

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 21 June 2023
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the May Meeting
4. Action Items
5. Committee Calendar – 2022/3
6. ASFM Business Report
7. Strategic Plan Update
 - 7.1 Review Vision and Mission
8. Policies for Review
 - 8.1 Complaints Policy
9. Finance/Risk Report
 - 9.1 Capex Budget
 - 9.2 Budget
10. Sub Committees
 - 10.1 HR Sub-committee - NIL
 - 10.2 Risk & Finance Sub-committee – Nil
 - 10.3 Market Mix Sub-committee - NIL
11. Red Flags & Risk Register
12. AOB
13. Close

NEXT MEETING

Committee Meeting – 19 July 2023

**ADELAIDE SHOWGROUND FARMERS ' MARKET
 COMMITTEE MEETING – 5.00pm, Wednesday, 17 May 2023
 Meeting held at the Heavy Horse Memorial Building**

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

1. Welcome and Apologies

The Deputy Chair, GP, opened the meeting at 5.02 pm.

Apologies from AC, LB and LD.

2. New Conflict of Interest (COI)

None raised

GW arrived 5.07pm

3. Minutes of Previous Meeting

Minutes of the April meeting were moved by ME and seconded by GP. Accepted.

4. Action Items

No comment

5. Committee Calendar 2022/3

No comment

6. ASFM Business Report

Agreed

7. Sunday 17 September – Venue Decision

The EO spoke to the suitability of the proposed off-site venue of Goodwood Primary School for two weeks during and one week post Royal Show. For WHS reasons, due to Show bump out and parking restrictions, the RAHS requested the additional Sunday offsite. The school offers a favourable community venue and facilities, Goodwood Rd street traders and the Goody Patch support the event and there is an opportunity for a long-standing relationship with the school.

Education of customers and stallholders, plus clear explanation as to the reasons for the move offsite for three weeks recommended.

All in favour of holding the market offsite at Goodwood Primary School on 3, 10 and 17 September 2023

8. Strategic Plan Update

8.1 Feedback on Session

A discussion arose around the draft strategic plan.

Points raised: -

- Communication of the strategic plan message to membership and consistency of that message across website and other collateral.
- Draft mission statement is considered weak, needs to be aspirational.
- Recommended that the current draft be compared to previous mission statements.
- Concern that the vision and mission statement did not mention a cornerstone of the market i.e. environment and sustainability.
- The 'ideal' market should be reviewed on an annual basis to keep the vision exciting.
- Emphasis on vibrant, exciting destination for stallholders, tourists, and locals

8.2 Review Vision and Mission

See 8.1

Action: Management team to edit mission statement to reflect May meeting discussion.

Action: EO to request screenshots of sticky notes from the planning session from Grant Piggott to ensure all points covered

Action: Committee to redraft strategic plan key points and targets for next meeting

9. Policies for Review (Carried over from April Meeting)

9.1 Complaints Policy

Action: Policy to be modified for June meeting to include:

- **Complaints re EO to be directed to the Chair**
- **Formal recording of complaints that have been dealt with to be included in the business report**

9.2 Health & Hygiene Policy

Proposed update to handwashing rules and a review date of April 2025 approved.

9.3 Weather Policy

Proposed update of role titles in the policy approved.

9.4 Sponsorship Policy

Proposed update of role titles in the policy approved.

9.5 Financial Delegations Policy

Proposed update of role titles in the policy approved.

Register of assets loaned out to staff/stallholders recommended.

9.6 Privacy Policy

No modifications. Review date of April 2025 agreed.

10 Finance/Risk Report

Report accepted.

11 Sub Committees

- 11.1 HR Sub-committee - NIL
- 11.2 Risk & Finance Sub-committee – Nil
- 11.3 Market Mix Sub-committee – NIL

12 Red Flags & Risk Register

None raised

13 AOB

None raised

14. Close

6.05 pm meeting closed.

NEXT MEETING

Committee Meeting – 21 June 2023

Adelaide Showground Farmers Market Committee Meeting

Action Items June 2023

AGENDA ITEM	ACTION	STATUS
May 2023 – Agenda Item 8.2	Management team to edit mission statement to reflect May meeting discussion.	Complete
May 2023 – Agenda Item 8.2	EO to request screenshots of sticky notes from the planning session from Grant Piggott to ensure all points covered	Complete
May 2023 – Agenda Item 8.2	Committee to redraft strategic plan key points and targets for next meeting	Ongoing
May 2023 – Agenda Item 9.1	Policy to be modified for June meeting to include: Complaints re EO to be directed to the Chair, Formal recording of complaints that have been dealt with to be included in the business report	Complete

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.

Smashing it.

