

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

AGENDA

1. Welcome and Apologies
 - 1.1 Introduction to new committee members
2. New Conflicts of Interest
3. Minutes of the September Meeting
4. Office Bearer elections
5. Authorised Signatory List update
6. Action Items
7. Committee Calendar – 2023/4
8. ASFM Business Report
9. Finance/Risk Report
10. Sub Committees
 - 10.1 Sub-committee nominations and elections
 - 10.2 HR Sub-committee
 - 10.3 Risk & Finance Sub-committee
 - 10.4 Market Mix Sub-committee
11. Red Flags & Risk Register
12. AOB
 - 12.1 Strategic Plan
13. Close

NEXT MEETING

Committee Meeting – 20 December 2023 TBA

**ADELAIDE SHOWGROUND FARMERS 'MARKET
COMMITTEE MEETING – 5.00 pm, Wednesday, 20 September 2023
Meeting held at the Heavy Horse Memorial Building**

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

1. Welcome and Apologies

The Chair, LD, opened the meeting at 5.02pm.

Apologies from LB, AC, and ME. The Chair confirmed that the committee had agreed to the EO's title being changed to CEO and that her contract had been renewed for 4 years.

2. New Conflict of Interest (COI)

None raised

3. Minutes of Previous Meeting

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

4. Action Items

No outstanding items

5. Committee Calendar 2023/4

Market Mix subcommittee to be formed after AGM

6. ASFM Business Report

Matters raised:

- New can recycling bins, footings in for umbrellas.
- Changes to market layout

- SA Tourism Award judge attends on 1 Oct
- TAFE students to do demos and volunteer.

ACTION: CEO to track Capex to date spending in Business Report

7. Finance/Risk Report

ACTION: CEO to send monthly budget including a ytd budget column

ACTION CEO to issue Budget broken down by month.

8. Sub Committees

8.1 HR Sub-committee – No meeting

8.2 Risk & Finance Sub-committee – Met on 13 September 23 – Minutes circulated.

Matters raised:

- Best practice re income from surplus funds
- Franking v Term deposit
- Conservative approach
- Signatories appointed by new committee in November.

ACTION CEO to check what the constitution contains regarding ASFM funds.

8.3 Market Mix Sub-committee –No meeting

9. Red Flags & Risk Register

None raised

10. AOB

Chair and Treasurer report required for AGM and Annual Report. Financials expected by week ending 29 Sept 23.

10.1 ASFM - Vision, Mission and Core Values cont.

General agreement that the document was too large and repetitive in parts.

A working group, CR, LD, GW, GP, was established to review and consolidate the Vision, Mission and Core Values.

ACTION: All committee to review and provide feedback by Fri 29 Sept 23.

ACTION: AFO to ensure Zoom access available for AGM on request

11. Close

6.23 pm meeting closed.

NEXT MEETING

AGM – 15 October 2023

Adelaide Showground Farmers Market Committee Meeting

Action Items October 2023

AGENDA ITEM	ACTION	STATUS
September 2023 - Agenda Item 6	CEO to track Capex to date spending in Business Report	Complete
September 2023 – Agenda Item 7	CEO to send monthly budget including a ytd budget column	Complete
September 2023 – Agenda Item 7	CEO to issue Budget broken down by month.	Complete
September 2023 – Agenda Item 8.2	CEO to check what the constitution contains regarding ASFM funds.	Complete
September 2023 – Agenda Item AOB	All committee to review and provide feedback by Fri 29 Sept 23.	Ongoing
September 2023 – Agenda Item AOB	AFO to ensure Zoom access available for AGM on request	Complete

		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	Committee 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	
		Staff performance reviews	Legal Specialist's term expires in July
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
OCTOBER 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.

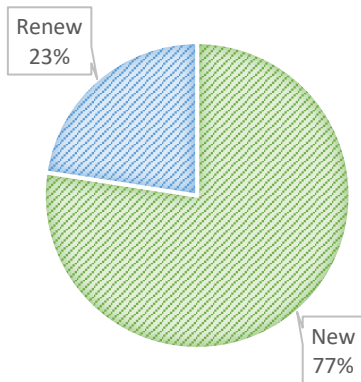
Mission Statement (pending approval)

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.

