agreement consistent with the size and the scope of the sponsorship. In most cases a short letter with sign-back will be sufficient. The agreement shall be directly with the sponsoring company, not any agent or broker. Even such short agreements shall include a clarification of the planned use of the support, minimum recognition the sponsor shall receive, the need to have any use of each other's logos approved in advance, and the statement the ASFM does not endorse sponsor's products or services.

Sponsorships exceeding a single event or action shall be confirmed by contract. In addition to the items stated above, the contract shall clarify relevant aspects of:

- When the sponsor will provide payment, or make promised in kind goods or services available.
- Who the main contact(s) will be for each party.
- Any interim or final reporting agreed upon, how the agreement shall be monitored and when reviewed.
- When the agreement terminates, and how early termination is effected.
- Any minimum or maximum amount, and how determined, and any exclusivity commitment.
- How any failure to meet commitments will be handled. (e.g. what happens if the event is cancelled)

POLICY REVIEW

This policy will be subject to review in February 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	ZFlannigan		3/3/2011
2.	CRobertson	Updated roles	19/2/2020
3.	<u>CRobertson</u>	<u>Updated roles based on current committee roles</u>	



1016. PRIVACY POLICY

YOUR PRIVACY

At Adelaide Showground Farmers Market we are committed to protecting your privacy as a customer and an online visitor to our website. We use the information we collect about you to maximize the services that we provide to you. We respect the privacy and confidentiality of the information provided by you and adhere to the Australian Privacy Principles. Please read our privacy policy below carefully.

INFORMATION WE COLLECT FROM YOU

In the course of your visits to our website or use of our products and services, we may obtain the following information about you: name, company name, email address, telephone number, credit card details, billing address, geographic location, IP address, survey responses, support queries, blog comments and social media handles (together 'Personal Data').

Our services are not directed to persons under 18 and we do not knowingly collect Personal Data from anyone under 18. If we become aware that a child under 18 has provided us with Personal Data, we will delete that information as quickly as possible. If you are the parent or guardian of a child and you believe they have provided us with Personal Data without your consent, then please contact us.

You can review, correct, update or delete your Personal Data by either logging into your account and making the changes yourself or contacting us directly to do so.

HOW WE USE YOUR INFORMATION

Personally Identifiable Information: We use the information we collect to deliver our services to you, including: communicating with you, providing technical support, notifying you of updates and offers, sharing useful content, measuring customer satisfaction, diagnosing problems and providing you with a personalised website experience.

Marketing communications are only sent to you if you have requested or subscribed to them. You can opt out of our marketing communications at any time by unsubscribing or emailing us and your request will be actioned immediately.

Non-Personally Identifiable Information: We also use the information we collect in aggregated and anonymized forms to improve our services, including: administering our website, producing reports

and analytics, advertising our products and services, identifying user demands and assisting in meeting customer needs generally.

Any information you choose to make publicly available, such as blog comments and testimonials on our website, will be available for others to see. If you subsequently remove this information, copies may remain viewable in cached and archived pages on other websites or if others have copied or saved the information.

STORAGE AND SECURITY OF YOUR INFORMATION

We will use all reasonable means to protect the confidentiality of your Personal Data while in our possession or control. All information we receive from you is stored and protected on our secure servers from unauthorized use or access. Credit card information is encrypted before transmission and is not stored by us on our servers.

To enable us to deliver our services, we may transfer information that we collect about you, including Personal Data, across borders for storage and processing in countries other than Australia. If your Personal Data is transferred and processed outside Australia, it will only be transferred to countries that have adequate privacy protections.

We retain your personal information for as long as needed to provide services to you and as otherwise necessary to comply with our legal obligations, resolve disputes and enforce our agreements.

In the event there is a breach of our security and your Personal Data is compromised, we will promptly notify you in compliance with the applicable law.

COOKIES AND PIXELS

A cookie is a small file placed in your web browser that collects information about your web browsing behaviour. Use of cookies allows a website to tailor its configuration to your needs and preferences. Cookies do not access information stored on your computer or any Personal Data (e.g. name, address, email address or telephone number). Most web browsers automatically accept cookies but you can choose to reject cookies by changing your browser settings. This may, however, prevent you from taking full advantage of our website.

Our website uses cookies to analyse website traffic, provide social media sharing and liking functionality and help us provide a better website visitor experience. In addition, cookies and pixels may be used to serve relevant ads to website visitors through third party services such as Google Adwords and Facebook Adverts. These ads may appear on this website or other websites you visit.

SHARING YOUR INFORMATION WITH THIRD PARTIES

We do not and will not sell or deal in Personal Data or any customer information.

Your Personal Data details are only disclosed to third party suppliers when it is required by law, for goods or services which you have purchased, for payment processing or to protect our copyright, trademarks and other legal rights. To the extent that we do share your Personal Data with a service provider, we would only do so if that party has agreed to comply with our privacy standards as

described in this privacy policy and in accordance with applicable law. Our contracts with third parties prohibit them from using any of your Personal Data for any purpose other than that for which it was shared.

DISCLOSURE OF YOUR INFORMATION

We may from time to time need to disclose certain information, which may include your Personal Data, to comply with a legal requirement, such as a law, regulation, court order, subpoena, warrant, in the course of a legal proceeding or in response to a law enforcement agency request. Also, we may use your Personal Data to protect the rights, property or safety of <https://www.adelaidefarmersmarket.com.au>, our customers or third parties.

If there is a change of control in one of our businesses (whether by merger, sale, transfer of assets or otherwise) customer information, which may include your Personal Data, could be transferred to a purchaser under a confidentiality agreement. We would only disclose your Personal Data in good faith and where required by any of the above circumstances.

