

ADELAIDE SHOWGROUND FARMERS' MARKET
COMMITTEE MEETING – 5pm, Wednesday 20 September 2023
Meeting Room, Heavy Horse Memorial Building

AGENDA

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the Previous Meeting
4. Action Items
5. Committee Calendar – 2023/4
6. ASFM Business Report
7. Finance/Risk Report
8. Sub Committee Meeting Reports
 - 8.1 HR Committee – No Meeting
 - 8.2 Risk and Finance Committee – No Meeting
 - 8.3 Market Mix Committee – No Meeting
9. Red Flags & Risk Register
 - 9.1 New Risks
10. AOB
 - 10.1 ASFM - Vision, Mission and Core Values Cont'd
11. Close

NEXT MEETING

Committee Meeting – AGM 15 October 2023, 1pm

**ADELAIDE SHOWGROUND FARMERS ' MARKET
COMMITTEE MEETING – 5.00 pm, Wednesday, 16 August 2023
Meeting held at the Heavy Horse Memorial Building**

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

1. Welcome and Apologies

The Chair, LD, opened the meeting at 5.15 pm following an in-camera session.

Apologies from JP, AC, PS and GW. The Chair noted that a quorum had been met.

2. New Conflict of Interest (COI)

None raised

3. Minutes of Previous Meeting

Minutes of the July meeting were moved by GP and MR. Accepted.

4. Action Items

2 remaining Action Items related to the Strategic Plan were discussed at Agenda Item 10.1

5. Committee Calendar 2023/4

The Committee agreed to

- an early start Christmas Eve market on Sunday 24 Dec from 7.30am to 11.30am
- normal hours New Years Eve market on Sunday 31 Dec 8.30am to 12.30pm

6. ASFM Business Report

Matters raised:

- Missing catering report
- Potential number of customers - 5k a week deemed possible.
- A variety of stalls selling similar things not the same stall selling more
- Reconciliation Action Plan meeting set for coming week.

7. Finance/Risk Report

A discussion arose around the budget, in particular whether variances were temporary or permanent, and a preference for an accrual v cash basis expressed by Treasurer and Chair. The EO, Treasurer and Chair to meet to discuss this further in the coming week.

8. Sub Committees

8.1 HR Sub-committee – No meeting

8.2 Risk & Finance Sub-committee – Meeting to be called to discuss the investment.

8.3 Market Mix Sub-committee –No meeting

9 Red Flags & Risk Register

None raised

10 AOB

10.1 ASFM - Vision, Mission and Core Values

Some concerns around the Core Value Statement were discussed, and agreement was reached re changed wording to items 2, 3 and 9. The revised document was then circulated to the committee.

11 Close

6.18 pm meeting closed.

NEXT MEETING

Committee Meeting – 20 September 2023

Adelaide Showground Farmers Market Committee Meeting

Action Items September 2023

AGENDA ITEM	ACTION	STATUS
No New Outstanding Actions		

		ASFM / Committee Action Items	Election/Terms of Office
July	2023	Committee meeting 19 July Committee to approve AGM and election timeline and documentation Audit Information to be prepared	
August	2023	Committee meeting 16 August Approve Financial Report for AGM	Wed 9 Aug - Call for nominations NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting
September	2023	Royal Show Closure Sun 3/9 & 10/9	Thurs 7 Sept - Nominations close
		Committee meeting 20 September	Fri 8 Sep - Notification of AGM/Election to members
		Decision required re Christmas and New Year's market	Fri 8 Sep - Online election
October	2023	AGM 15 October	Fri 6 Oct - Online election closes
			Election results announced at AGM Sunday 15 Oct
			Markt Mix Sub Committee meeting
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	
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	Legal Specialist's term expires in July
		Staff performance reviews	
June	2024	Committee meeting 19 June	
		Decision required re Christmas and New Year's market	
		24/25 budget approval required - Draft	
July	2024	Committee meeting 17 July Committee to approve AGM and election timeline and documentation Audit Information to be prepared	

Adelaide Showground Farmers' Market
BUSINESS REPORT
AUGUST 2023

Purpose of Report

The purpose of the Monthly Business report is to inform the committee on where the ASFM is as a business in order to provide the ASFM Committee with evidence based information on which to base decisions. 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.