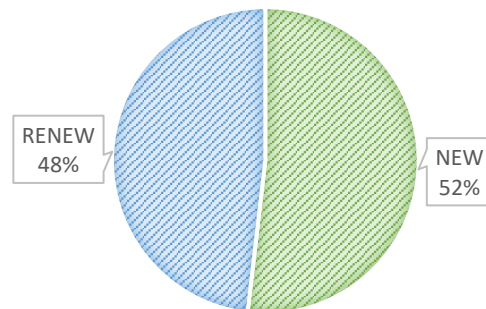
ASFM SNAPSHOT			
	Total Number of Members For Membership Year	2022/23 93	A great start to the new membership year, mostly as a direct result of increased traffic into the market and directed marketing.
		2023/24 135	
	Total Number of Members This Month	2022/23 106	Good foot traffic over the last few months has translated into membership sales.
		2023/24 138	
	Average Weekly Attendance	2022/23 3152	A slight increase in attendance indicative of various other events happening in the showgrounds as well as the market.
		2023/24 3437	
	Number of Sundays	5	There were five weeks in both 2022 and 2023
	Average Number of Stalls This Month	2022/23 94.4	A consistent result for this time of year leading into the summer fruit and avocado season
		2023/24 94.8	
	Google Analytics	2022/23 19,420	Despite a 6.2% decrease in business profile views versus the previous year, there was a notable 2,254-view increase compared to the previous month.
		2023/24 18,094	
	Total Direct Mail List	2022/23 7,573	Slight movement over last month but mainly due to end of season for 2023 memberships. New membership coming will generate an increase to list in November
		2023/24 7,887	
	Facebook Followers	2022/23 30,133	Our total number of net followers grew by 97 or 2.9 % and we received 45 new page likes
		2023/24 30,465	
	Instagram Followers	2022/23 20,042	Impressions surged by a 36.4%, and our net follower count increased by 308 from last month.
		2023/24 22,583	

MEMBERSHIP SALES

OCTOBER 2022

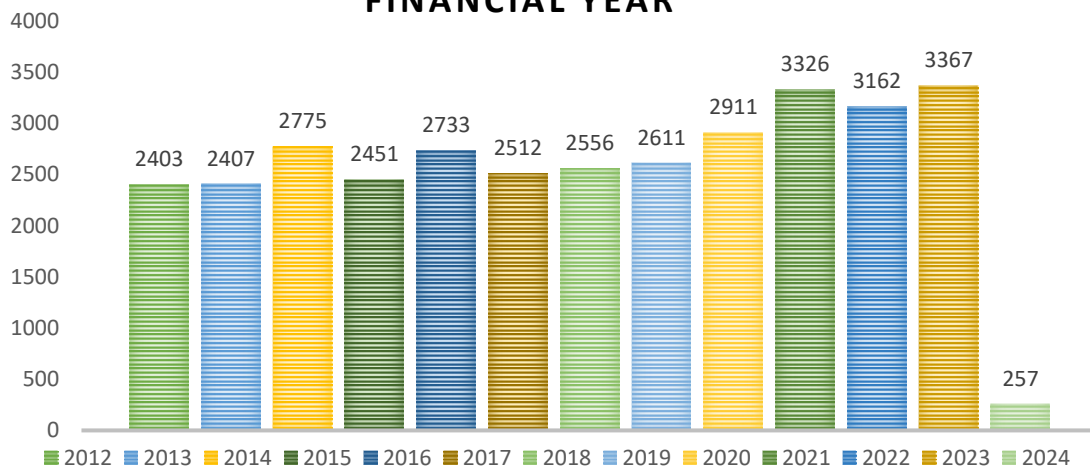


OCTOBER 2023

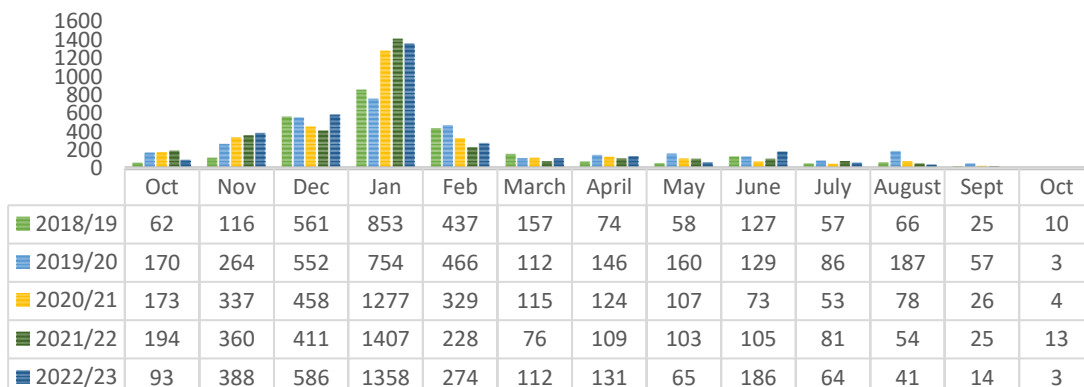


October 2023 has shown a significant increase in renewed members sales for the start of the 2024 membership year. 65 in 2023 compared to 21 in 2022.