LINKS TO OTHER WEBSITES

This website may contain links to other websites. These links are meant for your convenience only. Links to third party websites do not constitute sponsorship or endorsement or approval of these websites. Please be aware that we are not responsible for the privacy practices of such other websites. We encourage our users to be aware, when they leave our website, to read the privacy statements of each and every website that collects personally identifiable information. This privacy policy applies solely to information collected by this website.

CHANGE IN PRIVACY POLICY

As we plan to ensure our privacy policy remains current, this policy is subject to change. We may modify this policy at any time, in our sole discretion and all modifications will be effective immediately upon our posting of the modifications on this website. Please return periodically to review our privacy policy.

POLICY REVIEW

This policy will be subject to review in January 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Communikate		12 July 2018
2.	CRobertson	Format	
3.	CRobertson	Nil	

Upon receiving written advice from a Stallholder that they are unhappy with the outcome of their complaint, the Market Operations Manager must inform the Executive Officer and together they must conduct a review of the initial decision. The outcome of this review must be advised to the Stallholder in writing.

Step 3 - If the Stallholder remains unsatisfied, they may advise the Chairperson of ASFM Committee of this in writing within 30 days of receiving the outcome of the review. Letters can be addressed to *The Chairperson, Adelaide Showground Farmers Market Inc, PO Box 38, Goodwood SA 5034* or via email to info@adelaidefarmersmarket.com.au

The decision will be discussed at the next meeting of the ASFM Committee which is at least five days after the appeal is received by The Chairperson.

The Committee will determine what action (if any) is to be taken in relation to the matter and advise the Stallholder in writing of the outcome. The decision of the Committee is final and may not be appealed.

POLICY REVIEW

This policy will be subject to review in February 2022 and thereafter on a 24-monthly basis, unless an earlier review is considered necessary by the ASFM Management Committee and/or executive staff.

VERSION HISTORY

VERSION	AUTHOR(S) POSTION	CHANGES	APPROVAL DATE
1.	Unknown		Unknown
2.	CRobertson	Line of report/updated roles	19 February 2020
3.	<u>CRobertson</u>	<u>Line of report/updated roles</u>	

Profit and Loss

Adelaide Showground Farmers Market

For the month ended 31 March 2023

Account	Feb 2023	February 2023 Budget	Mar 2022	Mar 2023	March 2023 Budget	YTD 2022/23	2022/23 YTD Budget	YTD 2021/22 Actuals	2022/23 Budget
Trading Income									
Bag Revenue	421.25	600.00	490.89	348.14	400.00	3,929.65	3,300.00	3,616.62	5,000.00
Car Park Card Revenue	2,727.31	500.00	1,009.10	1,254.57	500.00	44,504.58	29,300.00	36,440.66	30,800.00
Catering Rental Income	4,529.82	5,000.00	3,977.41	5,555.91	4,500.00	41,744.77	42,100.00	41,340.55	58,000.00
Membership Income	18,520.65	15,200.00	5,162.79	8,676.52	5,500.00	199,985.31	192,500.00	186,874.10	210,000.00
Merchandise Sales	1,020.02	300.00	372.28	535.92	370.00	5,229.97	1,730.00	2,156.36	2,500.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	3.92	0.00	0.00	0.00
Power Fees	1,879.49	2,083.00	2,157.91	2,374.97	2,083.00	16,935.54	18,751.00	20,364.10	25,000.00
Site Rent Income	35,693.04	34,000.00	39,075.26	44,311.36	34,000.00	317,976.45	312,000.00	347,825.37	420,000.00
Sponsorship income	750.00	0.00	0.00	0.00	0.00	2,250.00	1,500.00	1,500.00	2,500.00
RAHS Subsidy	0.00	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	0.00	2,727.27	0.00
Total Trading Income	65,541.58	57,683.00	52,245.64	63,057.39	47,353.00	648,560.19	617,181.00	650,845.03	769,800.00
Cost of Sales									
COGS - Bags	259.70	300.00	305.99	218.65	300.00	2,428.60	1,900.00	2,218.13	3,750.00
COGS - Car park costs	14,700.00	410.00	14,550.00	23,000.00	410.00	38,240.91	24,096.00	28,586.36	25,326.00
COGS - Merchandise Costs	1,045.00	208.00	371.25	632.50	208.00	5,513.55	1,872.00	2,440.55	2,500.00
Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	1,210.30	560.00	297.30	447.13	560.00	8,543.18	5,040.00	6,319.61	6,720.00
COGS - Stallholder Rebates	0.00	0.00	10,854.55	0.00	0.00	0.00	0.00	10,854.55	0.00
Total Cost of Sales	17,215.00	1,478.00	26,379.09	24,298.28	1,478.00	54,726.24	32,908.00	50,419.20	38,296.00
Gross Profit	48,326.58	56,205.00	25,866.55	38,759.11	45,875.00	593,833.95	584,273.00	600,425.83	731,504.00
Events									
Event Income									
Event Income - Orphanage Market	0.00	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	0.00	11,617.97	2,700.00	0.00	2,700.00
Event Expenses									
Event Expenditure - Tasting Australia	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Event Expenditure - Orphanage Market	0.00	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)	(1,028.94)	0.00	(250.00)	(2,964.44)	(2,250.00)	(7,516.69)	(3,000.00)
Total Event Expenses	0.00	(250.00)	(1,028.94)	0.00	(250.00)	(8,117.84)	(8,750.00)	(7,516.69)	(9,500.00)
Gross Profit (Loss) on Event	0.00	(250.00)	(1,028.94)	0.00	(250.00)	3,500.13	(6,050.00)	(7,516.69)	(6,800.00)