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
3057	3181



Membership this Month

2022	2023
106	65



Average Weekly Attendance

2022	2023
3396	3390



NUMBER OF WEEKS

4



Avg No. of Stalls this Month

2022	2023
90.6	89.5



Google Analytics

2022	2023
17,883	14,177



Total Direct mail List

2022	2023
7,603	7,901



Facebook Follows

2022	2023
28,746	29,991



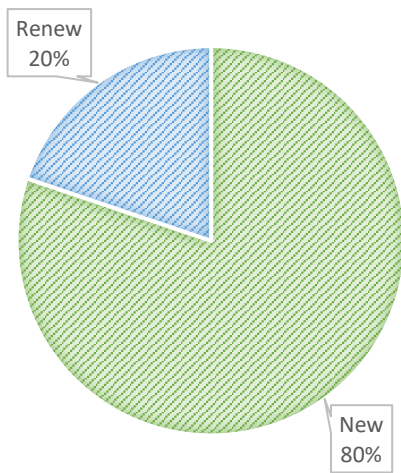
Instagram Follows

2022	2023
19,176	21,384

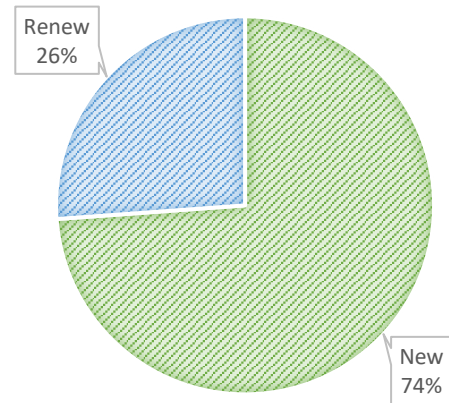
MEMBERSHIP SALES

MEMBERSHIPS - NEW VS RENEW

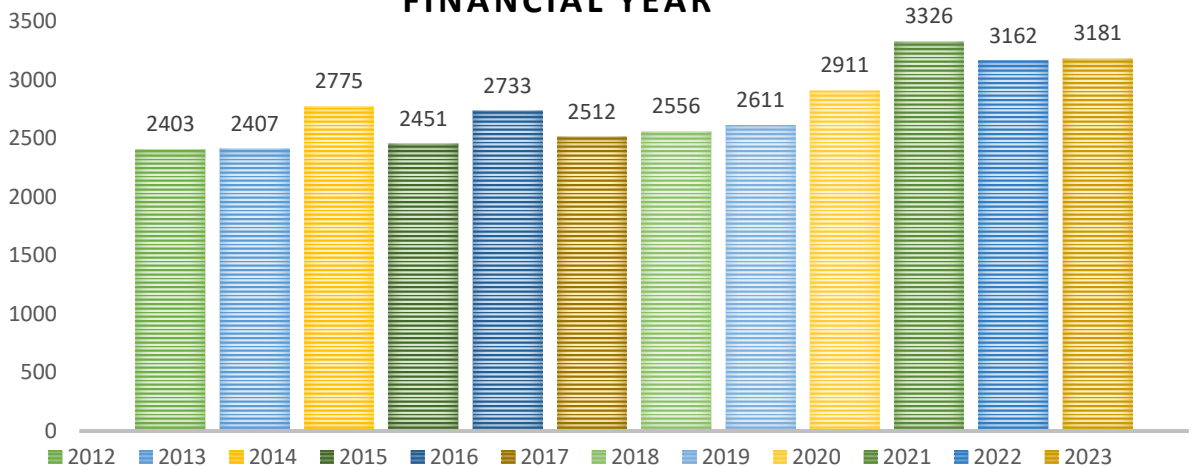
MAY 2022



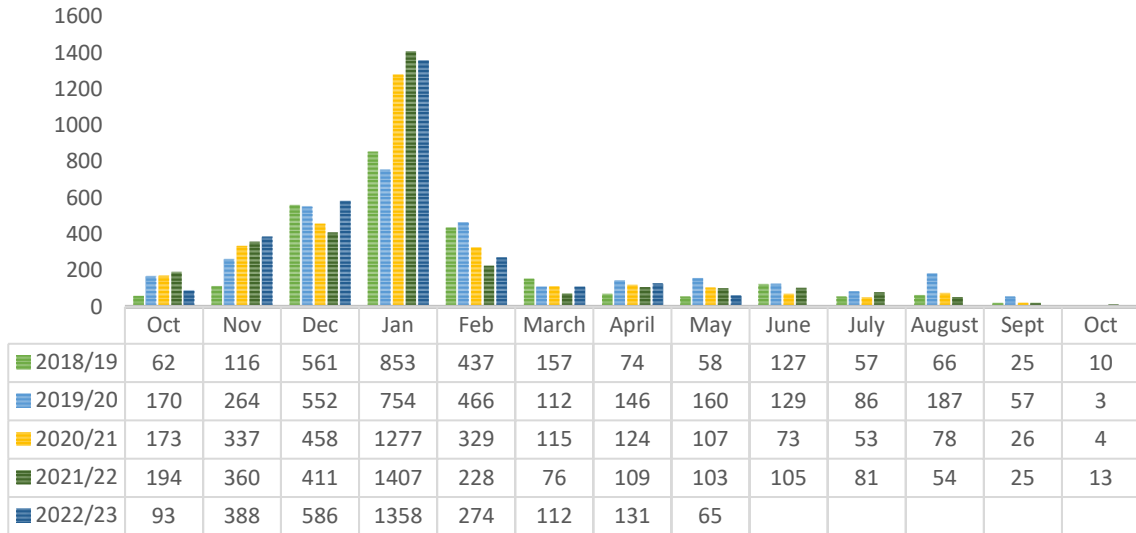
MAY 2023



MEMBERSHIP NUMBERS 2012 - 2023 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



In May 2023, market attendance experienced a slight decrease compared to April. However, it's important to note that May consisted of four Sunday Markets, one less than the previous May in 2022 and April 2023.

Despite facing adverse weather conditions, including cold, wet, and rainy weekends, with one weekend experiencing a storm, the market demonstrated resilience. Maintaining a respectable weekly average attendance of 3,390, albeit slightly lower than the previous month's average of 3,691, it still surpassed the attendance figures from May 2022 (3,396) and May 2021 (2,607). This demonstrates the market's ability to adapt and attract attendees even in unfavorable weather conditions.

MEMBERSHIP OVERVIEW:

2023 MEMBERSHIP SALES

65	Total Memberships sold this month	
48	New Members	
17	Renewed Members	
34	Purchased at the market (Total)	
18	At market - New	
16	At market – Renewed	
31	Purchased online (Total)	
30	Online – New	
1	Online - Renewed	
3181	Total YTD membership sales 2023	224 ↑ on Total 2022
1135	YTD – New	383 ↑ on Total 2022
2046	YTD – Renewed	259 ↓ 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

28,945	Total reach this month	8% ↓ (vs MOM)
29,368	Total followers	7.6% ↑ (vs MOM)
4,323	New page visits	30% ↓ (vs MOM)
117	New followers	22% ↓ (vs MOM)
214,800	Impressions	18% ↓ (vs MOM)
29,303	Likes	↑
143	New Page likes	28.8% ↑ (vs MOM)
7044	Engagement	↓ (vs MOM)
25	Posts	
25	Stories	
34%	1 st Top Age Range 35-45 yrs	
24 %	2 nd Top Age Range 45-54 yrs	
19%	3rd Top Age Range 25-34 yrs	
82.3%	Women	
17.7%	Men	

Instagram

10,893	Reach (7,251 followers / 3,642 non-followers)	20.3% ↓ (vs MOM)
4,577	Profile visits	53% ↑ (vs MOM)
131,567	Impressions	7.5% ↓ (vs MOM)
21,384	Followers	0.9% ↑ (vs MOM)
452	New followers	↑ (vs MOM)
526	Accounts engaged	27% ↓ (vs MOM)
28	Posts	
117	Stories	
0	Reels	
29.4%	Age Range 25-34 yrs	
34.8%	Age Range 35-44 yrs	
19.2%	Age Range 45-54 yrs	
83.3%	Women	
16.6%	Men	
6pm	Most active time	

Facebook & Instagram (Joint Advertising)

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

Google My Business

14,177	Searches showed the business profile	20.7%% ↓ (vs YOY)
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2,529	Business profile interactions	3.8% ↓ (vs YOY)
22,251	Business profile views	26.2% ↓ (vs YOY)
21,499	Google Search – mobile	60%
6,001	Google Search – desktop	19%
4,989	Google Maps – mobile	19%
1,298	Website clicks made from your Business Profile	8.9% ↓ (vs YOY)
1,200	Direction request	2.6% ↑ (vs YOY)

EDM / Newsletter

7,901	Email distribution list	
73	New Contacts	
46%	Open rate	
14.22%	Click through rate	↑ Industry average is 2.94%
70%	Female	
30%	Male	
28.9%	Age Range 35-44	
20.4%	Age Range 45-54	
14.2%	Age Range 25-34	
55%	Desktop	
45%	Mobile	

Other Digital Asset Updates- NIL

This Month	“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

Examples of Marketing Received: Refer to the Appendix 1 for examples -N/A

MARKETING OVERVIEW

Our activations in May included the highly successful Market Mum’s Day – Shop to Win campaign where we gave away two hampers, which was accompanied by an engaging Kid's Corner activity creating a delightful Mini Garden for Mother's Day. The activity attracted 76 children, creating a vibrant and joyful atmosphere. We also celebrated the rich German cultural influence at the market on Sunday, April 30th (not reported previously), offering customers the opportunity to win 3 Double Movie Passes to the German Film Festival. There were 2008 entries to the Market Mums Day Competition and

This month, we witnessed a 7.6% increase in total Facebook followers, accompanied by a remarkable 29% surge in new page likes. Although there was a slight decline in reach and engagement compared to the previous month, we still managed to gain 117 new followers. The top age group of followers remains consistent at 34% comprising individuals aged 35-45 years.

Despite a 20.3% decrease in reach on Instagram compared to the previous month, our reach remains impressive at 10,893. Profile visits have seen remarkable growth, soaring by 53% and reaching a total of 4,577. We are delighted to report a steady increase in our follower count, with a notable 0.9% rise, reaching a total of 21,384 followers. Additionally, we acquired 452 new followers, showcasing the success of our efforts in expanding our audience base. Although accounts engaged witnessed a 27% decrease compared to the previous month, we remain committed to refining our engagement strategies for improved results in the future.

Although women continue to represent our primary audience, there has been a notable shift this month, with the 35-44 age group emerging as our main demographic on Instagram instead of the 25-34 age group, which aligns perfectly with our targeted marketing efforts.

Despite a slight decrease in social media performance this month, our Reach on Facebook has increased by 30.3% and Engagement by 25.6% over the past 90 days, while Instagram's reach has also seen a growth of 27.5%. Reflecting our dedication to achieving growth and engagement with our target audience without any paid advertising on Social Media platforms this month.

Despite a decline in certain Google figures for our Google My Business profile compared to the previous year, there are positive insights to highlight. While searches showing our business profile decreased by 20.7% and interactions saw a slight decline of 3.8%, direction requests increased by 2.6%, indicating a continued interest in new people visiting our market. Our performance will closely be monitored and opportunities to enhance our online visibility explored, potentially through investing in Google listing advertising.

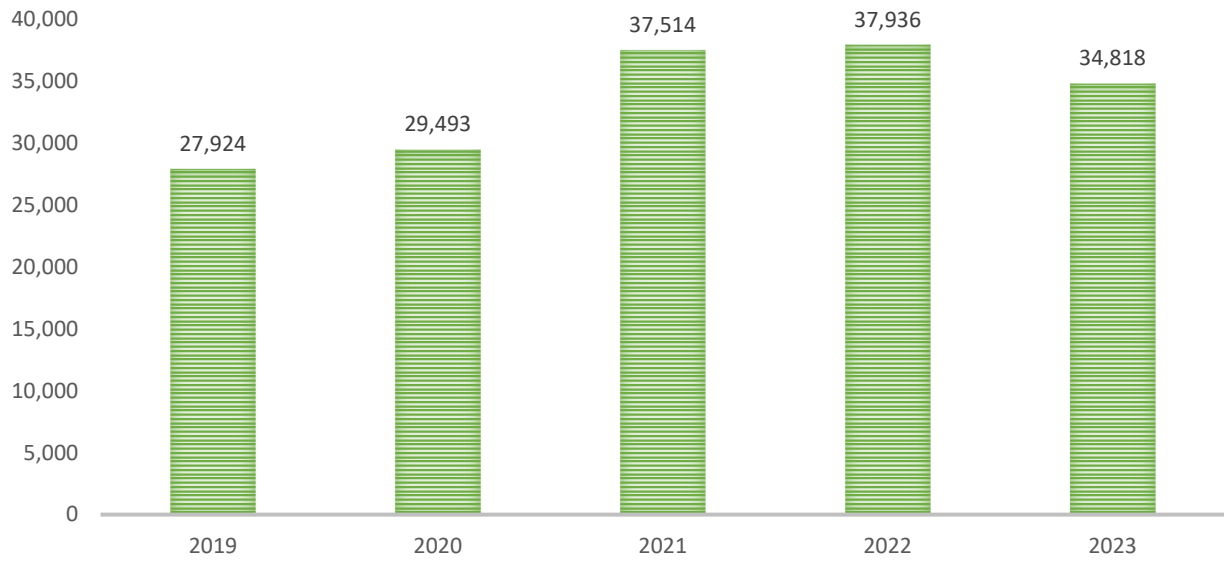
Google My Business has proven instrumental in driving traffic to our website, with Search Console Insights providing valuable analytics. This new reporting method has shed light on referral traffic from notable websites like southaustralia.com, yha.com.au, seasonalfoodguide.com, and kidsinadelaide.com.au. Our presence on these platforms has contributed to increased website visits, emphasising the positive impact of third-party sites listing our market.