MEMBERSHIP NUMBERS 2012 - 2024 FINANCIAL YEAR



MEMBERSHIP NUMBERS 18/19 - 22/23 MEMBERSHIP YEAR



In October 2024, we achieved a strong start to our Membership Sales, selling 138 memberships, compared to 106 in 2023 and 103 in 2022. Our sales were evenly split between in-person (70) and online (68), with 72 new memberships and 66 renewals. In previous years we introduced incentives to achieve earlier sales such as the Clax Cart and Bicycles, but as yet we have not introduced a similar promotion for 2024 sales.

MEMBERSHIP OVERVIEW

2023 MEMBERSHIP SALES

138	Total Memberships sold this month	(inc 2023 & 2024)
72	New Members	
66	Renewed Members	
70	Purchased at the market (Total)	
42	At market - New	
28	At market – Renewed	
68	Purchased online (Total)	
30	Online – New	
38	Online - Renewed	
138	Total YTD membership sales 2024	32 ↑ on Total 2023
72	YTD – New	
68	YTD – Renewed	

*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 October 2023, we welcomed a total of 17,184 attendees over the course of five weeks, averaging an impressive 3,437 per week. This is a substantial increase compared to the previous years, with 2022 averaging 15,760 attendees (3,152 weekly) and 2021 hosting 12,681 attendees (2,536 weekly).

Notably, Halloween stood out as the most attended event of the month, with over 4,009 visitors. Additionally, our Halloween activities drew significant interest, with 117 kids joining the Cupcake Making activity and 420 Trick or Treat Bags were distributed, resulting in 149 entries for the Halloween Hampers.

On the occasion of the market's 17th Birthday that fell on the October long weekend, we hosted a Breakfast with Kane Pollard Kitchen Demonstration, attracting 30 attendees. Despite traditionally lower attendance during long weekends, this year we saw a notable turnout of 2,835, compared to 2,368 during the same period last year. Furthermore, the month included school holidays, which typically lead to a decrease in attendance as many tend to travel.

Our total reach on Facebook this month was 32,344, indicating a slight 2.9% decrease compared to the previous month. On a positive note, our total number of net followers grew by 97 or 2.9 % and we received 45 new page likes. In terms of demographics, our top age range is 35-44 years (34%), with our audience predominantly women at 82.3%. We shared 21 posts and 8 stories during the month that contributed to our overall Facebook performance. We posted substantially fewer stories this month which may have impacted our overall reach.

On Instagram we reached 10,521 individuals, a slight 3.9% decrease in reach, and we notably increased profile visits by 25%. Impressions surged by a remarkable 36.4%, and our net follower count increased by 308. Furthermore, our content engaged with 693 accounts, reflecting a substantial 47% increase. Our audience primarily falls within the 25-44 age range, with a significant¹⁰

83% being women. Our most active posting times were 6 pm and 3 pm, during which we shared 25 posts and 123 stories throughout the month.

In October, the Google My Business performance exhibited mixed results. While there was a slight decrease of 6.8% in searches showing the business profile compared to the previous year, it saw a significant 1.397-fold increase compared to the previous month. Business profile interactions, on the other hand, saw a healthy 9.6% year-over-year increase. Despite a 6.2% decrease in business profile views versus the previous year, there was a notable 2,254-view increase compared to the previous month. The majority of interactions occurred on mobile devices, with 64% coming from Google Search on mobile and 20% from Google Maps on mobile. Website clicks from the Business Profile increased by 7.4% compared to the previous year, while direction requests surged by 12.9%.

The search trends for our business profile underwent a significant transformation between August and October. In August, the top 5 searches were primarily focused on specific farmers' markets in Adelaide, with 'Adelaide Farmers Market' taking the lead, followed by similar variations. However, by October, the landscape had shifted considerably, with more generalised search terms like 'Adelaide markets' and 'markets Adelaide' dominating the top spots. This shift reflects a broader audience exploring market options in Adelaide rather than searching for specific market names. This change in search behaviour may present new opportunities for our marketing to engage a wider audience and should be closely monitored.

Our weekly newsletter continues to serve as a valuable communication tool that connects us with our market community of members and subscribers, currently totaling 7,861. We have seen some growth trends in our email communications with our distribution list increasing by 26 compared to the previous month. We've welcomed 88 new contacts, resulting in a net subscriber growth of 11 individuals. While the open rate remains strong at 43%, there has been a slight dip this month. However, our click-through rate is notably robust at 4.7%, well exceeding the industry average of 2.94%, highlighting the effectiveness of our email content in driving subscriber engagement and interest.