Grant Funding

Grant Income									
Grant Funding - City of Unley	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00	0.00	0.00
Private Funding	0.00	0.00	0.00	0.00	0.00	2,745.44	0.00	245.44	0.00
Total Grant Income	0.00	0.00	0.00	0.00	0.00	6,745.44	0.00	245.44	0.00
Grant Expenses									
Grant expenditure - City of Unley	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Private funding expenditure	0.00	0.00	0.00	(2,692.93)	0.00	(2,692.93)	0.00	0.00	0.00
Total Grant Expenses	0.00	0.00	0.00	(2,692.93)	0.00	(2,692.93)	0.00	0.00	0.00
Gross Profit (Loss) on Grant Funding	0.00	0.00	0.00	(2,692.93)	0.00	4,052.51	0.00	245.44	0.00

Other Income

Distributions Received	0.00	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	0.00
Other Income	0.00	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	0.00	(11,099.66)	0.00	(24,428.00)	0.00
Total Other Income	0.00	0.00	0.00	0.00	0.00	(11,099.44)	0.00	(21,992.18)	0.00

Operating Expenses

Accounting									
Accounting and Legal Fees	560.00	0.00	1,300.00	0.00	1,400.00	3,910.00	7,500.00	8,060.00	9,000.00
Audit Fees	0.00	0.00	0.00	0.00	0.00	6,800.00	6,400.00	2,500.00	6,400.00
Total Accounting	560.00	0.00	1,300.00	0.00	1,400.00	10,710.00	13,900.00	10,560.00	15,400.00
Marketing									
Advertising and Marketing - Above line	993.63	3,333.00	10,127.20	1,068.62	3,333.00	24,667.44	29,997.00	30,833.48	40,000.00
Advertising and Marketing - Below line	510.57	1,666.00	1,088.47	575.40	1,666.00	6,505.97	14,994.00	3,279.75	20,000.00
Total Marketing	1,504.20	4,999.00	11,215.67	1,644.02	4,999.00	31,173.41	44,991.00	34,113.23	60,000.00
Bad Debts Written Off	0.00	0.00	0.00	383.08	0.00	383.08	0.00	0.00	0.00
Bank Charges	2,600.51	3,000.00	487.33	478.14	500.00	6,997.34	7,600.00	6,871.21	8,500.00
Car Park Reimbursement	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Cleaning Expense	0.00	400.00	0.00	0.00	0.00	0.00	800.00	0.00	800.00
Committee Expenses	0.00	120.00	96.82	175.00	100.00	4,222.33	4,770.00	4,774.21	5,000.00
Computer Consultant Fees	0.00	100.00	0.00	0.00	100.00	3,062.50	900.00	2,110.00	1,200.00
Computer Supplies	0.00	0.00	0.00	0.00	0.00	89.20	0.00	0.00	0.00
Dues & Subscriptions	453.30	170.00	200.56	990.96	100.00	4,135.04	2,200.00	2,613.61	4,000.00
Electricity	0.00	1,833.00	2,804.46	0.00	1,833.00	8,413.36	16,497.00	13,857.16	22,000.00
Equipment Expense/Hire	0.00	13.00	5.00	0.00	13.00	0.00	117.00	108.70	150.00
Insurance	700.27	0.00	539.22	700.27	0.00	6,141.32	8,000.00	4,781.93	8,000.00
Kids Club Activity Programme	1,244.77	500.00	0.00	437.86	500.00	3,371.32	4,500.00	2,098.14	6,000.00
Kids Club Supplies	0.00	0.00	0.00	0.00	0.00	109.09	0.00	0.00	0.00
Kitchen Supplies	0.00	333.00	0.00	0.00	333.00	519.46	3,001.00	34.58	4,000.00
Maintenance	0.00	500.00	2,834.00	2,674.00	2,800.00	2,674.00	4,400.00	3,853.86	6,500.00
Membership Card Purchase	0.00	0.00	0.00	0.00	0.00	0.00	0.00	609.10	0.00
Minor Equipment	232.72	125.00	53.64	0.00	125.00	685.85	1,125.00	576.41	1,500.00
Money Out (Kounta)	160.00	0.00	0.00	10.00	0.00	265.00	0.00	342.00	0.00
Office Supplies	119.94	208.00	150.87	226.42	208.00	2,013.56	1,872.00	1,860.24	2,500.00