Confidentiality





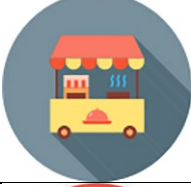




A reminder that all information provided in this report is confidential and not for public disclosure unless authorised by the Chair.

Vision statement (pending approval)

To be the beating heart of South Australia's sustainable food culture, fostering connections between local producers and the community through a vibrant and enriching farmers market experience.

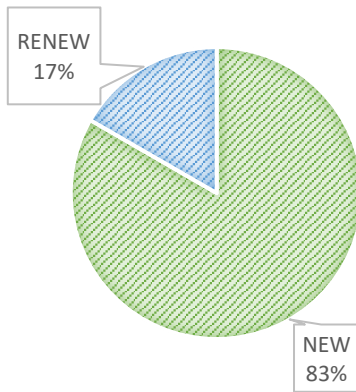
Mission Statement (pending approval)

Driven by our passion for supporting local growers, artisans, and the community, the mission of the Adelaide Showgrounds Farmers Market is to provide a dynamic platform where fresh, seasonal produce and unique artisan food are showcased. We aim to create a welcoming environment that encourages sustainable living, fosters connections between producers and consumers, and educates visitors about the importance of mindful consumption. Through our commitment to quality, integrity, and collaboration, we strive to enrich lives, promote wellbeing, and contribute to the vitality of South Australia's local economy.

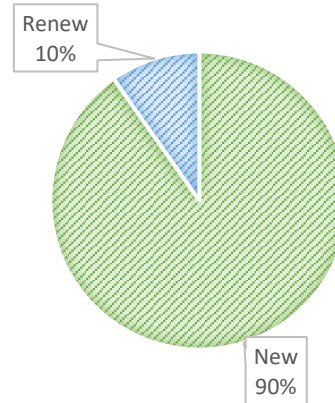
ASFM SNAPSHOT			
	Total Number of Members For Membership Year	2022/23 3131	We are well ahead of last year although the monthly uptake has slowed down since our move to Leader St.
		2023/24 3299	
	Total Number of Members This Month	2022/23 54	With a full move to the Leader St location we have had less opportunity with a lower profile information stand to generate the same levels of membership.
		2023/24 41	
	Average Weekly Attendance	2022/23 3302	There has been a slight decrease since our move and with a tighter space and less parking options this was expected.
		2023/24 3019	
	Number of Weeks	4	There were four weeks in both 2022 and 2023
	Average Number of Stalls This Month	2022/23 83.5	August includes the last Sunday which was an outside market only in Leader St. If not included, the average was 92 compared to 88 in 2022.
		2023/24 86.5	
	Google Analytics	2022/23 17,776	Although analytics are down, Google had stable growth an 11% increase in business profile interactions, and 4.2% increase in website clicks.
		2023/24 16,938	
	Total Direct Mail List	2022/23 7,642	Slow but steady growth and much of this can be attributed to new members and people wanting the latest information on our current moves.
		2023/24 7,885	
	Facebook Followers	2022/23 29,586	Although followers increased, our overall reach was down by 47% and impressions fell by 33% which could be attributed to a number of factors.
		2023/24 30,298	
	Instagram Followers	2022/23 19,565	Instagram continues to grow and is less plagued by external advertising content.
		2023/24 22,094	