Facebook

32,344	Total reach this month	2.9% ↓ (vs MOM)
30,366	Total followers	96 ↑
97	Net followers	2.9 ↑
190.7K	Impressions	33% ↓ (vs MOM) (vs MOM)
29,813	Likes	
71	New Page likes	2.7% ↓ (vs MOM)
6471	Engagement	34% ↓ (vs MOM)
21	Posts	
8	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

10,521	Reach	3.9 % ↓ (vs MOM)
3,468	Profile visits	25% ↑ (vs MOM)
139,025	Impressions	36.4 % ↑ (vs MOM)
22,309	Followers	478 ↑ (vs MOM)
308	Follower Growth	

ASFM BUSINESS REPORT

OCTOBER 2023



693	Accounts engaged	47.1% ↑ (vs MOM)
25	Posts	
123	Stories	
0	Reels	
28.4%	Age Range 25-34 yrs	
35.1%	Age Range 35-44 yrs	
19.6%	Age Range 45-54 yrs	
83.4%	Women	
16.56%	Men	
6pm	Most active time (closely followed by 3pm)	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

18,094	Searches showed the business profile	6.8% ↓ (vs YOY) ↑ 1.397 (vs MOM)
3,113	Business profile interactions	9.6% ↑ (vs YOY)
28,364	Business profile views	6.2% ↓ (vs YOY) ↑ 2,254 (vs MOM)
14,138	Google Search – mobile	64%
3,618	Google Search – desktop	14%
4,888	Google Maps – mobile	20 %
1,533	Website clicks made from your Business Profile	7.4% ↑ (vs YOY)
1,536	Direction request	12.9% ↑ (vs YOY)

EDM / Newsletter

7,861	Email distribution list	26 ↑ (vs MOM)
88	New Contacts	
11	Net Subscriber Growth	
43%	Open rate	Slightly down
4.7%	Click through rate	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
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 featt ¹²

ASFM BUSINESS REPORT

OCTOBER 2023



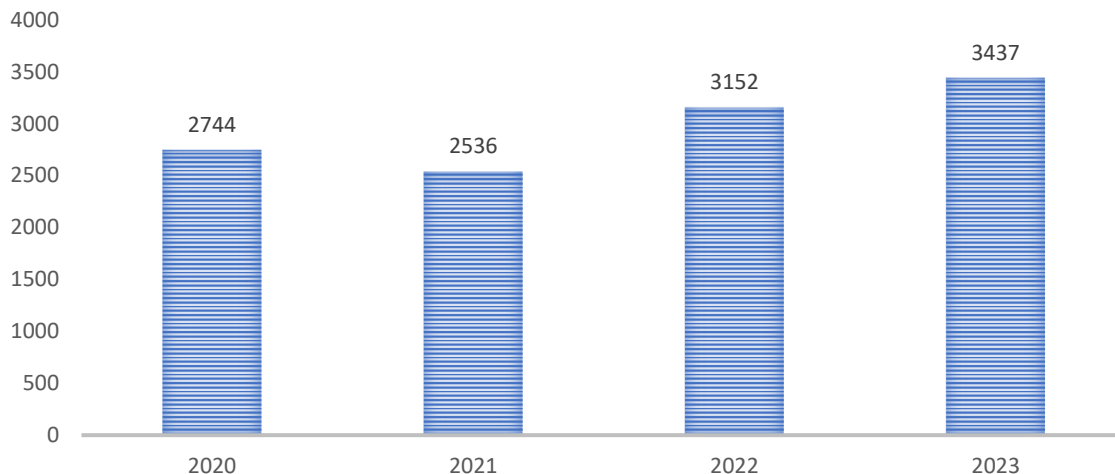
			<p>3 Twitter Posts 3 eNewsletter Features 3 Instagram Stories Inclusions in all relevant guides</p> <p>This Month – Nil In 2022/23 – ASFM received \$11,400 worth of coverage for a \$3000+GST investment.</p>
10/10/2023	Kids in Adelaide	Halloween Event Showcase Package	<p>Event Package: \$350 + gst includes the eDM spot on 19th Oct, 1 x Facebook post, an Event banner on our Event Calendar page (clicking through to website) and a listing on our Event Calendar. Added the activities to Halloween In Adelaide feature: https://kidsinadelaide.com.au/halloween-in-adelaide/</p>
3/10/2023	Play and Go	1 Month Package – Feature Listing	<p>Event Package: \$500 +gst 1 week Feature on home page 1 x Facebook Post 1 x E-newsletter ad Halloween ‘What’s On’ Guide Inclusion</p>
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

OPERATIONS

WEEKLY ATTENDANCE COUNT/RECORDS OCTOBER 2023

	1/10/2023	8/10/2023	15/10/2023	22/10/2023	29/10/2023
Attendance	2835	3630	3170	3540	4009
Compared to 2022	2/10/2022	9/10/2022	16/10/2022	23/10/2022	30/10/2022
Attendance	2368	3319	3974	2570	3529
Notes	Market Birthday / Long Weekend / Start of School Holidays	School Holidays	End of School Holidays	The Vegan Market / Boho Luxe + Psychic Festival	Halloween / 4WD & Boating Show
Weather	21	21	15	17	18
Number of Sites	96	98	97	88	95
Number of Stallholders	77	80	79	71	76
Caterers onsite	7	9	9	8	9