Postage & Shipping	0.00	13.00	0.00	0.00	13.00	0.00	117.00	0.00	150.00
Realised Currency Gains	1.56	0.00	1.86	1.93	0.00	324.08	0.00	46.05	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	0.00	640.00	1,600.00	570.00	1,600.00
Security	0.00	0.00	0.00	406.15	0.00	406.15	0.00	0.00	0.00
Site Attendant's Fee	951.20	1,500.00	1,800.00	928.00	1,500.00	11,731.20	13,500.00	12,840.00	18,000.00
Site Consumables	83.21	100.00	0.00	0.00	100.00	324.56	900.00	727.11	1,200.00
Site Equipment Hire	1,097.88	1,690.00	967.64	1,018.56	1,690.00	11,842.36	15,210.00	10,455.37	20,300.00
Site Licence Fees Rent	15,555.40	15,000.00	14,350.00	15,555.40	15,000.00	148,303.51	131,750.00	141,400.00	177,000.00
Software Licence Fees	524.20	483.00	385.45	331.06	483.00	4,079.85	4,347.00	3,563.49	5,800.00
Staff Amenities	29.79	75.00	28.54	53.34	75.00	300.62	675.00	327.96	900.00
Staff Training	0.00	0.00	45.45	0.00	1,000.00	0.00	2,000.00	45.45	2,000.00
Sundry Expenditure	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Superannuation	1,897.61	2,485.00	1,977.45	4,114.94	2,485.00	22,570.16	22,365.00	16,815.84	29,820.00
Telephone	280.86	458.00	481.69	280.10	458.00	2,794.86	4,122.00	3,888.05	5,500.00
Travel & Entertainment	0.00	125.00	14.55	503.10	125.00	1,885.59	1,125.00	258.57	1,500.00
Unrealised Currency Gains	(2.34)	0.00	0.00	0.00	0.00	1.62	0.00	0.00	0.00
Volunteer Expenses	88.00	0.00	122.40	146.50	0.00	1,403.11	2,000.00	1,802.61	2,000.00
Wages & Salaries	18,236.01	23,670.00	20,204.46	39,189.91	23,670.00	219,603.84	213,030.00	180,380.28	284,040.00
Workcover Levy	192.32	236.00	218.50	192.32	236.00	1,153.92	2,124.00	1,311.00	2,840.00
Waste Management	16.50	583.00	462.17	584.62	583.00	4,537.52	5,247.00	4,174.94	7,000.00
Entertainment	545.46	833.00	0.00	181.82	833.00	3,836.40	7,497.00	0.00	10,000.00
Total Operating Expenses	47,073.37	59,552.00	60,747.73	71,207.50	61,262.00	520,705.21	542,282.00	467,771.10	715,200.00
Net Profit	1,253.21	(3,347.00)	(34,881.18)	(32,448.39)	(15,387.00)	62,029.30	41,991.00	110,662.55	16,304.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 March 2023

	31 MAR 2023	31 MAR 2022	31 MAR 2021	31 MAR 2020	31 MAR 2019
Assets					
Bank					
Adel Show Farmers Market Inc	60,691.13	55,471.60	158,045.32	122,957.16	137,642.52
Bendigo - Business Account	508,142.00	491,104.30	290,675.55	95,705.44	85,747.29
Cash Management Account	18,364.26	14,108.08	9,975.60	7,731.34	3,065.17
Petty Cash	-	1,341.65	999.40	818.95	1,397.25
Total Bank	587,197.39	562,025.63	459,695.87	227,212.89	227,852.23
Current Assets					
Clearing - Cash	(226.10)	4.35	51.25	241.45	858.85
Clearing - EFT	-	(0.88)	-	-	(706.26)
Inventory	8,912.03	12,621.06	18,591.18	13,049.42	3,496.47
Money In (Kounta)	(285.00)	(342.00)	(460.00)	(7,584.50)	(3,735.45)
Trade Debtors	12,644.40	6,111.46	3,421.73	8,675.44	2,117.60
Unrealised gain/loss on investments	-	-	-	(7,252.34)	8,091.66
Total Current Assets	21,045.33	18,393.99	21,604.16	7,129.47	10,122.87
Fixed Assets					
Computer Equipment	30,539.72	29,166.14	29,166.14	60,404.14	60,404.14
Accumulated Depreciation - Computer Equipment	(24,113.86)	(22,374.58)	(20,110.73)	(48,332.77)	(42,710.65)
Accumulated Amortisation - Fence	-	-	(3,548.10)	(3,371.64)	(2,661.46)
Fencing	-	-	7,097.00	7,097.00	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(29,198.02)	(26,855.20)	(23,605.48)	(30,003.45)	(26,423.66)
Furniture & Fixtures at Cost	50,238.04	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	9,127.38	-
Accumulated Depreciation - Outdoor Seating - Private Funding	(4,607.98)	(3,555.01)	(2,124.42)	(399.43)	-
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,455.03)	(1,165.41)	(848.91)	(532.63)	(215.91)
Signs and Banners	-	10,040.00	20,233.00	47,017.00	47,017.00
Accumulated Depreciation - Signs and Banners	-	(9,560.18)	(16,297.91)	(41,203.62)	(37,535.54)
Plant & Equipment	8,441.50	-	-	-	-
Fixtures & Fittings	12,357.26	-	-	-	-
Accumulated Depreciation - Plant & Equipment	(180.84)	-	-	-	-
Total Fixed Assets	54,463.17	36,181.51	46,682.70	57,154.71	60,850.92
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	84,036.34
Website Development	53,112.50	51,160.00	51,160.00	51,160.00	47,935.00
CRM	17,941.88	-	-	-	-
Total Non-current Assets	114,162.72	104,500.34	114,732.34	124,964.34	131,971.34
Total Assets	776,868.61	721,101.47	642,715.07	416,461.41	430,797.36