Furthermore, our marketing efforts have yielded encouraging results, as evidenced by the top search queries on Google, including terms directly related to our market. The growing use of our full name, "Adelaide Showground Farmers Market," in searches indicates the effectiveness of our advertising campaigns, potentially driven by radio and our market mix that has resonated with our target audience. The dominance of organic traffic, accounting for 63% of visitors, further highlights the success of our Google My Business and broader marketing strategies. This reaffirms the importance of ongoing investment in these areas and the need to optimise our presence on Google My Business to continue driving organic traffic. We have diligently maintained and updated our website to ensure an engaging user experience.

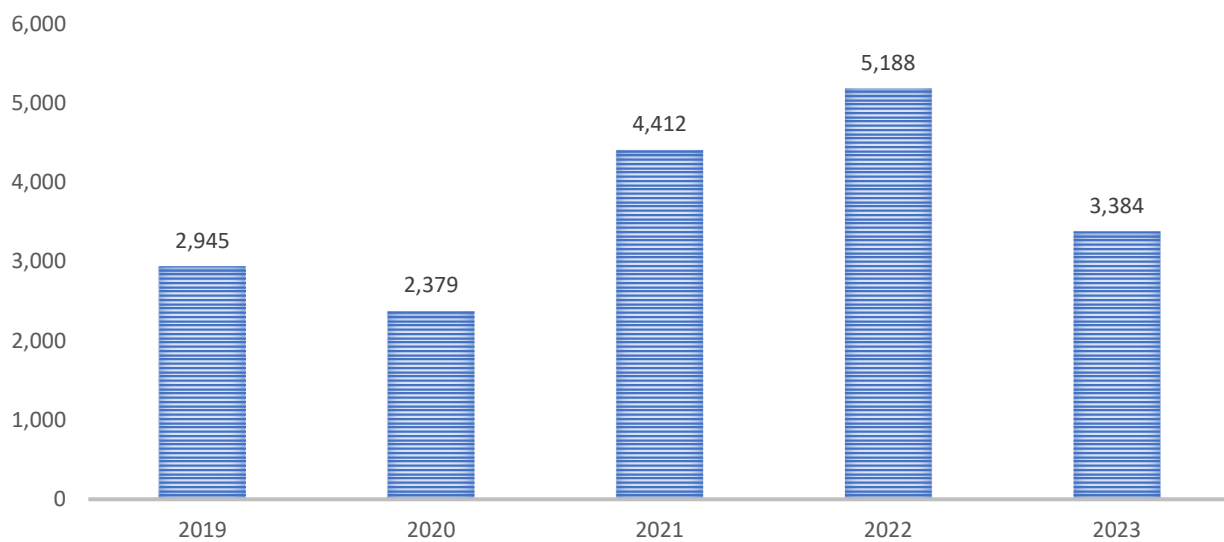
Our updates have encompassed various aspects, including stallholder business profiles, the Kids Corner page, and the Festival and Events page.

OPERATIONS

MAY SITE FEES



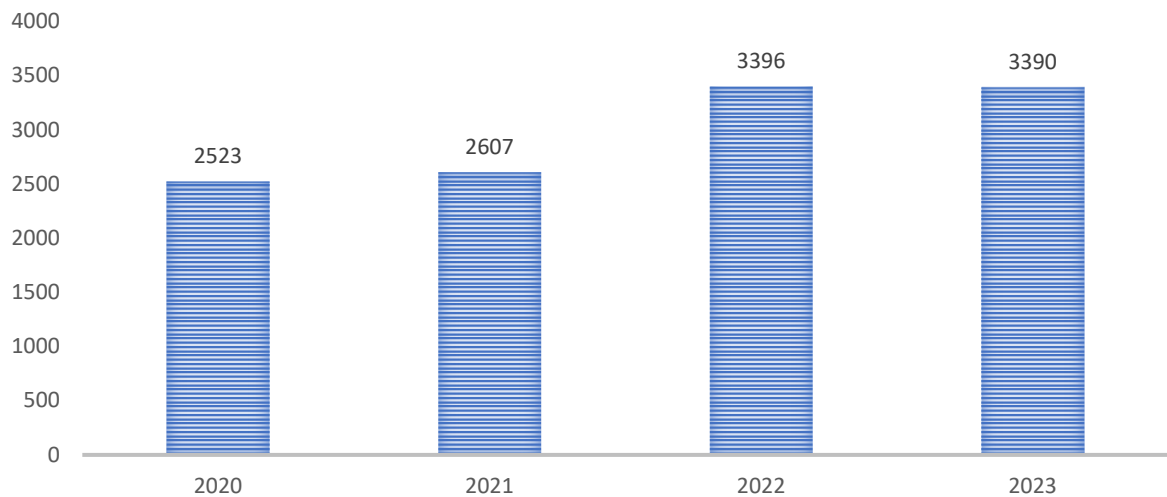
MAY CATERING FEES



WEEKLY ATTENDANCE COUNT/RECORDS MAY 2023

	7/05/2023	14/05/2023	21/05/2023	28/05/2023	
Attendance	3626	3731	3570	2636	
Compared to 2022	1/05/2022	8/05/2022	15/05/2022	22/05/2022	29/05/2022
Attendance	3509	4098	2817	3426	3134
Notes	Bowerbird	Mother's Day	Gilles	Body, Mind & Psychic Expo	
Weather	14	23	17	14	
Number of Sites	92	96	82	88	
Number of Stallholders	82	78	78	77	
Caterers onsite	7	7	7	7	

MAY 2023 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	89	89.5		
2021-2022	88.75	93.3	92.1	93.2	96.6	92	81	96.5	94.5	81.75	90.6	88.5	90.7
2020-2021	90.75	91.4	94.37	92.75	91.3	89.75	85.7	85.12	92.5	84.25	93.2	91.25	90.8
2019-2020	78.3	76.4	79.1	80.25	83	85.7	81.25	85.63	85.1	73.25	81.9	86.5	81.4
2018-2019	83.3	78	76	88.25	85.1	88.4	86	93	94.3	77.75	82.5	82.9	85.3
2017-2018	85.6	86.25	81.75	96.1	102.7	98.8	98	98.25	97.75	81.2	89.4	83.12	91.9
2016/2017	86.4	85.5	80.5	87	96	93.5	91	94.8	92.9	81.7	91.5	89.4	89.4
2015/2016	87.3	90	82	95.8	102.2	95.3	93.7	98.6	101	94.1	91.6	88.8	93.7
* Dec 2017 figure drops to 88.1 if the Twilight market is included(34.5 stalls attended)							***April 2019 figure increases to 87 if Easter Sunday market excluded (50 sites included)						
♣ Sept 2022 increase to 91.5 if Orphanage Park excluded (38 Stalls attended)							**April 2018 figure increases to 91.5 if Easter Sunday market excluded (40 stalls attended)						
**** Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended)							*****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attended)						
**** Dec 2021 figure decreases due to Twilight Market and no Boxing Day							*****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended)						
**** Dec 2022 decreases to 83.6 if NYE included (47 Stalls attended)													

Average Attendance Statistics

Average attendance for the month	July	August	September	October	November	December	January	February	March	April	May	June	Average YTD v Full Year
2022-2023	3285	3302	2370.25	3152	2864.5	2786.4	3553	3587	3173	3691	3390		
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"> Kangaroo Island Eggs 	Returning stallholders: <ul style="list-style-type: none"> Andanopolous
Stallholder Finishing Temporarily: <ul style="list-style-type: none"> Harvest the Fleurieu Adelaide Hills Berries Adelaide Hills Chestnuts 	Stallholders Finished Permanently: <ul style="list-style-type: none"> Murphys Crossing