MEMBERSHIP SALES

AUGUST 2022

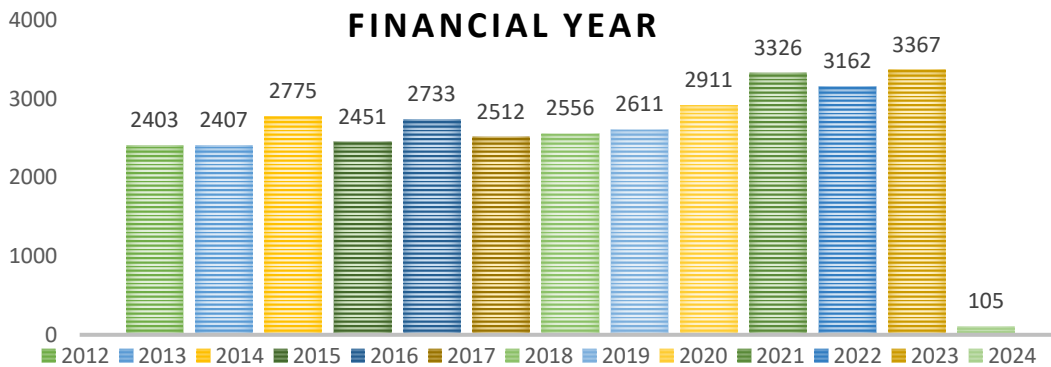


AUGUST 2023

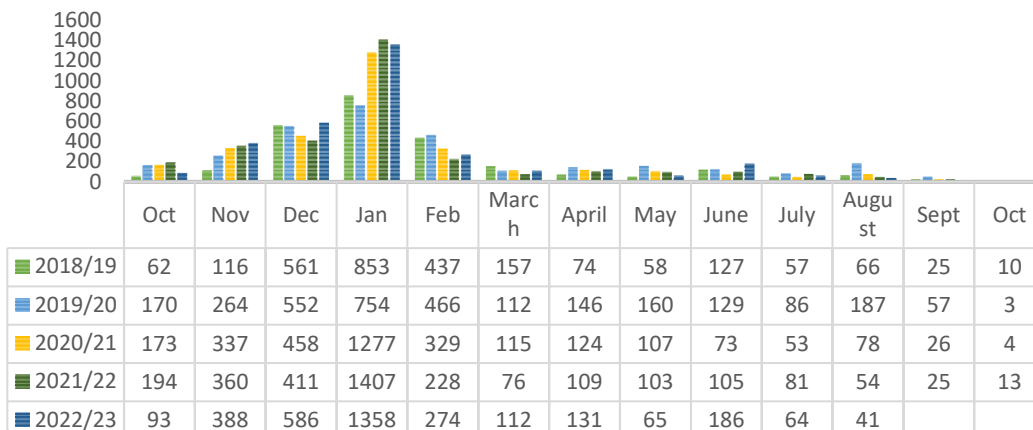


At this time of year, renewals have almost ceased with only a short time until 2024 membership becomes available. New memberships continue to thrive with mostly new people finding the market for the first time.

MEMBERSHIP NUMBERS 2012 - 2024 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



Membership sales in August continued to exhibit robust performance, surpassing total sales from the past three years. In fact, this year's sales have outpaced the entire annual membership figures of 2022 (3169 memberships sold), 2021 (3154 memberships sold), and 2020 (3086 memberships sold). In total, 3299 memberships have been successfully sold in 2023, exceeding last year's numbers by an impressive 168 memberships. This includes a remarkable 1158 new memberships, marking a 360-member increase from 2022, the highest in three years. While renewals have seen a decline of 192 compared to the previous year, it's worth noting that we still have four months left in the year, and an annual drop in retention is typical compared to the previous year. Notably, strong sales at the market, though slightly reduced due to market dynamics due to the August move, can largely be attributed to the successful implementation of QR code signage and streamlined sign-up processes, providing new customers with a convenient and efficient membership registration experience.

MEMBERSHIP OVERVIEW

2023 MEMBERSHIP SALES

41	Total Memberships sold this month	
37	New Members	
4	Renewed Members	
14	Purchased at the market (Total)	
13	At market - New	
1	At market – Renewed	
27	Purchased online (Total)	
24	Online – New	
3	Online - Renewed	
3299	Total YTD membership sales 2023	168 ↑ on Total 2022
1158	YTD – New	360 ↑ on Total 2022
2141	YTD – Renewed	192 ↓ 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

In August, our primary focus remained on effectively conveying information regarding the "Market on the Move" locations, initially to Leader Street and subsequently to Goodwood Primary School. To ensure favourable results, we invested resources in refining our messaging approach to maintain strong visitation and sales for the 50-plus stallholders that committed to both moves.

We refrained from extensive paid marketing activities, other than our commitment towards communicating the move to our new Pop Up location at Goodwood Primary School via carefully selected channels including Kids in Adelaide, Play and Go and Glam Adelaide pushing the Farmers' Day Promotion initially and future Pop Up market dates. Full details of advertising are outlined in the reporting table and results will be outlined in the September Marketing Report.

A Media Release was selectively distributed regarding the "Market on the Move" including our new location at Goodwood Primary School. Our digital presence, including social media and newsletter, has also been centered around the move, providing updates and reminders to ensure well-informed customers.