**2023 Financial Year Cash Flow
Adelaide Showground Farmers Market**

July 2022 to June 2023

Account	Actual Jul-2022	Actual Aug-2022	Actual Sep-2022	Actual Oct-2022	Actual Nov-2022	Actual Dec-2022	Actual Jan-2023	Actual Feb-2023	Actual Mar-2023	Budget Mar-2023	Budget Apr-2023	Budget May-2023	Budget Jun-2023
Income													
Bag Revenue	\$550.00	\$269.99	\$234.90	\$498.98	\$627.27	\$355.30	\$292.75	\$368.14	\$323.61	\$400.00	\$500.00	\$700.00	\$500.00
Car Park Card Revenue	\$649.97	\$27.27	\$54.54	\$190.90	\$0.37	\$14,345.46	\$25,090.92	\$2,727.31	\$1,254.57	\$500.00	\$500.00	\$500.00	\$500.00
Catering Rental Income	\$2,566.24	\$4,585.82	\$3,510.46	\$4,107.28	\$2,785.68	\$6,418.98	\$5,004.15	\$4,529.83	\$6,298.65	\$4,500.00	\$5,500.00	\$5,200.00	\$5,200.00
Grant Funding - City of Unley	\$4,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Membership Income	\$4,156.31	\$2,765.45	\$1,188.23	\$7,058.31	\$28,097.65	\$35,974.86	\$91,771.23	\$18,192.70	\$8,709.24	\$5,500.00	\$6,200.00	\$6,300.00	\$5,000.00
Merchandise Sales	\$292.01	\$714.56	\$208.64	\$305.46	\$699.10	\$857.27	\$603.72	\$619.19	\$684.56	\$370.00	\$200.00	\$250.00	\$320.00
Miscellaneous Revenue	\$0.00	\$0.00	\$0.00	\$3.92	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Power Fees	\$1,002.97	\$1,799.09	\$2,246.83	\$1,703.22	\$1,425.48	\$1,870.81	\$2,106.96	\$1,560.82	\$3,012.28	\$2,083.00	\$2,083.00	\$2,083.00	\$2,083.00
Site Rent Income	\$25,985.91	\$24,788.52	\$38,713.46	\$34,395.09	\$31,228.29	\$35,595.78	\$41,973.78	\$30,474.43	\$51,576.84	\$34,000.00	\$35,000.00	\$35,000.00	\$38,000.00
Sponsorship income	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$750.00	\$0.00	\$750.00	\$0.00	\$0.00	\$0.00	\$750.00	\$250.00
Event Income - Orphanage Market	\$0.00	\$3,064.17	\$7,824.33	\$729.47	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Distributions Receivable	\$3,104.23	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Private Funding	\$245.44	\$0.00	\$0.00	\$0.00	\$2,500.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
RAHS Subsidy	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$16,000.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Total Income	\$42,553.08	\$38,764.87	\$53,981.39	\$48,992.63	\$67,363.84	\$112,168.46	\$166,843.51	\$59,222.42	\$71,859.75	\$47,353.00	\$49,983.00	\$50,783.00	\$51,853.00
Less Cost of Sales													
COGS - Bags	\$287.45	\$173.20	\$211.05	\$420.05	\$420.05	\$0.00	\$187.65	\$259.70	\$218.65	\$300.00	\$300.00	\$550.00	\$1,000.00
COGS - Car park costs	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$540.91	\$34,950.00	\$13,000.00	\$1,500.00	\$650.00	\$1,100.00
COGS - Merchandise Costs	\$627.85	\$288.75	\$522.50	\$398.75	\$577.50	\$0.00	\$462.85	\$1,045.00	\$632.50	\$208.00	\$208.00	\$208.00	\$212.00
COGS - Stallholder Rebates	\$52.55	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$49.09	\$0.00	\$0.00	\$0.00	\$0.00
Membership Costs	\$380.85	\$252.45	\$117.60	\$695.23	\$1,374.52	\$1,440.94	\$2,624.16	\$1,210.30	\$447.13	\$560.00	\$560.00	\$560.00	\$560.00
Total Cost of Sales	\$1,348.70	\$714.40	\$851.15	\$1,514.03	\$2,372.07	\$1,440.94	\$3,274.66	\$3,055.91	\$36,297.37	\$14,068.00	\$2,568.00	\$1,968.00	\$2,872.00
Gross Profit	\$41,204.38	\$38,050.47	\$53,130.24	\$47,478.60	\$64,991.77	\$110,727.52	\$163,568.85	\$56,166.51	\$35,562.38	\$33,285.00	\$49,208.68	\$48,815.00	\$48,981.00
Other Income													
Clearing - Cash	\$174.60	\$3.00	\$0.00	\$0.00	\$0.00	-\$0.50	\$50.00	\$0.00	-\$2.40	\$0.00	\$0.00	\$0.00	\$0.00
Money In (Kounta)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$160.00	\$10.00	\$0.00	\$0.00	\$0.00	\$0.00
Trade debtors	\$702.70	-\$231.00	-\$466.00	\$13.10	\$13.10	\$2.00	\$8.00	-\$10.00	\$0.40	\$0.00	\$0.00	\$0.00	\$0.00
Total Other Income	\$877.30	-\$228.00	-\$466.00	\$13.10	\$13.10	\$1.50	\$58.00	\$150.00	\$8.00	\$0.00	\$0.00	\$0.00	\$0.00
Less Operating Expenses													
Accounting and Legal Fees	\$1,450.00	\$300.00	\$0.00	\$1,700.00	\$0.00	\$0.00	\$1,350.00	\$0.00	\$560.00	\$1,400.00	\$0.00	\$0.00	\$1,500.00
Advertising and Marketing - Above line	\$1,977.52	\$2,304.54	\$992.86	\$6,361.40	\$10,035.55	\$2,046.03	\$1,344.60	\$43.63	\$1,518.62	\$3,333.00	\$3,333.00	\$3,333.00	\$3,337.00
Advertising and Marketing - Below line	\$2,566.39	\$1,505.39	\$3,289.89	\$760.03	\$425.45	\$285.35	\$436.89	\$465.38	\$883.09	\$1,666.00	\$1,666.00	\$1,666.00	\$1,674.00
Audit Fees	\$0.00	\$0.00	\$0.00	\$3,700.00	\$3,100.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Bad Debts Written Off	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$383.08	\$0.00	\$0.00	\$0.00	\$0.00
Bank Charges	\$288.17	\$211.99	\$252.86	\$216.40	\$441.19	\$920.99	\$1,585.24	\$2,596.24	\$439.18	\$500.00	\$300.00	\$300.00	\$300.00
Committee Expenses	\$0.00	\$12.66	\$388.96	\$424.79	\$0.00	\$1,174.04	\$1,631.04	\$415.84	\$175.00	\$100.00	\$0.00	\$10.00	\$220.00
Computer Consultant Fees	\$170.00	\$87.50	\$0.00	\$0.00	\$0.00	\$2,975.00	\$0.00	\$0.00	\$0.00	\$100.00	\$100.00	\$100.00	\$100.00
Computer Supplies	\$0.00	\$79.00	\$10.20	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Dues & Subscriptions	\$349.05	\$727.43	\$332.34	\$231.14	\$288.12	\$943.38	\$216.45	\$290.57	\$1,153.69	\$100.00	\$700.00	\$300.00	\$800.00
Electricity	\$0.00	\$0.00	\$0.00	\$0.00	\$4,206.68	\$0.00	\$0.00	\$4,206.68	\$0.00	\$1,833.00	\$1,833.00	\$1,833.00	\$1,837.00
Entertainment	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$654.55	\$200.00	\$242.23	\$181.82	\$833.00	\$833.00	\$833.00	\$837.00
Equipment Expense/Hire	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$13.00	\$13.00	\$10.00	\$10.00
Event Expenditure - Orphanage Market	\$0.00	\$148.60	\$5,698.79	\$487.38	\$135.18	\$0.00	\$265.27	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Event expenses - COVID-19	\$2,653.68	\$1,259.07	\$812.30	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$250.00	\$250.00	\$250.00	\$250.00
Insurance	\$539.16	\$700.27	\$700.27	\$700.27	\$700.27	\$700.27	\$700.27	\$700.27	\$700.27	\$0.00	\$0.00	\$0.00	\$0.00
Inventory	-\$546.15	\$2,805.45	-\$851.15	-\$1,504.63	-\$1,247.07	\$6,022.66	-\$2,326.46	-\$2,362.00	\$2,249.72	\$0.00	\$0.00	\$0.00	\$0.00
Kids Club Activity Programme	\$0.00	\$31.20	\$336.36	\$137.11	\$345.45	\$571.37	\$0.00	\$358.51	\$1,591.32	\$500.00	\$500.00	\$500.00	\$500.00