STALLS AUDITED in MAY

NOTES

Haaseford Farms
Sushi by Jo
Adlinda Farms
The Food Forest
Let Them Eat
N & M Tsimiklis
Milkless Cheese
Varci Beverages
Taralli Biscuits
Mulot's Patisserie
Opa Alfajores
Buff Love
Good Temptations
OMGhee

NOTES

PICNIC TABLES

10 X Wooden Picnic Tables have now been ordered and will arrive by end June.



SIGNAGE

Large Double Sided Banners (6000 x 1500) have been designed and ordered to hang at the entrance to Kingsway and at the Northwestern Entrance. These will go up before EOFY

Entrance

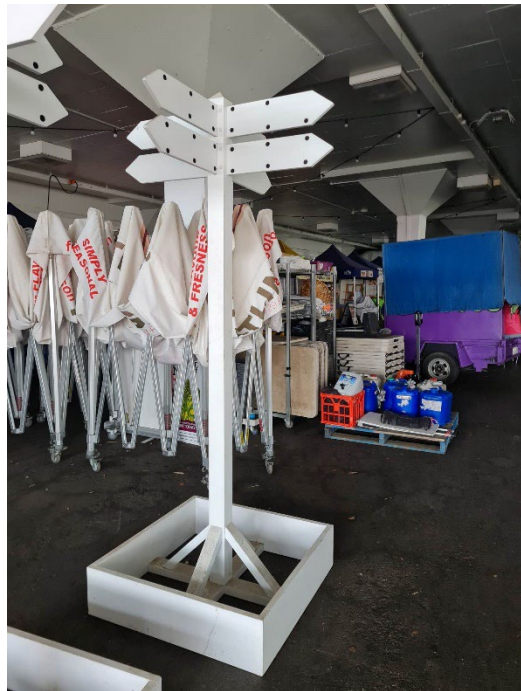


Reverse Side for Exit



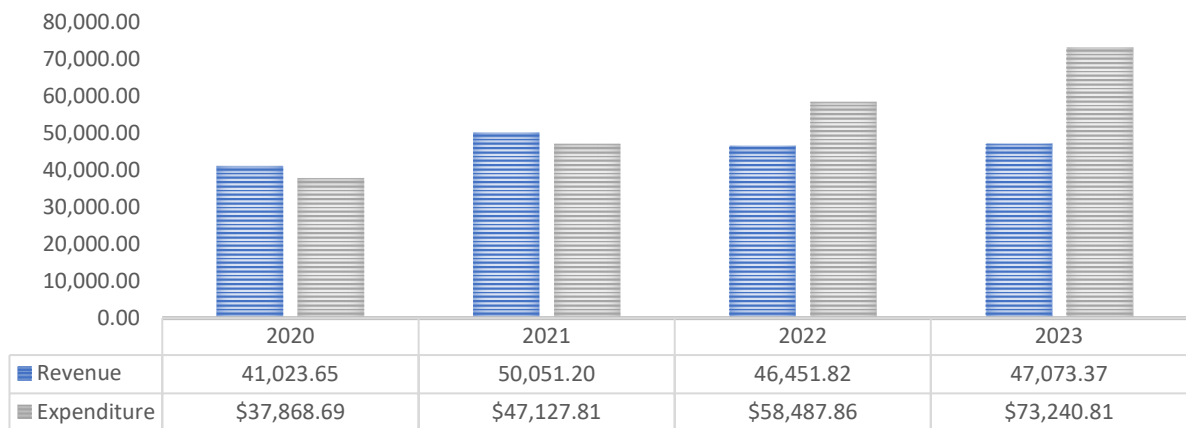
INTERNAL DIRECTION SIGNAGE

The Showgrounds have given us two x Wayfaring Sign posts that we will add signage to and allocate to the inside of the pavilion where they can remain insitu during the week and Sundays.

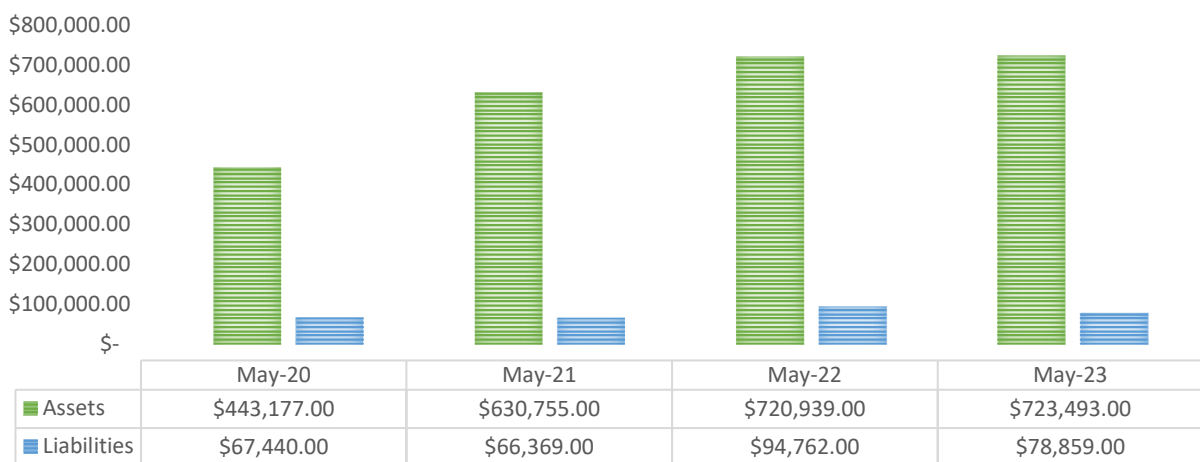


FINANCE

REVENUE/EXPENDITURE MAY



TOTAL ASSETS/LIABILITIES MAY



CAPEX BUDGET

The CAPEX budget is based on listening carefully to the feedback from stallholders and customers and on the discussions at the Strategic Planning Day.

As we have already focused on the inside of the pavilion to give it life and vibrancy, this budget focuses purely on delivering an awesome shopping environment outside.

It addresses the need for shade, seating, signage and ambience. The planters, although they appear as just ambience are strategically placed so stallholders do not run into expensive umbrellas or signage.

All items are removeable for major events like the Show and the Caravan Show.

I had initially suggested we spend up to \$100K and this falls just short of that.

All items would be installed immediately post Show with Umbrella and signage footings going in preshow so items are in place when bump in occurs.

See attached CAPEX Budget 2023/24

I remind you of the confidentiality of committee meetings, especially given that infrastructure improvements may mean changes to stallholder layout and it's important that this information is not released until the appropriate time with the appropriate information.

BUDGET 2023/24

Given the large rate of inflation and CPI over the last two years, a number of increases have been advised. I think given the number of attendees each week which have gone from 2500avg in 2021/22 to 3500 in 2022/23 and the money being spent on capital infrastructure an increase from \$96/w to \$102/ week (outside) and \$106/w increase \$113/w (inside) is justified for consideration

Membership Fee Increase

Currently \$82 gst incl, Advised \$85 gst incl

Stallholder Fee Increase

Outside: Currently \$96 gst incl, Advised \$102 gst incl

Inside: Currently \$106 gst incl, Advised \$113 gst incl

These fees are still less than was being charged in 2021/22

Power Increase

Currently \$9.50, Advised \$10.50 (all gst incl)

Bags

Currently \$7 incl gst, Advised \$10 incl gst

See attached Budget 2023/24

NOTES

MEETING WITH WILL RAYNOR, CEO RAHS

The EO met with Will Raynor, 25th May.

The purpose of the meeting was for Will to brief the EO confidentially on the position of the market within the big picture plans of the Showground. The ASFM are considered an important part of the Showground and its future and will be a large part of their consideration in the formulation of their long term plans.

Our **vision** is to create a lively and sustainable market environment that is environmentally responsible, promoting local primary produce and connecting our local community directly with top South Australian producers.

Our **mission** is to offer a dynamic and vibrant marketplace that is exciting for both customers and stallholders alike, providing an authentic experience that allows people to truly connect with local producers. Additionally, we aim to be a source of sustainable income for these producers and to educate our community on the importance of healthy eating and sustainable primary production.

Value Statement

At the heart of everything we do is our deep appreciation of quality South Australian produce. We value the personal connection we have with the growers and makers who produce it and we are dedicated to sharing the benefits of this produce with our local community.

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).

Should the complaint be about the Executive Officer, the matter should be directed to the Chair of the Committee.

~~**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

~~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.