OCTOBER AVERAGE ATTENDANCE



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	2398	3437									
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 2023 fig increases to 3568 if Goodwood Primary excluded (2008 average)

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

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	57.5	94.8									
2022-2023	80.4	83.5	64.75	94.4	99.5	**92.75	90.87	***87.62	95	89	89.5	88	87
2021-2022	88.75	93.3	92.1	93.2	96.6	*****92	81	96.5	94.5	81.75*****	90.6	88.5	90
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
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
2018-2019	83.3	78	76	88.25	85.1	88.4	86	93	94.3	***77.75	82.5	82.9	85
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
2016/2017	86.4	85.5	80.5	87	96	93.5	91	94.8	92.9	81.7	91.5	89.4	89
2015/2016	87.3	90	82	95.8	102.2	95.3	93.7	98.6	101	94.1	91.6	88.8	93

** 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 2023 increase to 94 if Goodwood Primary excluded (45.6 stalls attended)

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

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

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

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

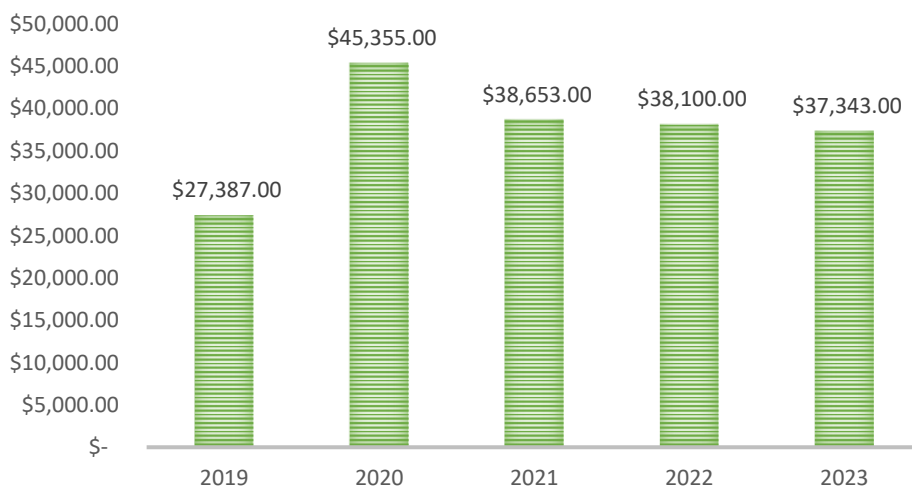
*****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attended)*

****** Dec 2021 figure decreases due to Twilight Market and no Boxing Day*

*****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended)*

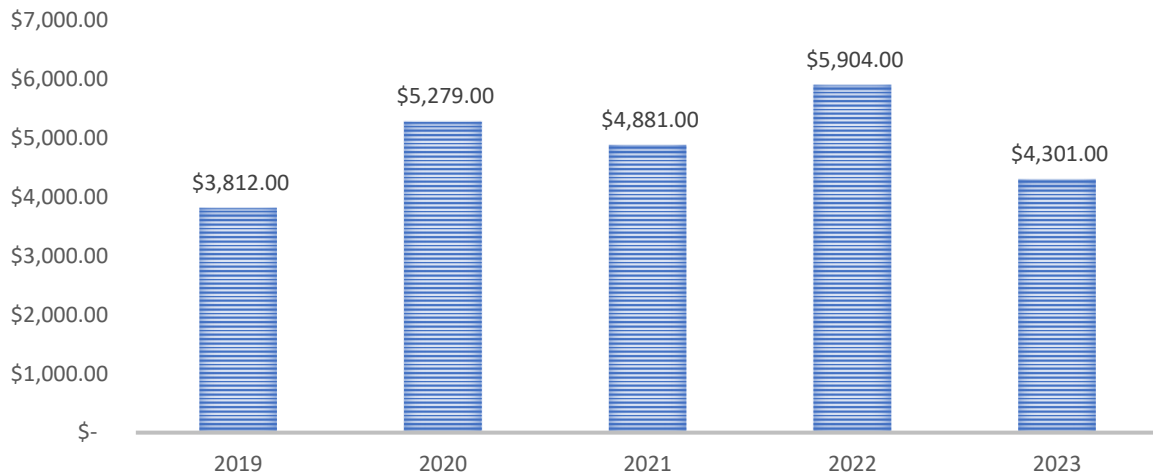
**** Dec 2022 decreases to 83.6 if NYE included (47 Stalls attended)*

OCTOBER SITE FEES



Site fees are staying consistent for October. A little down this year as we lost an inside stallholder Semaphore Pantry mid October and no longer have McCarthys Orchards outside attending on a regular basis. Some seasonal producers are also attending later than normal.

OCTOBER CATERING FEES



Spare Room Café left us in September which has had an impact on catering income, however since then Soti's and Local Fish and Chippery have started.