We were pleased to welcome 10 children as part of the Adelaide Children's University Passport program this month.

In terms of our Facebook performance this month, we managed to increase net followers by 93 and gained 45 likes. Overall the reach was down by 47% and impressions fell by 33% which could be attributed to a number of factors including reduced content such as 5 fewer posts and 15 fewer stories, with no reels in the mix; the growing frequency of advertising on Facebook causing a reduction in our content exposure; the fact that we have not boosted or paid for advertising for some time relying heavily on organic reach and that this month's content has predominantly been focused on information around our moves with few event activations. Compared with the previous month we also only had 4 Sunday Markets as opposed to 5. We may need to consider introducing more videos, boosting some posts, or trying different time slots to gain improved performance. The strategic approach to content may need to be revisited should the other options fail to achieve the desired results.

During the reporting period, our Instagram performance exhibited steady growth with 391 new followers. Follower reach was like Facebook with 41% decrease noting that out of the 8,762 followers reached, 6,782 were existing followers suggesting that our messaging around the market move reached our ideal audience with meaningful engagement.

Google on the other hand had stable growth and performance with an 11% increase in business profile interactions, and 4.2% increase in website clicks from the business profile page. Although searches were down slightly 3.6% compared to year-on-year figures and business profile views by 11%, they were up on the previous month's figures. Requests for directions substantially increased by 22% this month.

Of interest is that our visitors find our site on Google using the following search queries 1) adelaide farmers market, 2) farmers market Adelaide, 3) adelaide markets, 4) wayville farmers market and 5) adelaide showground farmers market. This has remained consistent with previous months reporting.

Our weekly newsletter remains a highly valuable tool to update our community of members and subscribers, which now sits at 7,885 with 36 new contacts, but a net subscriber growth of -7. The open rate remains strong up 1% to 51% compared with the previous month, and the click-through rate is at 6% confirming that our newsletter remains an effective tool to engage our audience and keep them informed.

In alignment with our "Market Moves" focus, we made updates to several sections of our website, including the Home Page and the Festival and Events page, to keep our visitors well-informed about locations and dates. However, no new business profiles were created in the same month.

Throughout the month, our primary communication efforts have centered on effectively conveying information about the moves and maintaining stable visitation during these critical periods. Timely commitment by stallholders to these moves remains essential to ensure accurate communications and promotions.

DIGITAL OVERVIEW (Facebook/Instagram/Google My Biz)

Facebook

25054	Total reach this month	47% ↓ (vs MOM)
30,298	Total followers	93 ↑
92	Net followers	98 New
190.7K	Impressions	33% ↓ (vs MOM)
47,851	Reach	6% ↓ (vs MOM)
29,578	Likes	45 ↑
85	New Page likes	
6471	Engagement	34% ↓ (vs MOM)
23	Posts	
5	Stories	
34%	1 st Top Age Range 35-44 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

8,762	Reach (6,872 followers / 1,890 non-followers)	41.1% ↓ (vs MOM)
3,072	Profile visits	14.9 % ↓ (vs MOM)
101,909	Impressions	37.7 % ↓ (vs MOM)
22,094	Followers	1 % ↑ (vs MOM)
241	Follower Growth (391 New)	
471	Accounts engaged	
24	Posts	
63	Stories	
1	Reels	
29%	Age Range 25-34 yrs	
35%	Age Range 35-44 yrs	
19%	Age Range 45-54 yrs	
83.3%	Women	
16.6%	Men	
6pm	Most active time (closely followed by 3pm)	

Facebook & Instagram (Joint Advertising)

0	Overall Paid Reach (saw ads)	100% ↑ (vs MOM)
0	Paid impressions	100% ↑ (vs MOM)
\$0	Total Spend	100% ↑ (vs MOM)

*Boosted Post for the charity event.