Liquidity Report

Adelaide Showground Farmers Market
As at 31 March 2023

Reserve Policy Calculation

Financial Instruments

Adel Show Farmers Market Inc	60,479.58
Bendigo - Business Account	508,092.00
Cash Management Account	18,364.26
Petty Cash	(145.26)
Total	586,790.58

Reserves Figures

Operating Costs (Three months)	(156,301.35)
Current Leave Liabilities	(35,886.37)
GST	(11,154.29)
One Quarter Annual Subs	119,648.03
Total	(83,693.98)

Net Reserve Surplus/(Deficit)	503,096.60
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This report has been prepared in conjunction with the Adelaide Farmers' Market Reserves Policy.
The purpose of this report is to provide board and committee members with an understanding of the organisations position to remain solvent should the market be unable to operate.
Reserve figures have been calculated using the data figures from the previous quarter.

Liquidity Ratios

Working Capital Ratio

Current Assets	607,915.17
Current Liability + Leave Provision	93,417.63
Ratio	6.51

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

Quick Ratio

Current Assets	607,915.17
Current Liability + Leave Provision	93,417.63
Petty Cash	(145.26)
Clearing Accounts	(511.10)
Inventory	8,892.03
Total	5.98

This ratio is used to provide a more conservative measure of the liquidity of the business. Generally a ratio of 1:1 means there is no working capital left after paying your bills.
This ratio excludes inventory, petty cash and clearing accounts as it can be considered slow moving and not easily recoverable.

ASFM RISK REGISTER

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

No	Changes Made	Category	RISK	LIKELIHOOD OF OCCURRING	CONSEQUENCE OF RISK	EXISTING RISK CONTROLS	ADDITIONAL RISK REDUCTION MEASURES	WHO IS RESPONSIBLE	REPORT TO
1	Down Graded	Operational	Manual handling	Unlikely	Moderate	Lifting appropriately and using appropriate equipment	Staff training and WH&S manual	All staff	EO
2	Down Graded	Operational	Slips, trips and Falls	Unlikely	Significant	Having a clear floor and workspace, covering cords and reporting any hazards	Staff training and WH&S manual	All Staff	EO
3		Environmental	Stallholder Numbers	Unlikely	Significant	Licence agreements	Ongoing sourcing	MOM and EO	Committee
4		Financial	Float checks	Unlikely	Moderate	Checked on Friday afternoon pre market and checked on Tuesday post market. Check by two staff members	Locked Cash box	MOM	EO
6		Reputational	Data breach on website	Possible	Major	SSL certificate, Woo Commerce & Mailchimp security systems	High Level Password Management	MCM	EO
7		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
8		Reputational	Libellous Social Media Comments or Reviews	Possible	Significant	SOP for response,	R&R regarding stallholder behaviour	MCM	EO
9		Financial	Online Membership system fails at Market	Possible	Significant	Contact number noted manually	Backup manual system	MCM	EO
12		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
14	Down Graded	Operational	Animals/Pets onsite	Possible	Minor	Signage at entrances	Pooch Parking facilities	MOM	MOM EO
15		Operational	Allergic reaction in Kids' Club/Market/Kitchen	Remote	Major	Weekly allergen signage, Allergen alert under demonstrator's ingredient list/Stallholder Rules & Responsibilities - Adequate product labelling and packaging	Indemity signed by all parents/Trained St Johns First Aid	MCM	EO
17	Down Graded	Operational	ASFM Cash Theft - Pavilion	Remote	Insignificant	Electronic cash register with closed draw. Excess cash placed securely in Pavilion Safe	Information stand always staffed & staff have updated police clearances.	MOM	EO
18		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
22		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
23	Updated	Financial	Errors with Credit card use	Remote	Minor	Financial Delegations Policy	Separate account for the credit card. Signed off by Treasurer	EO	Treasurer