Step 4 - Formal recording of complaints that have been dealt with to be included in the business report

POLICY REVIEW

This policy will be subject to review in February 2022 May 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	Line of report/updated roles	19 February 2020
3.	<u>CRobertson</u>	<u>Line of report/updated roles</u>	

OUTDOOR MARKET UMBRELLAS

8 X 5M X 5M Square Umbrellas

2 x 4m x 4m Square Umbrellas

Red -

Location as per Venue Map

Heavy Duty Umbrellas

Heavy duty retractable umbrellas offer maximum shade protection for residential and commercial areas such as restaurant courtyards, hotel beer gardens, golf courses, swimming pools and more. The canopy arms are super strong, connected to an impressive 94mm mast with no less than six internal reinforcing channels for extra strength.

Available in four sizes - Square 3.0m, 4.0m and 5.0m or Octagonal 5.0m

Marine grade anodised aluminium frames mean no rust, no paint flakes

Maintenance free, long life winding handle system

Removable winder handle

Fully retractable - very quick and easy to open and close

Long umbrella arms close high above tables, chairs and other nearby objects

Premium 100% solution dyed water repellent and UV-resistant acrylic canvas

Wide range of colours available

100km/hour wind rating

Octagonal version of same umbrella type. These umbrellas are easy to erect and pull down each Sunday and can be removed for the Show and other events as required.






5m Square @ \$5,190 x 8 = \$41,520

4m Square @ \$4360 x 2 = \$8,720

Installation Approx \$10,000

Total = \$60,240

<p><u>DIRECTIONAL SIGNPOSTS</u> 5 x Finger post Signs with 6 removeable/changeable finger signs Placement as per Venue Map</p> <p>SIZE: Post: 3000 x 60mm/ Blade signs: 700 x 150mm MATERIAL: Round galv post + cap with 6 aluminium extruded blade signs PRINTED: Digital FINISH: Paint, apply graphics & deliver to Wayville OPTION: Install at Wayville</p>		<p>5 x Fingerpost Signs = \$9495</p>
<p><u>PLANTER BOXES</u> To be placed as per venue map</p> <p>14 x 1500L x 500W x 650H 2 x 1000L x 1000W x 650H</p> <p>Fully lined and stained and able to be moved by forklift. Made using recycled pallets and made in SA by a local small company Born Again Pallets.</p>	<p>Example only below. Actual planters will be of correct size and stained an appropriate colour.</p> 	<p>14 x 1500L x 500W x 650H - \$401 EA = \$5,614</p> <p>2 x 1000L x 1000L x 650H - \$431 EA = \$862</p> <p>Soil – 10Cubic m’s @ \$101 = \$1010</p> <p>Mulch - \$250</p> <p>Plants = \$1400</p> <p>TOTAL = \$9,136</p>

<p>WAYFINDING SIGNAGE</p> <p>Four 'YOU ARE HERE' signs to be installed 1 x northwest entrance 1 x pavilion centre 1 x easter entrance 1 x mid Kingsway</p> <p>All removeable and stored during showtime and other events Design to include base 'artistic' map with key areas ie: Toilets, Info Stand, Membership, Jamface, Coffee, Catering etc To include stall sites and number system PLUS QR code to connect to stallholder listing/site numbers ON WEBSITE</p> <p>Optimal design to be finalised with supplier and RAHS</p>		<p>4 x \$1800 including installation = \$7,200</p>
<p>TOTAL CAPEX SPEND</p>		<p>\$87,000 EXC GST</p>

PICNIC TABLES

Already ordered

10 x 8 seaters – 2100mm x 1600mm x 800mm
With 50mm umbrella holes



\$11,772

OVERALL SPEND

\$98,772 EXL GST

VENUE MAP



2023/24 Draft ASFM Budget

Account	2022 Actual	2022/23 Budget	2023 EOY Estimated	2023/24 Budget	Account	Notes
Draft Budget						
Bag Revenue	5,386.46	5,000.00	5,700.00	8,200.00	Bag Revenue	Have based on this years sales with an increase to \$10 per bag (Thuis is based on a quick survey of recent purchasers of bags)
Car Park Card Revenue	38,947.89	30,800.00	47,300.00	0.00	Car Park Card Revenue	Sale is predicted to be direct with RAHS
Catering Rental Income	57,125.97	58,000.00	54,000.00	65,000.00	Catering Rental Income	Increase due to addition of new caterers
Grant Income	2,727.27	0.00	0.00	0.00		
Membership Income	204,436.89	210,000.00	215,000.00	224,200.00		Realistic expectations with increase of \$3 per membership
Merchandise Sales	3,202.01	2,500.00	6,200.00	6,000.00	Merchandise Sales	
Miscellaneous Revenue	0.00	0.00	0.00	0.00	Miscellaneous Revenue	Nil expected
Power Fees	27,623.26	25,000.00	21,500.00	27,896.00	Power Fees	Increase with additional stallholders and caterers plus a \$1 increase per week
Private Funding	0.00	0.00	0.00	0.00	Private Funding	
RAHS Kickback Income	8,000.00	16,000.00	16,000.00		RAHS Kickback Income	
Site Rent Income	472,291.56	420,000.00	420,000.00	445,000.00	Site Rent Income	to 3500 in 2022/23 and the money being spent on capital infrastructure an increase from \$96/w to \$102/ week (outside) and \$106/w increase \$113/w (inside) is justified for consideration
Sponsorship income	2,250.00	2,500.00	3,000.00	2,500.00	Sponsorship income	Subject to Hood Sweeney continuing
Income	821,991.31	769,800.00	788,700.00	778,796.00		
COGS - Bags	4,325.69	3,750.00	3,477.00	5,002.00	COGS - Bags	As a direct % of sales 61%
COGS - Car park costs	32,499.99	28,500.00	40,000.00	0.00	COGS - Car park costs	Sale are predicted to be direct with RAHS
COGS - Merchandise Costs	3,723.75	2,500.00	6,200.00	6,000.00	COGS - Merchandise Costs	These are worked out on percentage of sales based on current COGS
Freight	0.00	0.00	0.00	0.00	Freight	
Membership Costs	7,618.16	6,720.00	11,000.00	11,434.20	Membership Costs	These are worked out on percentage (5.1%) of sales, based on bag for new members and none for renewals, increase in percentage as more new members
Stallholder Rebates	24,118.02			0.00		
COGS	72,285.61	41,470.00	60,677.00	22,436.20		
Gross Profit	749,705.70	728,330.00	728,023.00	756,359.80	Gross Profit	
Event Income						
Event Income - Tasting Australia	0.00	0.00	0.00	0.00	Event Income - Tasting Australia	
Event Income - Orphanage Market	0.00	2,700.00	11,617.97	16,000.00	Event Income - Orphanage Market	Stallholder Fees plus \$4K sponsorship plus BBQ
Event Income - Sundry Events	0.00	0.00	0.00	0.00	Event Income - Sundry Events	
Total Event Income	0.00	2,700.00	11,617.97	16,000.00	Total Event Income	
Event Expenses						
Event Expenditure - Tasting Australia	0.00	0.00	0.00	0.00	Event Expenditure - Tasting Australia	
Event Expenditure - Orphanage Market	1,581.82	6,500.00	6,757.25	16,000.00	Event Expenditure - Orphanage Market	
Event Expenditure - Sundry Events	0.00	0.00		0.00	Event Expenditure - Sundry Events	
Event expenses - COVID-19	10,832.14	3,000.00	2,964.44		Event expenses - COVID-19	
Total Event Expenses	12,413.96	9,500.00	9,721.69	16,000.00	Total Event Expenses	
Gross Profit (Loss) on Event	(12,413.96)	(6,800.00)	1,896.28	0.00	Gross Profit (Loss) on Event	