Google My Business

16,938	Searches showed the business profile	3.6% ↓ (vs YOY)
2,987	Business profile interactions	11% ↑ (vs YOY)
26,110	Business profile views	11.4% ↓ (vs YOY)
14,138	Google Search – mobile	62%
3,618	Google Search – desktop	18%
4,888	Google Maps – mobile	19%
1,652	Website clicks made from your Business Profile	4.2% ↑ (vs YOY)
1,276	Direction request	21.9% ↑ (vs YOY)

EDM / Newsletter

7,885	Email distribution list	
36	New Contacts	
-7	Net Subscriber Growth	
51%	Open rate	3.2%↓ (vs MOM)
6%	Click through rate	5.2% ↑ Industry average is 2.94%
At Jul 23	MAILCHIMP NO LONGER MAKES THIS AVAILABLE	ADDITIONAL PAID OPTION
70%	Female	N/A
30%	Male	N/A
28,9%	Age Range 35-44	N/A
20,4%	Age Range 45-54	N/A
14.2%	Age Range 25-34	N/A
55%	Desktop	N/A
45%	Mobile	N/A

FiveAA Live Cross Over (FOC) - FiveAA Live crossovers to the market every Sunday morning with Michael Keelan have continued.

ADVERTISING CAMPAIGNS (PAID)

Date	Promotion / Campaign	Platform & Type	Results & Outcomes
Nil	Nil	Nil	Nil
31/7/2023	Glam Adelaide	Annual Package Digital Online Newsletter and Social	Investment \$3,850 for year to include A minimum of : 3 Featured Articles 6 Facebook Posts (to share your featu 3 Twitter Posts 3 eNewsletter Features 3 Instagram Stories Inclusions in all relevant guides This Month Feature Pop Up Market, Event listing Fathers Day promotion In 2022/23 – ASFM received \$11,400 worth of coverage for a \$3000+GST investment.
31/7/2023	Kids in Adelaide	3 Week Event Showcase Package	Investment: is \$350 + gst Listing on Event Calendar, 1 x FB post (31st Aug), 1 x eDM feature (choose from 24 Aug Wvent banner at the top of Event Calendar for one month (clicking thro to our website). Mention in Weekly What's On Facebo posts before three weekends. Father's Day Guide mention
31/7/2023	Play and Go	1 Month Package – Feature Listing	Investment \$ 650 + gst. 4 week Feature Listing with 2 x prime time Facebook posts

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
	Market Move	Pop Up Market Goodwood Road Digital Signage	TBC

Artwork for Market on the Move



Artwork Pop Up Market



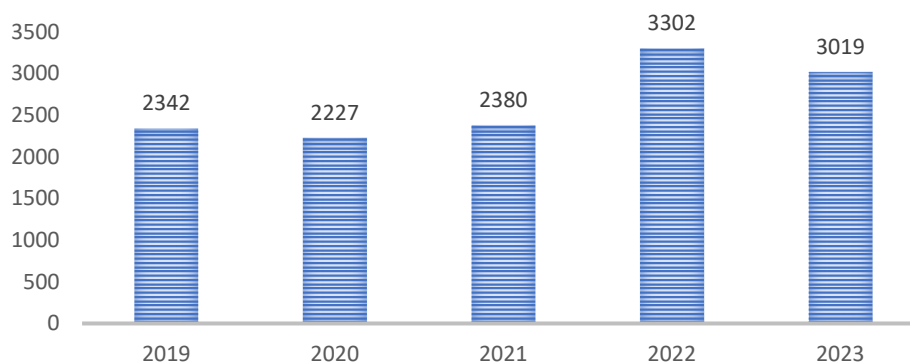
OPERATIONS

WEEKLY ATTENDANCE COUNT/RECORDS AUGUST 2023

In August, we moved to Leader Street for the entire month and recorded a total attendance of 12,078 visitors over the four Sundays. This marks a slight decrease of 1,132 individuals compared to the corresponding period last year. On average, the market hosted 3,020 visitors per week in August 2023, which is a marginal decline of 708 attendees per week compared to July 2023. Notably, this is the first significant reduction in attendance figures we've observed all year, which could be partially attributable to the move to Leader Street and the absence of specific stallholders, as well as activities or activations. It's worth noting that we experienced stronger attendance when other Adelaide Showground events such as Science Alive and Gilles at the Grounds took place, consistent with the trend observed in 2022.