24	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
25		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
27	Down Graded	Reputational	Food Recall	Remote	Moderate	Recall Procedure & SOP	Media policy	Stallholders, MOM, Marketing	MOM EO
28		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
29		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
31		Financial	Inadequate Existing IT or Accounting Systems	Remote	Minor	Frequent updating of software using specialist IT Support	Budget Allowances	AO	EO
33		Financial	Incorrect Payments via bank (bills and wages)	Remote	Moderate	Financial Delegations policy	Two authorisation, appropriate letter authority	AO and EO	Treasurer
34		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
35		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
36		Reputational	Kids' Club provider compromised	Remote	Major	Working with Children check for all volunteers and staff,	References and research	MCM	EO
37		Operational	Major Incident	Remote	Major	Emergency Evacuation Plan Stallholder & Staff Induction	Loud speaker announcement, Marked exits signs, St Johns , post communications, PR management	MOM, Stallholders, Staff, Volunteers	MOM EO RA&HS SAPOL
38		Operational	Missing Child	Remote	Major	Missing child procedure,	Notice 'children remain their parents' responsibility at all times.', now ASFM management have radio communication	MCM	EO
39		Reputational	Negative Press Coverage	Remote	Significant	SOP for response, Stallholder R&R regarding bringing the market into disrepute, media training, put a Business Continuity Strategy in place	Refer to food recall media strategy	MCM	EO
41		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
44		Financial	Poor budget control	Remote	Significant	Staff expertise suitably qualified in budget management	Timeliness of completion	The EO and AO	Treasurer
48		Operational	Special Groups - Elderly Disabled - Injury	Remote	Moderate	Multiple disabled parking spaces Wheel chair friendly toilets	Level/flat ground	MOM	MOM EO
49		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

50		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
51		Operational	Stallholder Equipment Damage/Theft	Remote	Minor	Equipment stored in locked premises	STALLHOLDER LICENCE - 4 DISCLAIMER OF LIABILITY AND INDEMNITY	Stallholders, MOM,	EO
52		Financial	ATO/Statutory (Tax, Super etc) obligations	Remote	Significant	Proper staff training. Hood Sweeney handling	Engagement of outside expertise where necessary,	AO and Accountant	Treasurer
53		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
56		Operational	Vegan/Environmental Protestors	Remote	Moderate	No campaigning rule, Close monitoring,	Follow SOP	MOM	EO and MCM
57		Environmental	Work-related stress	Remote	Moderate	Asking for assistance and taking leave when required	Policies put into place about mental health and stress leave	All Staff	Chair
59		Operational	Extreme weather condtions	Unlikely	Moderate	Monitoring of weather conditions prior to market day	Extreme Weather Policy, free sunscreen, free water station	MOM	MOM EO
61		Operational	Power Outage - Market Day	Unlikely	Moderate	RA&HS onsite electrician	Close early if outage is prolonged	MOM, RA&HS Accredited Electrician	MOM RA&HS
62		Operational	Vehicles Driving Onsite	Unlikely	Moderate	Stallholder Rules & Responsibilites - no vehicle movemnet during market trading hours	Offical opening and closing of the market with ringing of bell. Signage at entrances	MOM, Pinnacle	MOM EO Pinnacle
64		Operational	Stallholder Site Licence Agreements	Remote	Significant	Renewal period	Deadline	EO and Committee	Committee
71		Operational	FruitFly Infestation of produce	Unlikely	Significant	Stallholder prevention inplace following PIRSA Guidelines	Social Media education and reassurance	EO and MOM	Committee
72		Financial	FruitFly Outbreak - stallholder reduction	Almost Certain	Moderate	Sourcing and onboarding of new stallholders	Increase the supply of produce by stallholders not affected	EO and MOM	Committee