Distributions Received	6,690.60	0.00		0.00	Distributions Received	
Interest Income	1.40	0.00	0.00	0.00	Interest Income	
Other Income	0.00	0.00	0.00	0.00	Other Income	
Portfolio Gain / Loss	(13,328.34)	0.00	(11,099.66)	(11,000.00)	Portfolio Gain / Loss	
ATO - Cashflow Boost Payments		0	0	0	ATO - Cashflow Boost Payments	Unlikely
Total	(6,636.34)	0.00	(11,099.66)	(11,000.00)		
Accounting and Legal Fees	9,510.00	9,000.00	10,500.00	9,500.00	Accounting and Legal Fees	Suggest that we go out to tender on this to gain a more affordable service, need to consider the offset of the \$2.5K sponsorship
Audit Fees	2,500.00	6,400.00	6,800.00	6,800.00		
Advertising and Marketing	61,148.00	60,000.00	60,000.00	60,000.00	Advertising and Marketing	
Above line Marketing						
Below line Marketing						
Art Work and Design	0.00	0.00	0.00	0.00	Art Work and Design	
Bad Debts Written Off	0.00	0.00	0.00	0.00	Bad Debts Written Off	
Bank Charges	7,897.08	8,500.00	8,200.00	8,500.00	Bank Charges	
Cleaning Expense	7,897.08	800.00	0.00		Cleaning Expense	
Committee Expenses	78.20	5,000.00	5,399.53	5,000.00	Committee Expenses	Includes AGM costs and stallholder parties
Computer Consultant Fees	5,088.71	1,200.00	4,311.25	4,000.00	Computer Consultant Fees	
Computer Supplies	2,322.50	0.00	89.20	0.00	Computer Supplies	One small fee charge in middle of year as a standby
Dues & Subscriptions	4,577.53	4,000.00	4,555.00	4,600.00	Dues & Subscriptions	Based on last year
Electricity	18,063.84	22,000.00	18,000.00	20,000.00	Electricity	Based on last year with expected increase passed on by RAH
Entertainment	0	11,000.00	5200	6,000.00		With more seating areas and shade this will be an important spend
Equipment Expense/Hire	108.70	150.00	150		Equipment Expense/Hire	
Insurance	6,399.59	8,000.00	7,541.86	9,000.00	Insurance	considerable increase in turnover will result in a higher liability cover plus increase due to CPI
Kids Club Activity Programme	4,254.37	6,000.00	5,800.00	6,000.00	Kids Club Activity Programme	\$80/week plus additional for school holiday periods
Kitchen Demo Program	34.58	4,000.00	519.46	4,000.00	Kitchen Demo Program	\$80/week * 50wks
Maintenance	4,856.36	6,500.00	3,448.36	4,000.00	Maintenance	Electrical maintenance ie tag and test and general maintenance and service of coolroom
Membership Card Purchase	609.10	0.00		0.00	Membership Card Purchase	
Minor Equipment	1,888.51	1,500.00	685.85	1,000.00	Minor Equipment	Small equipment as required to deliver operations
Motor Vehicle Expenses			1,515.54			
Office Supplies	2,450.23	2,500.00	2,500.00	2,500.00	Office Supplies	Based on last year
Other Consulting Fees	1,000.00	0.00	0.00	0.00	Other Consulting Fees	
Postage & Shipping	100.00	150.00	210.00	230.00	Postage & Shipping	Cost of PO Box
Private funding expenses		0.00	0.00	0.00	Private funding expenses	
Recruitment Expenses	570.00	1,600.00	640.00	1,000.00	Recruitment Expenses	
Security	0.00		3,655.36			
Site Attendant's Fee	17,520.00	18,000.00	14,000.00	15,000.00	Site Attendant's Fee	232*52+increase
Site Consumables	969.61	1,200.00	500.00	600.00	Site Consumables	
Site Equipment Hire	13,745.34	18,000.00	16,000.00	19,500.00	Site Equipment Hire	Base cost per week, includes pods for storage in bump out and relocation of storage container, will need an additional container this year
Site Equipment Hire - Additional Forklift Hire		2,300.00			Site Equipment Hire - Additional Forklift Hire	
Site Licence Fees Rent	170,100.00	177,000.00	179,000.00	193,200.00	Site Licence Fees Rent	Current fee (\$15555.40) til Dec then plus 7% CPI increase (\$16,664.28)
Software Licence Fees	4,694.83	5,800.00	5,500.00	5,800.00	Software Licence Fees	

Staff Amenities	1,211.17	900.00	500.00	600.00	Staff Amenities	Base cost per week
Training	513.63	2,000.00	0.00	4,000.00	Staff Training	Includes renewals of licences that will expire in 23/24
Sundry Expenditure	0.00	0.00	0.00	0.00	Sundry Expenditure	
Superannuation	23,156.97	29,820.00	30,500.00	33,440.00	Superannuation	Based on new July 2023 rate of 11%
Telephone/Communication	6,321.22	5,500.00	5,100.00	5,500.00	Telephone	Based on last year
Travel & Entertainment	258.57	1,500.00	3,741.98	1,500.00	Travel & Entertainment	Based on last year minus audit travel
Uniforms	0.00	2,000.00	0.00	2,000.00	Uniforms	Needed for some branding for team members
Volunteer Expenses	3,420.38	4,000.00	3,000.00	4,000.00	Volunteer Expenses	Includes volunteer thank you party
Wages & Salaries	249,414.28	284,000.00	290,000.00	304,000.00	Wages & Salaries	contingency to cover leave replacement
Waste Management - Hire of Bins and disposal	5,550.27	7,000.00	7,400.00	9,000.00	Waste Management - Hire of Bins	As we have more attendance at the market then bin cost increases
Workcover Levy	1,966.50	2,840.00	1,730.88	2,500.00	Workcover Levy	% amount by HS
	640,197.15	720,160.00	706,694.27	752,770.00		
Net Profit	102,872.21	1,370.00	23,225.01	3,589.80	Net Profit	

Profit and Loss

Adelaide Showground Farmers Market

For the month ended 31 May 2023

Account	Apr 2023	May 2023	May 2023 Budget	YTD 2022/23	2022/23 YTD Budget	YTD 2021/22 Actuals	2022/23 Budget
Trading Income							
Bag Revenue	732.24	546.32	700.00	5,240.94	4,500.00	4,853.85	5,000.00
Car Park Card Revenue	1,436.32	936.34	500.00	46,931.79	30,300.00	37,977.01	30,800.00
Catering Rental Income	4,857.10	3,384.37	5,200.00	49,838.97	52,800.00	51,843.12	58,000.00
Membership Income	7,172.69	5,472.65	6,300.00	212,759.74	205,000.00	199,129.63	210,000.00
Merchandise Sales	358.73	366.37	250.00	5,955.07	2,180.00	2,881.55	2,500.00
Miscellaneous Revenue	0.00	0.00	0.00	3.92	0.00	0.00	0.00
Power Fees	1,862.22	1,789.69	2,083.00	20,578.82	22,917.00	24,957.79	25,000.00
Site Rent Income	35,217.48	34,818.03	35,000.00	387,052.52	382,000.00	429,427.05	420,000.00
Sponsorship income	0.00	750.00	750.00	3,000.00	2,250.00	2,250.00	2,500.00
RAHS Subsidy	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	2,727.27	0.00
Total Trading Income	51,636.78	48,063.77	50,783.00	747,361.77	717,947.00	764,047.27	769,800.00
Cost of Sales							
COGS - Bags	150.95	333.75	550.00	2,913.30	2,750.00	2,972.95	3,750.00
COGS - Car park costs	900.00	0.00	410.00	39,140.91	24,916.00	31,131.81	25,326.00
COGS - Merchandise Costs	343.75	357.50	208.00	6,214.80	2,288.00	3,407.50	2,500.00
Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	634.49	299.15	560.00	9,476.82	6,160.00	7,168.61	6,720.00
COGS - Stallholder Rebates	0.00	0.00	0.00	0.00	0.00	23,526.17	0.00
Total Cost of Sales	2,029.19	990.40	1,728.00	57,745.83	36,114.00	68,207.04	38,296.00
Gross Profit	49,607.59	47,073.37	49,055.00	689,615.94	681,833.00	695,840.23	731,504.00
Events							
Event Income							
Event Income - Orphanage Market	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	11,617.97	2,700.00	0.00	2,700.00
Event Expenses							
Event Expenditure - Orphanage Market	0.00	0.00	0.00	(6,757.25)	(6,500.00)	0.00	(6,500.00)
Event expenses - COVID-19	0.00	0.00	(250.00)	(2,964.44)	(2,750.00)	(9,071.53)	(3,000.00)
Total Event Expenses	0.00	0.00	(250.00)	(9,721.69)	(9,250.00)	(9,071.53)	(9,500.00)

Gross Profit (Loss) on Event	0.00	0.00	(250.00)	1,896.28	(6,550.00)	(9,071.53)	(6,800.00)
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Grant Funding

Grant Income							
Grant Funding - City of Unley	0.00	0.00	0.00	4,000.00	0.00	4,000.00	0.00
Private Funding	0.00	0.00	0.00	2,745.44	0.00	245.44	0.00
Total Grant Income	0.00	0.00	0.00	6,745.44	0.00	4,245.44	0.00
Grant Expenses							
Private funding expenditure	0.00	0.00	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	0.00	0.00

Gross Profit (Loss) on Grant Funding	0.00	0.00	0.00	4,052.51	0.00	4,245.44	0.00
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Other Income

Distributions Received	0.00	0.00	0.00	0.00	0.00	3,586.37	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Income	0.00	0.00	0.00	0.22	0.00	0.00	0.00
Portfolio Gain / Loss	0.00	0.00	0.00	(11,099.66)	0.00	(24,428.00)	0.00
ATO - Cashflow Boost Payments	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00	(11,099.44)	0.00	(20,841.63)	0.00