	6/08/2023	13/08/2023	20/08/2023	27/08/2023
Attendance	3283	3453	2905	2437
Compared to 2022	7/08/2022	14/08/2022	21/08/2022	28/08/2022
Attendance	3713	3285	3061	3151
Notes	Science Alive / Leader Street	Gilles / Leader Street	Leader Street / Bumpout Indoors	Outdoor ONLY Leader Street
Weather	15	14	14	16
Number of Sites	92	89	95	70
Number of Stallholders	75	73	77	52
Caterers onsite	7	7	7	7

AVERAGE ATTENDANCE AUGUST



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
2023-2024	3729	3019											
2022-2023	3285	3302	*2370.25	3152	2864.5	2786.4	3553	3587	3173	3691	3390	3656	3313
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

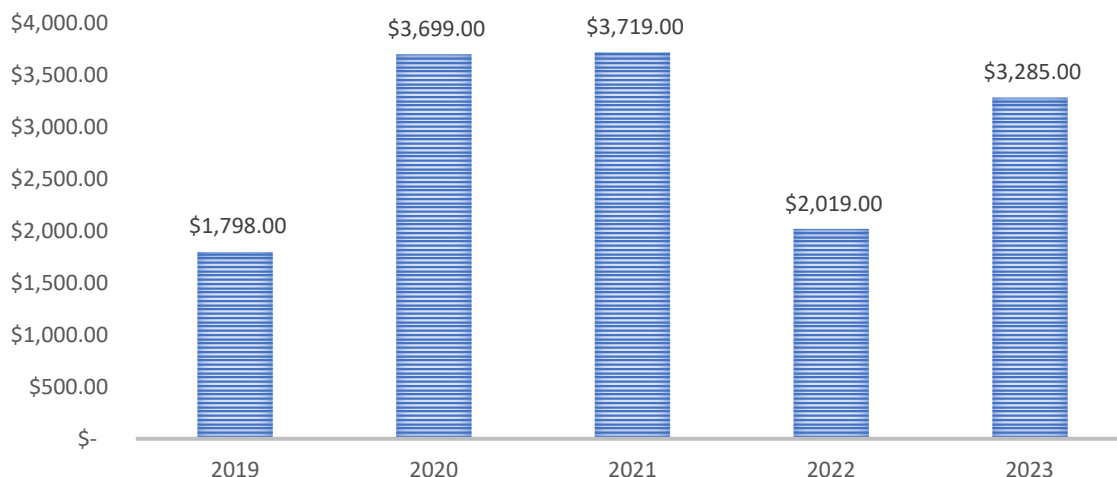
**Sept 2022 fig increases to 3333 if Orphanage park excluded (1407.5 average)*

SITE FEES AUGUST



August income for site fees is for invoices issued for September fees and the lowered income is representative of the lower number of stalls participating during the offsite, outdoor only markets. There was however a higher rate of participation this year than there was in 2022. In 2020 and 2021 the markets did not have to move off site due to the closure of events in the Showground due to Covid.

AUGUST CATERING FEES



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
2023-2024	90.8	86.5											
2022-2023	80.4	83.5	64.75	94.4	99.5	92.75	90.87	87.62	95	89	89.5	88	87.5
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)						
*^^^ February 2023 increases to 91.5 if outdoor only Leader St excluded (76 stalls)							****Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended)						
							*****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attended)						
							***** Dec 2021 figure decreases due to Twilight Market and no Boxing Day						
							*****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended)						
							*^^ Dec 2022 decreases to 83.6 if NVE included (47 Stalls attended)						

FOR YOUR INFORMATION

New Stallholders: <ul style="list-style-type: none"> Polacco Scallops Soti's Sando Bar (catering) 	Returning stallholders: <ul style="list-style-type: none"> EKO Fruit
Stallholder Finishing Temporarily: <ul style="list-style-type: none"> 	Stallholders Finished Permanently: <ul style="list-style-type: none"> NIL Spare Room Cafe

NEW STALLHOLDERS

We are diligently working to find fresh stallholders to enhance our offerings. Exciting news, as a new sustainable producer named Preqil will be joining us at the end of October. Additionally, Polacco Scallops have become a bi weekly fixture for this season, with plans to return in subsequent seasons. Hidden Valley Orchids will make their debut on September 24th.

OPERATIONAL NOTES

TOURISM ACCREDITATION

ASFM has now received Sustainable Tourism Accreditation.



UMBRELLAS

Nine of the umbrellas will now be in position prior to our recommencement within the Stirling Angas/Kingsway location, the remaining four as soon as the Show staging marquee has been pulled down.