FOR YOUR INFORMATION

<p>New Stallholders:</p> <ul style="list-style-type: none"> • Salt Bakery • The Spare Room Coffee Shop • The Local Fish and Chippery 	<p>Returning stallholders:</p> <ul style="list-style-type: none"> • Harvest the Fleurieu
<p>Stallholder Finishing Temporarily:</p> <ul style="list-style-type: none"> • Good Temptations 	<p>Stallholders Finished Permanently:</p> <ul style="list-style-type: none"> • Semaphore Pantry • Varci Tonics

STALLHOLDERS

Salt Bakery have joined us with their traditional German Pretzels. They have had a great start and have sold out each week, increasing their volume of stock each week to accommodate.

Semaphore Pantry have now finished at the ASFM after many years. Dave was recently diagnosed with Parkinsons Disease and made the decision to transition into life as a postie with Aust Post. Ewe had thought he was finishing up at end of October so caught us by surprise when he closed shop on 15 October 2023

OPERATIONAL NOTES

UMBRELLAS

The final four umbrellas have now been installed and fully functional. Feedback from customers has been excellent.

CATERING

New caterer, The Local Fish and Chippery, an extension of the Local Fish has commenced.

There have been a few teething problems. Lack of experience in catering and events has meant that quite a few rookie errors have been made but we are working with them to try and sort these out. General uptake from customers has been good.

BUMP IN TO STIRLING ANGAS

The bump back into the Stirling Angas went without any issues. Gut Feeling have now relocated into an inside stall and Salt Bakery have taken their spot outside.

STALLHOLDER RELOCATION

The new infrastructure required the relocation of two stallholders, The Dairyman and Pure Mushroom. Pure Mushrooms caused no issues but there were difficulties in relocating the Dairyman due to the size of his vehicle and trailer and his towing/reversing abilities. This has now been resolved but has meant a relation of Pavlos, a seasonal stallholder.

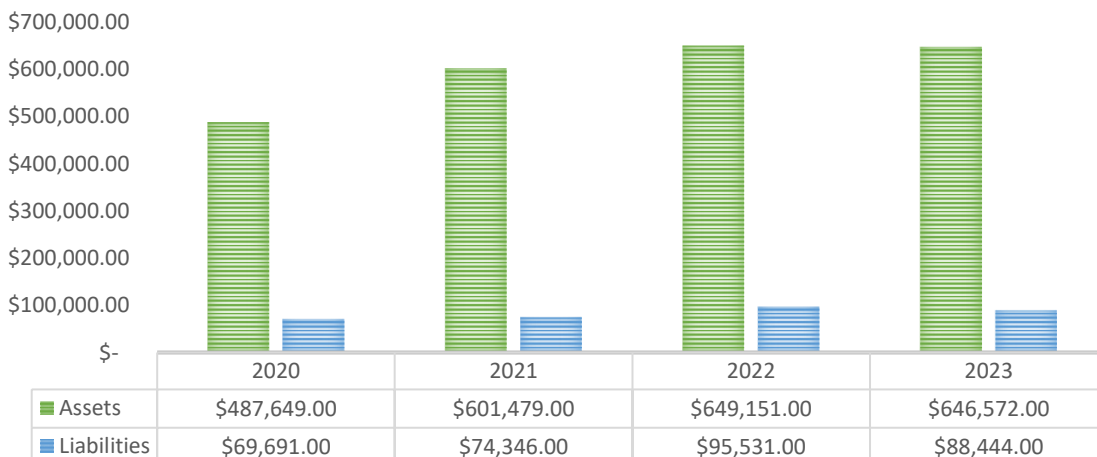
FINANCIALS

REVENUE/EXPENDITURE OCTOBER



Revenue is slightly down on budget and expenses slightly up but as expected coming out of our bump out period. New stallholders starting in Nov/Dec will even this out.

TOTAL ASSETS/LIABILITIES OCTOBER



NOTES

17TH BIRTHDAY CELEBRATIONS

We celebrated our 17th birthday on October 1 by handing out 850 slices of cake to customers and stallholders. We also offered a cooking demo by Kane Pollard on creating a great Spring Breakfast using seasonal market produce.

UNLEY COUNCIL SPONSORSHIP THANK YOU

The CEO attended the above event on behalf of the ASFM to recognise the generous grant funding by the council for the outdoor kitchen and the pop up markets.

TOURISM COUNCIL VISIT

A representative from Tourism SA, Mark Gill attended the market on October 1st to verify that our entry into the SA Tourism Awards was justified and factual. Not having been in the last few years he was in awe at the size and complexity of the market and commented that it was in fact one of SA's largest event happening every weekend. The market was well received.