Operating Expenses

Accounting							
Accounting and Legal Fees	(560.00)	0.00	0.00	5,800.00	7,500.00	8,060.00	9,000.00
Audit Fees	0.00	0.00	0.00	6,800.00	6,400.00	2,500.00	6,400.00
Total Accounting	(560.00)	0.00	0.00	12,600.00	13,900.00	10,560.00	15,400.00
Marketing							
Advertising and Marketing - Above line	45.45	9,810.00	3,333.00	33,079.67	36,663.00	36,865.33	40,000.00
Advertising and Marketing - Below line	3,319.91	1,330.00	1,666.00	10,641.34	18,326.00	6,743.70	20,000.00
Total Marketing	3,365.36	11,140.00	4,999.00	43,721.01	54,989.00	43,609.03	60,000.00
Art Work and Design	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank Charges	317.24	366.07	300.00	7,680.65	8,200.00	7,458.89	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	800.00	78.20	800.00
Committee Expenses	197.21	226.23	10.00	5,399.53	4,780.00	4,865.71	5,000.00
Computer Consultant Fees	0.00	330.00	100.00	4,311.25	1,100.00	2,322.50	1,200.00
Computer Supplies	0.00	0.00	0.00	89.20	0.00	0.00	0.00
Depreciation Expense	874.71	903.90	0.00	8,374.78	0.00	7,038.00	0.00
Dues & Subscriptions	220.61	398.50	300.00	4,252.43	3,200.00	3,785.16	4,000.00
Electricity	0.00	0.00	1,833.00	12,620.04	20,163.00	13,857.16	22,000.00
Equipment Expense/Hire	0.00	0.00	10.00	0.00	140.00	108.70	150.00
Insurance	700.27	700.27	0.00	7,541.86	8,000.00	5,860.37	8,000.00
Kids Club Activity Programme	(78.55)	1,026.59	500.00	5,373.15	5,500.00	4,254.37	6,000.00
Kitchen Supplies	0.00	0.00	333.00	519.46	3,667.00	34.58	4,000.00
Maintenance	186.36	588.00	700.00	3,448.36	5,800.00	4,586.36	6,500.00
Membership Card Purchase	0.00	0.00	0.00	0.00	0.00	609.10	0.00

Minor Equipment	0.00	0.00	125.00	685.85	1,375.00	670.05	1,500.00
Money Out (Kounta)	0.00	0.00	0.00	265.00	0.00	372.00	0.00
Motor vehicle expenses	585.00	930.54	0.00	1,515.54	0.00	0.00	0.00
Office Supplies	126.09	175.55	208.00	2,315.20	2,288.00	2,331.87	2,500.00
Postage & Shipping	0.00	0.00	10.00	208.18	140.00	100.00	150.00
Realised Currency Gains	3.53	1.75	0.00	329.36	0.00	49.54	0.00
Recruitment Expenses	0.00	0.00	0.00	640.00	1,600.00	570.00	1,600.00
Security	812.30	426.46	0.00	3,655.36	0.00	0.00	0.00
Site Attendant's Fee	928.00	696.00	1,500.00	12,995.20	16,500.00	16,080.00	18,000.00
Site Consumables	99.31	0.00	100.00	423.87	1,100.00	969.61	1,200.00
Site Equipment Hire	1,273.20	1,018.56	1,700.00	14,134.12	18,600.00	12,777.70	20,300.00
Site Licence Fees Rent	15,555.40	15,555.40	15,000.00	179,414.31	161,750.00	170,100.00	177,000.00
Software Licence Fees	332.73	332.73	483.00	4,832.81	5,313.00	4,404.38	5,800.00
Staff Amenities	20.24	66.62	75.00	417.27	825.00	388.24	900.00
Staff Training	0.00	0.00	0.00	0.00	2,000.00	513.63	2,000.00
Sundry Expenditure	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Superannuation	2,376.33	3,224.90	2,485.00	28,171.39	27,335.00	21,423.13	29,820.00
Telephone	1,360.85	393.58	458.00	4,549.29	5,038.00	4,350.94	5,500.00
Travel & Entertainment	1,729.12	127.27	125.00	3,741.98	1,375.00	258.57	1,500.00
Unrealised Currency Gains	0.00	0.00	0.00	1.62	0.00	0.00	0.00
Volunteer Expenses	146.40	1,070.98	0.00	2,620.49	2,000.00	2,108.58	2,000.00
Wages & Salaries	22,631.71	30,713.41	23,670.00	266,017.00	260,370.00	228,332.82	284,040.00
Wages & Salaries - Annual Leave Movement	1,194.11	1,497.24	0.00	(3,499.04)	0.00	3,301.73	0.00
Wages & Salaries - Long Services Leave Movement	130.87	196.32	0.00	(11,833.54)	0.00	0.00	0.00
Workcover Levy	192.32	192.32	240.00	1,538.56	2,600.00	1,748.00	2,840.00
Waste Management	0.00	741.62	583.00	5,898.40	6,413.00	5,080.42	7,000.00
Entertainment	546.37	200.00	833.00	4,600.95	9,163.00	0.00	10,000.00
Total Operating Expenses	55,267.09	73,240.81	56,680.00	639,570.89	656,024.00	584,959.34	715,200.00
Net Profit	(5,659.50)	(26,167.44)	(7,625.00)	38,945.61	25,809.00	90,039.26	16,304.00

Balance Sheet

Adelaide Showground Farmers Market As at 31 May 2023

	31 MAY 2023	31 MAY 2022	31 MAY 2021	31 MAY 2020
Assets				
Bank				
Adel Show Farmers Market Inc	37,037.87	45,456.77	131,651.97	135,494.90
Bendigo - Business Account	486,332.81	499,833.73	304,467.85	102,295.38
Cash Management Account	19,460.96	15,258.63	10,803.35	8,490.49
Petty Cash	-	646.16	1,033.90	834.65
Total Bank	542,831.64	561,195.29	447,957.07	247,115.42
Current Assets				
Clearing - Cash	(226.10)	43.95	68.15	274.90
Clearing - EFT	-	(0.88)	-	-
Distributions Receivable	(1,096.70)	-	-	-
Inventory	10,912.44	10,005.29	21,012.09	11,795.53
Money In (Kounta)	(330.00)	(372.00)	(510.00)	(8,109.50)
Trade Debtors	5,458.40	10,634.14	2,407.44	10,032.03
Unrealised gain/loss on investments	-	-	-	2,107.66
Total Current Assets	14,718.04	20,310.50	22,977.68	16,100.62
Fixed Assets				
Computer Equipment	30,539.72	29,166.14	29,166.14	60,404.14
Accumulated Depreciation - Computer Equipment	(24,704.67)	(22,723.90)	(20,576.49)	(48,952.10)
Accumulated Amortisation - Fence	-	-	(3,548.10)	(3,489.93)
Fencing	-	-	7,097.00	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(30,700.78)	(27,427.60)	(24,184.78)	(30,600.59)
Furniture & Fixtures at Cost	50,238.04	48,043.37	44,279.73	54,187.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	9,277.38
Accumulated Depreciation - Outdoor Seating - Private Funding	(4,879.53)	(3,780.07)	(2,405.74)	(708.68)
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,534.81)	(1,218.31)	(901.81)	(585.38)
Signs and Banners	-	10,040.00	20,233.00	47,017.00
Accumulated Depreciation - Signs and Banners	-	(9,608.48)	(16,513.17)	(41,814.56)
Plant & Equipment	8,441.50	-	-	-
Fixtures & Fittings	12,357.26	-	-	-
Accumulated Depreciation - Plant & Equipment	(418.38)	-	-	-
Total Fixed Assets	51,780.73	34,933.53	45,088.16	54,997.01
Non-current Assets				
Accumulated Amortisation - Website Development	(40,928.00)	(30,696.00)	(20,464.00)	(10,232.00)
SPDR 200 Fund ETF Units	84,036.34	84,036.34	84,036.34	84,036.34
Website Development	53,112.50	51,160.00	51,160.00	51,160.00
CRM	17,941.88	-	-	-
Total Non-current Assets	114,162.72	104,500.34	114,732.34	124,964.34
Total Assets	723,493.13	720,939.66	630,755.25	443,177.39