PLANTER BOXES

Filled with plants will be in position prior to our recommencement within the Stirling Angas/Kingsway location 24/9

FINGER SIGNAGE

The finger signs inside the pavilion (with flower pots) will be set up and in position by 24 September

ENTANCE/EXIT BANNERS

The entrance/exit banners at east end of Kingsway and north face of the Verandah will be in place 21/22 September

PAVILION BANNERS

Are being installed 21/22 September in time for moving back to Stirling Angas/Kingsway location

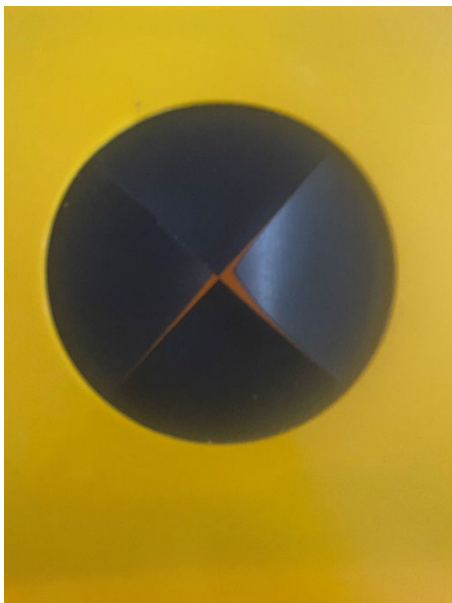
CATERING

Spare Room Café have decided to finish up and will not be returning. Reasons given are because of difficulty to get staff and impact on owners life considering he still runs a full time café as well. We will in the interim bring in external catering until a suitable replacement can be found.

In the meantime '**Soti's Sando Bar**' have started with us offering gourmet toasted sandwiches using only market produce. Despite being quite pricey they are already gaining a strong repeat business and are doing a decent turnover. We have been working with them to improve and simplify their processes to help their flow and improve profits. Their product is good.

NEW ASFM DESIGNED AND BUILT 10c RECYCLING BINS

These are now in the process of being made and will be in situ on 24/9. These will get signage added on 22/9. Prototype will be on display at the September Committee meeting.



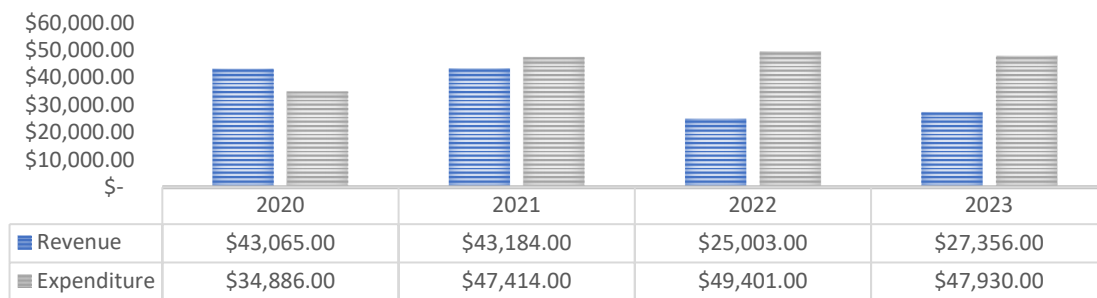
BUMP IN/OUT LEADER ST

The transfer of stallholders from the Stirling Angus area to the Leader St location was carried out smoothly, without encountering any significant problems. Stallholders remarked that it was one of the most trouble-free relocations they've experienced.

The removal of indoor stallholders during the bump-out phase also proceeded without any notable incidents, with one exception. Woodside Cheese neglected to remove their double-door fridge from the Pig Pavilion, and it remained there throughout the entire event. I've recommended to RAHS that they communicate directly with Woodside to arrange for the retrieval of their fridge.