HALLOWEEN TRICK OR TREAT TRAIL

This years Trick or Treat Trail was a huge success. We increased the number of kids catered for and gave out 420 trick or treat bags. We introduced a new 'token' system that allowed participants to collect 10 only treats to prevent the first 100 or so going to all stallholders and there being no treats left for the next influx. This worked well, although as suspected we had a handful of complaining that they had run our of tokens and wanted more and a few parents that complained that ten tokens wasn't enough. All in all it was a huge success and every child got a fresh apple from pomology to get them started.

Stallholders got into the swing of things with Fleurieu Lavendar taking out the prize for best dressed stall.



Balance Sheet

Adelaide Showground Farmers Market As at 31 October 2023

	31 OCT 2023	31 OCT 2022	31 OCT 2021	31 OCT 2020
Assets				
Bank				
Adel Show Farmers Market Inc	42,378.33	35,216.85	86,594.83	164,778.88
Bendigo - Business Account	291,285.36	395,377.00	327,492.55	120,672.75
Cash Management Account	23,549.92	20,091.43	13,362.84	9,362.42
Petty Cash	701.09	101.45	506.45	935.60
Total Bank	357,914.70	450,786.73	427,956.67	295,749.65
Current Assets				
Clearing - Cash	(21.90)	(1.80)	22.40	(10.20)
Inventory	11,932.80	8,915.27	14,137.39	23,216.44
Money In (Kounta)	(540.00)	(40.00)	(230.00)	(340.00)
Trade Debtors	11,995.65	30,978.35	19,610.18	3,671.70
Unrealised gain/loss on investments	19,787.66	-	-	-
Total Current Assets	43,154.21	39,851.82	33,539.97	26,537.94
Fixed Assets				
Computer Equipment	27,857.59	30,458.87	29,166.14	29,166.14
Accumulated Depreciation - Computer Equipment	(20,946.75)	(23,436.35)	(21,509.89)	(18,957.81)
Accumulated Amortisation - Fence	-	-	-	(3,548.10)
Fencing	-	-	-	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(33,118.10)	(27,255.82)	(25,497.03)	(22,171.47)
Furniture & Fixtures at Cost	83,942.56	63,940.53	44,279.73	44,279.73
Outdoor Seating - Private Funding	9,277.38	9,277.38	9,277.38	9,277.38
Accumulated Depreciation - Outdoor Seating - Private Funding	(5,184.71)	(4,253.79)	(2,997.90)	(1,428.02)
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,640.38)	(1,350.98)	(1,034.48)	(717.98)
Signs and Banners	-	-	10,040.00	20,233.00
Accumulated Depreciation - Signs and Banners	-	-	(9,406.86)	(15,765.07)
Plant & Equipment	5,065.31	969.00	-	-
Fixtures & Fittings	81,889.82	-	-	-
Accumulated Depreciation - Plant & Equipment	(705.95)	(68.78)	-	-
Total Fixed Assets	149,601.77	51,445.06	35,482.09	50,629.80
Non-current Assets				
Accumulated Amortisation - Website Development	(51,550.50)	(40,928.00)	(30,696.00)	(20,464.00)
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
Accumulated Amortisation - CRM	(3,588.38)	-	-	-
CRM	17,941.88	12,800.00	-	-
Total Non-current Assets	99,951.84	107,068.34	104,500.34	114,732.34
Total Assets	650,622.52	649,151.95	601,479.07	487,649.73
Liabilities				

	31 OCT 2023	31 OCT 2022	31 OCT 2021	31 OCT 2020
Current Liabilities				
ATO Integrated Client Account	-	-	-	(3,434.50)
GST	(15,904.95)	2,034.06	1,204.17	10,618.07
PAYG Withholding Payable	14,022.00	8,857.53	2,333.53	8,887.53
Rounding	(0.69)	-	(0.19)	(4.75)
Superannuation Payable	3,419.99	2,084.71	1,375.02	1,900.68
Trade Creditors	34,939.73	36,201.06	42,182.29	17,268.13
Wages Payable	2,521.87	90.15	-	-
Workcover Payable	136.15	-	-	-
GST Adjustment	293.43	-	-	-
Total Current Liabilities	39,427.53	49,267.51	47,094.82	35,235.16
Non-current Liabilities				
Prepayments	(0.02)	(6,302.45)	(4,852.92)	-
Provision for Annual Leave	46,942.50	38,875.25	32,137.89	34,456.54
Provision for Long Service Leave	2,684.90	13,610.69	-	-
Suspense	40.00	80.53	(33.00)	-
Total Non-current Liabilities	49,667.38	46,264.02	27,251.97	34,456.54
Total Liabilities	89,094.91	95,531.53	74,346.79	69,691.70
Net Assets	561,527.61	553,620.42	527,132.28	417,958.03
Equity				
Current Year Earnings	(71,087.23)	(46,118.46)	(13,831.53)	49,640.43
Retained Earnings	632,614.84	599,738.88	540,963.81	368,317.60
Total Equity	561,527.61	553,620.42	527,132.28	417,958.03