	31 MAY 2023	31 MAY 2022	31 MAY 2021	31 MAY 2020
Liabilities				
Current Liabilities				
ATO Integrated Client Account	-	-	-	9,872.00
GST	(3,079.06)	2,999.24	2,740.94	4,808.39
PAYG Withholding Payable	13,365.53	5,633.53	4,063.53	4,211.53
Rounding	(3.18)	(8.31)	(15.42)	(6.14)
Superannuation Payable	5,601.23	6,152.89	3,909.03	3,745.84
Trade Creditors	25,385.46	42,651.76	23,324.26	16,492.67
Wages Payable	396.60	(5.04)	0.01	348.06
Petty Cash	36.11	-	-	-
Total Current Liabilities	41,702.69	57,424.07	34,022.35	39,472.35
Non-current Liabilities				
Prepayments	(1,400.56)	(1,078.38)	-	-
Provision for Annual Leave	37,127.76	38,416.99	32,346.81	27,967.79
Provision for Long Service Leave	1,777.15	-	-	-
Suspense	(347.19)	-	-	-
Total Non-current Liabilities	37,157.16	37,338.61	32,346.81	27,967.79
Total Liabilities	78,859.85	94,762.68	66,369.16	67,440.14
Net Assets	644,633.28	626,176.98	564,386.09	375,737.25
Equity				
Current Year Earnings	44,894.40	85,213.17	196,068.49	21,569.60
Retained Earnings	599,738.88	540,963.81	368,317.60	354,167.65
Total Equity	644,633.28	626,176.98	564,386.09	375,737.25

2023 Financial Year Cash Flow
Adelaide Showground Farmers Market

Account	July 2022 to June 2023												Actual May-2023	Budget May-2023	Budget Jun-2023	
	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	Actual Apr-2023	Actual May-2023	Actual Jun-2023				
Income																
Bog Revenue	\$550.00	\$269.99	\$234.90	\$498.98	\$627.27	\$355.30	\$292.75	\$368.14	\$323.61	\$540.43	\$657.25	\$700.00	\$500.00	\$500.00	\$500.00	\$500.00
Car Park Card Revenue	\$1649.97	\$27.27	\$54.24	\$190.90	\$1	\$3,045.46	\$25,090.92	\$277.81	\$1,254.67	\$1,309.04	\$981.80	\$500.00	\$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	\$4,140.36	\$6,035.28	\$5,200.00	\$5,200.00	\$5,200.00	\$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	\$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	\$7,168.14	\$5,469.02	\$6,300.00	\$5,000.00	\$5,000.00	\$5,000.00	\$5,000.00
Merchandise Sales	\$292.01	\$714.56	\$208.64	\$305.46	\$699.10	\$857.27	\$603.72	\$619.19	\$684.56	\$590.10	\$351.37	\$250.00	\$320.00	\$320.00	\$320.00	\$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	\$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	\$1,804.26	\$2,156.63	\$2,085.00	\$2,085.00	\$2,085.00	\$2,085.00	\$2,085.00
Site Rent Income	\$25,985.91	\$24,788.52	\$38,713.46	\$34,995.09	\$31,228.29	\$33,595.78	\$41,973.78	\$30,474.43	\$51,576.84	\$35,057.60	\$38,765.46	\$33,000.00	\$38,000.00	\$38,000.00	\$38,000.00	\$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	\$750.00	\$750.00	\$250.00	\$250.00	\$250.00	\$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	\$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	\$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	\$0.00	\$0.00	\$0.00
RHS 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	\$0.00	\$0.00	\$0.00
Total Income	\$42,553.08	\$38,744.87	\$53,981.39	\$48,992.63	\$47,363.84	\$112,168.46	\$166,843.51	\$59,222.42	\$71,859.75	\$50,629.95	\$55,166.81	\$50,783.00	\$51,853.00	\$51,853.00	\$51,853.00	\$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	\$150.95	\$333.75	\$550.00	\$1,000.00	\$1,000.00	\$1,000.00	\$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	\$2,750.00	\$900.00	\$650.00	\$1,100.00	\$1,100.00	\$1,100.00	\$1,100.00
COGS - Merchandise Costs	\$427.85	\$288.75	\$322.50	\$398.75	\$577.50	\$0.00	\$462.85	\$1,045.00	\$532.50	\$534.75	\$357.50	\$208.00	\$212.00	\$212.00	\$212.00	\$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	\$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	\$634.49	\$299.15	\$560.00	\$560.00	\$560.00	\$560.00	\$560.00
Total Cost of Sales	\$1,348.70	\$714.40	\$581.15	\$1,514.03	\$2,372.07	\$1,440.94	\$3,274.66	\$3,055.91	\$36,297.37	\$3,879.19	\$1,890.40	\$1,948.00	\$2,872.00	\$2,872.00	\$2,872.00	\$2,872.00
Gross Profit	\$41,204.38	\$38,050.47	\$53,130.24	\$47,478.60	\$44,991.77	\$110,727.52	\$163,568.85	\$56,166.51	\$35,562.38	\$46,750.76	\$53,276.41	\$48,835.00	\$48,981.00	\$48,981.00	\$48,981.00	\$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	\$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	\$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	\$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	\$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	\$0.00	\$0.00	\$1,500.00	\$1,500.00	\$1,500.00	\$1,500.00	\$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	\$545.45	\$9,810.00	\$3,333.00	\$3,337.00	\$3,337.00	\$3,337.00	\$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	\$394.84	\$4,166.00	\$1,666.00	\$1,674.00	\$1,674.00	\$1,674.00	\$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	\$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	\$0.00	\$0.00	\$0.00
Bank Charges	\$288.17	\$211.99	\$520.86	\$216.40	\$441.19	\$920.99	\$1,585.24	\$2,596.24	\$49.18	\$317.24	\$264.07	\$300.00	\$300.00	\$300.00	\$300.00	\$300.00
Committee Expenses	\$0.00	\$172.66	\$388.94	\$424.79	\$0.00	\$1,174.64	\$1,631.04	\$415.84	\$175.00	\$197.21	\$124.23	\$100.00	\$220.00	\$220.00	\$220.00	\$220.00
Computer Consultant Fees	\$170.00	\$87.50	\$0.00	\$0.00	\$0.00	\$2,975.00	\$0.00	\$0.00	\$0.00	\$0.00	\$986.25	\$100.00	\$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	\$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	\$1,597.86	\$398.50	\$300.00	\$800.00	\$800.00	\$800.00	\$800.00
Electricity	\$0.00	\$0.00	\$0.00	\$0.00	\$4,206.68	\$0.00	\$0.00	\$0.00	\$4,206.68	\$0.00	\$0.00	\$0.00	\$1,837.00	\$1,837.00	\$1,837.00	\$1,837.00
Entertainment	\$0.00	\$0.00	\$0.00	\$0.00	\$454.55	\$200.00	\$242.23	\$181.82	\$728.19	\$0.00	\$200.00	\$833.00	\$833.00	\$833.00	\$833.00	\$833.00
Equipment Expense/Hire	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$10.00	\$10.00	\$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	\$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	\$0.00	\$0.00	\$250.00	\$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	\$700.27	\$700.27	\$0.00	\$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	-\$2,328.46	-\$2,362.00	\$2,249.72	\$3,123.81	-\$990.40	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Kids Club Activity Programme	\$0.00	\$0.00	\$336.76	\$338.43	\$476.85	\$1,408.84	\$252.64	\$1,140.50	\$226.42	\$1,140.50	\$1,140.50	\$208.00	\$212.00	\$212.00	\$212.00	\$212.00
Kitchen Supplies	\$0.00	\$0.00	\$0.00	\$0.00	\$281.21	\$0.00	\$238.25	\$0.00	\$0.00	\$0.00	\$0.00	\$333.00	\$333.00	\$333.00	\$333.00	\$333.00
Maintenance	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,674.00	\$0.00	\$774.36	\$700.00	\$700.00	\$700.00	\$700.00	\$700.00
Minor Equipment	\$1,150.32	\$0.00	\$0.00	\$299.09	\$159.68	\$190.68	\$0.00	\$105.45	\$0.22	\$0.00	\$0.00	\$125.00	\$125.00	\$125.00	\$125.00	\$125.00
Money Out (Kounta)	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	-\$20.00	\$100.00	\$10.00	\$0.00	-\$45.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Motor vehicle expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$85.00	\$0.00	\$930.54	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Office Supplies	\$118.34	\$242.73	\$241.24	\$338.43	\$476.85	\$1,408.84	\$252.64	\$1,140.50	\$226.42	\$1,140.50	\$1,140.50	\$208.00	\$212.00	\$212.00	\$212.00	\$212.00
PAYG Withholding Payable	-\$4,168.00	-\$1,258.00	\$592.00	-\$4,024.00	\$1,986.37	\$2,721.63	-\$3,442.00	-\$1,065.00	-\$3,654.00	-\$4,212.00	\$4,814.80	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Postage & Shipping	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$10.00	\$10.00	\$10.00	\$10.00	\$10.00
Private funding expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$2,692.93	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Recruitment Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$325.00	\$0.00	\$315.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Rounding	-\$0.02	\$0.00	\$0.00	\$0.00	-\$0.01	\$2.52	\$0.96	\$0.99	-\$1.00	-\$0.40	\$0.10	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Security	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$406.15	\$812.30	\$812.30	\$812.30	\$812.30	\$812.30
Site Attendand's Fee	\$1,800.00															