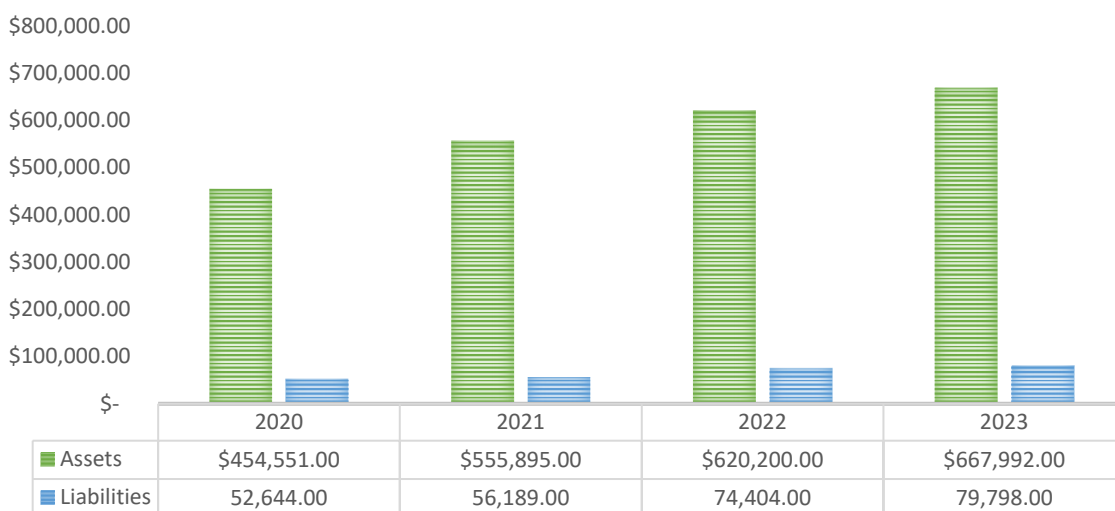
FINANCIALS

REVENUE/EXPENDITURE AUGUST



Revenue and Expenses are as expected at this time of year and within budget. Revenue is slightly up and expenses slightly down although this is just movement and will balance as per budget over the coming months.

TOTAL ASSETS/LIABILITIES AUGUST



We continue to build strength, however there will be a significant depletion when current CAPEX approved projects are complete ie umbrellas, planter boxes, regional signage etc. All of these will be in place prior to the AGM which will give weight to our reason to grow cash assets.

PLEASE NOTE

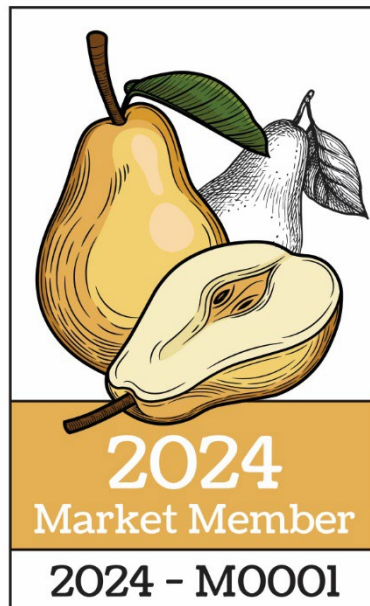
We are now reporting with a cash P&L and Balance Sheet, not accrual.

NOTES**SPONSORSHIP**

City of Unley have granted sponsorship to the value of \$5K Cash and \$1K in kind annually for a three year (2023 – 2025 INCL) period to assist in the Goodwood Primary School Pop Up Markets while the Show is on.

2024 MEMBERSHIP

This is the year of the Pear.

**SA TOURISM AWARDS**

A full 10,000 word submission along with supporting graphics and pictures was lodged as an entry into the Food Business Category of the SA Tourism Awards. This was a team effort to get this done on time between Carol McGrane, Roz Becker and Christine Robertson.

An award judge will be attending the market for an awards site visit on 1 October which coincides with our 17th birthday. On this day we have multiple buskers booked in, Slow Food Movement cooking demo, outside kids activity, and lots of good signage in place. Your presence at the market would be most appreciated.

17TH BIRTHDAY CELEBRATIONS

Full planning is underway to celebrate our 17th birthday on October 1st which is the actual day we had our first market in 2006.

COMMITTEE ELECTIONS

Three positions became vacant on the committee. Three nominations were received and therefore an election will not be required.

Nominations received:

- Mem Ericson – Existing Committee member (Stallholder)
- Norma Loza – Whites Valley Jalapenos (Stallholder)
- Rae Chaple – Customer. Local artist
and has been shopping at the market since it started in 2006. Lives in Wayville.

GW to supply appropriate wording to advise members and stallholders.

ASFM RISK REGISTER

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

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 saftey 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

											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