											Date Actioned	Notes
1	Removed	Financial	Credit card identity theft from	Possible	Major	Signage highlighting protecting your details	Wording on Credit Card page to highlight risks	MCM	EO		22/02/2023	No longer applicable as membership kiosk now uses Square and CC details are not open to view
10		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	RA&HS	MOM RA&HS		22/02/2023	No longer applicable at Stirling Angus pavilion
11		Financial	Website Automatic payment Renewals	Unlikely	Significant	Whoocommerce	Eway/Free range Futures	MCO	EO/Treasurer		22/02/2023	No longer Whoo Commerce
13		Operational	Traffic Congestion	Likely	Minor	Traffic flow managed by Pinnacle staff	Appropriate traffic signage and barricades	Pinnacle RA&HS	MOM RA&HS		22/02/2023	Not considered a risk rather than a weekly coocurance
16		Operational	Allergic reaction in Kitchen	Remote	Significant	Stallholder Rules & Responsibilities - Adequate product labelling and packaging	Trained St Johns First Aid	MOM, Stallholders	MOM EO		22/02/2023	Combined with number 15
20	Removed	Reputational	Cooking demonstrator doesn't attend	Remote	Minor	Backup demonstrator eg EO	Standby activity planned	MCM	EO		22/03/2023	No longer considered a risk
19	Removed	Operational	Busking Injury	Remote	Minor	Busking Indemnity	Buskers are to register prior to busking	MOM, Admin	MOM EO Admin			Previously removed but remained on register
21	Removed	Operational	Dog Bite	Remote	Significant	Experienced ,dog aware volunteers	Screen and assess dogs at Pooch Parking	MOM, Pooch Parking, Volunteers	MOM EO			Previously removed but remained on register
26	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			
30	Removed	Financial	GST Obligations	Remote	Moderate	Payment controls	Engagement of outside expertise where necessary	AO and Accountant	EO			Previously removed but remained on register
32	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			Previously removed but remained on register
40	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			Previously removed but remained on register
42	Removed	Operational	On Selling of product	Remote	Significant	Compulsory Site Visits	Seasonal Assesment on market day	MOM	MOM EO			Previously removed but remained on register
43	Removed	Operational	Pet Theft	Remote	Significant	Fully staffed pooch parking facilities	Owner sign in and sign out register, signage	MOM, Pooch Parking, Volunteers	MOM EO			Previously removed but remained on register
45	Removed	Operational	Poor lighting	Remote	Moderate	Office maintenance.	Remote work access if necessary	All staff	EO			Previously removed but remained on register
46	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			Previously removed but remained on register
47	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			Previously removed but remained on register
54	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			Previously removed but remained on register
55	Removed	Operational	Uncollected Waste/Rubbish	Remote	Minor	Contract with Suez for weekly waste disposal	RA&HS	RA&HS	MOM RA&HS			Previously removed but remained on register
58	Removed	Financial	Xero outage	Remote	Significant	IT disaster recovery, back up procedures & recovery, specialist advice	Cloud back up system	The EO and AO	Treasurer			Previously removed but remained on register
60	Removed	Operational	Onsite Tripping Hazards	Unlikely	Moderate	Stallholder Self Assesment of own equipment, RA&HS conduct maintenance of bitumen etc	Weekly market assessment by MOM	Stallholders, MOM, RA&HS	MOM EO RA&HS			Previously removed but remained on register
63	Removed	Operational	Wifi outage at market	Unlikely	Moderate	Ethernet cables available	Alternative ASFM Wifi available. Mobile wifi broadband dongle	MCM	Provider and EO			Previously removed but remained on register

65	Removed	Financial	Covid - Market Closure - Membership refunds	Possible	Significant	Keeping market open	Media response to supporting restart - Terms and Conditions of Purchase	EO and Committee	Committee		No longer applicable but in reserve
66	Removed	Financial	Covid - Market Closure - Carpark refunds	Possible	Significant	Keeping market open	Terms and Conditions of Purchase	EO and Committee	Committee		No longer applicable but in reserve
67	Removed	Operational	Carpark increase from RAH	Almost Certain	Significant	Lease agreement	Negotiation with RAH	Committee	Committee		No longer applicable but in reserve
68	Removed	Financial	Membership Fee Refunds	Possible	Significant	Preparing PR to appeal to members	2021 Membership criteria updated to have a refund clause	EO and Committee	Committee		No longer applicable but in reserve
69	Removed	Financial	Carpark Refunds	Possible	Minor	Directed to RAHS	Not needed	EO and Committee	Committee		No longer applicable but in reserve
70	Removed	Operational	Covid -19 Infection	Possible	Significant	Back up plans in place for staffing	Drafting SOPs	EO	Committee		No longer applicable but in reserve
73	Removed	Operational/Financial	Covid Infection of Staff/Volunteers	Possible	Moderate	Controlled social distancing in office, rolling working from home in place	Back up staff/role swapping in place for short term absences	EO	Committee		No longer applicable but in reserve

	31 MAR 2023	31 MAR 2022	31 MAR 2021	31 MAR 2020	31 MAR 2019
Liabilities					
Current Liabilities					
ATO Integrated Client Account	-	-	-	4,358.00	-
GST	11,161.02	12,394.54	15,109.07	11,728.26	12,347.71
PAYG Withholding Payable	16,114.53	3,873.53	4,021.53	4,283.53	8,152.53
Rounding	(3.48)	(5.21)	(14.14)	(5.81)	(4.94)
Superannuation Payable	8,031.99	-	5,938.13	5,618.76	7,016.41
Till variance (Kounta)	-	-	-	-	719.64
Trade Creditors	22,511.00	33,314.12	26,644.15	19,913.39	18,968.58
Wages Payable	4,196.61	0.96	0.01	348.06	367.96
Petty Cash	145.26	-	-	-	-
Total Current Liabilities	62,156.93	49,577.94	51,698.75	46,244.19	47,567.89
Non-current Liabilities					
Prepayments	(2,801.10)	(2,156.82)	-	-	-
Provision for Annual Leave	34,855.00	35,605.12	40,211.04	24,934.72	14,689.23
Provision for Long Service Leave	13,610.69	-	-	-	-
Suspense	(353.19)	-	-	-	(20.30)
Total Non-current Liabilities	45,311.40	33,448.30	40,211.04	24,934.72	14,668.93
Total Liabilities	107,468.33	83,026.24	91,909.79	71,178.91	62,236.82
Net Assets	669,400.28	638,075.23	550,805.28	345,282.50	368,560.54
Equity					
Current Year Earnings	69,661.40	97,111.42	182,487.68	(8,885.15)	(41,450.07)
Retained Earnings	599,738.88	540,963.81	368,317.60	354,167.65	410,010.61
Total Equity	669,400.28	638,075.23	550,805.28	345,282.50	368,560.54