Profit and Loss

Adelaide Showground Farmers Market For the month ended 31 October 2023

	OCT 2023	MONTH BUDGET	MONTH VARIANCE	JUL-OCT 2023	YTD BUDGET	YTD VARIANCE	
Income							
Event Income - Goodwood Pop Up Market	-	-	-	8,754.54	16,000.00	(7,245.46)	↓
Site Rent Income	37,343.51	39,600.00	(2,256.49)	137,937.14	133,670.00	4,267.14	↑
Total Income	37,343.51	39,600.00	(2,256.49)	146,691.68	149,670.00	(2,978.32)	
Cost of Sales							
COGS - Bags	185.22	628.00	(442.78)	884.52	1,655.00	(770.48)	↓
COGS - Car park costs	-	-	-	1,270.09	-	1,270.09	↑
COGS - Merchandise Costs	644.64	350.00	294.64	2,224.06	1,616.00	608.06	↑
Event Expenditure - Goodwood Pop Up Market	1,629.90	-	1,629.90	12,773.52	16,000.00	(3,226.48)	↓
Membership Costs	513.36	785.00	(271.64)	1,131.17	1,633.00	(501.83)	↓
Total Cost of Sales	2,973.12	1,763.00	1,210.12	18,283.36	20,904.00	(2,620.64)	
Gross Profit	34,370.39	37,837.00	(3,466.61)	128,408.32	128,766.00	(357.68)	
Other Income							
Interest Income	-	-	-	355.90	-	355.90	↑
Bag Revenue	643.11	980.00	(336.89)	2,178.61	2,654.00	(475.39)	↓
Car Park Card Revenue	81.81	-	81.81	1,173.60	-	1,173.60	↑
Catering Rental Income	4,301.69	6,910.00	(2,608.31)	18,522.10	19,039.00	(516.90)	↓
Donations	50.00	-	50.00	50.00	-	50.00	↑
Membership Income	9,415.51	7,600.00	1,815.51	17,088.16	16,010.00	1,078.16	↑
Merchandise Sales	629.08	500.00	129.08	2,168.15	2,000.00	168.15	↑
Power Fees	2,032.18	2,670.00	(637.82)	7,469.72	8,776.00	(1,306.28)	↓
Sponsorship income	-	-	-	750.00	750.00	-	—
Total Other Income	17,153.38	18,660.00	(1,506.62)	49,756.24	49,229.00	527.24	
Operating Expenses							
Accounting and Legal Fees	-	341.00	(341.00)	1,350.00	2,714.00	(1,364.00)	↓
Administrative Expenses	450.22	181.00	269.22	450.22	3,543.00	(3,092.78)	↓
Advertising	1,264.11	3,333.00	(2,068.89)	3,652.90	13,332.00	(9,679.10)	↓
Audit Fees	2,800.00	3,400.00	(600.00)	6,550.00	6,800.00	(250.00)	↓
Bank Charges	256.50	233.00	23.50	858.04	1,045.00	(186.96)	↓
Computer Consultant Fees	165.00	333.00	(168.00)	165.00	1,332.00	(1,167.00)	↓

	OCT 2023	MONTH BUDGET	MONTH VARIANCE	JUL-OCT 2023	YTD BUDGET	YTD VARIANCE
Computer Supplies	-	383.00	(383.00) ↓	-	1,532.00	(1,532.00) ↓
Depreciation Expense	-	-	- —	3,918.57	-	3,918.57 ↑
Dues & Subscriptions	238.18	383.00	(144.82) ↓	976.07	1,532.00	(555.93) ↓
Electricity	-	-	- —	4,206.68	5,000.00	(793.32) ↓
Entertainment	381.82	500.00	(118.18) ↓	1,509.10	2,000.00	(490.90) ↓
General Supplies	-	-	- —	68.17	-	68.17 ↑
Grant expenditure - City of Unley	-	-	- —	(513.75)	-	(513.75) ↓
Insurance	-	-	- —	9,580.36	9,000.00	580.36 ↑
Kids Club Activity Programme	467.37	500.00	(32.63) ↓	651.46	2,000.00	(1,348.54) ↓
Kitchen Supplies	-	333.00	(333.00) ↓	110.27	1,332.00	(1,221.73) ↓
Maintenance	-	333.00	(333.00) ↓	455.00	1,332.00	(877.00) ↓
Marketing Expenses	6,323.67	1,666.00	4,657.67 ↑	20,410.47	6,664.00	13,746.47 ↑
Minor Equipment	1,000.00	100.00	900.00 ↑	1,247.01	400.00	847.01 ↑
Money Out (Kounta)	30.00	-	30.00 ↑	150.00	-	150.00 ↑
Office Supplies	390.33	208.00	182.33 ↑	1,049.44	832.00	217.44 ↑
Postage & Shipping	-	-	- —	12.59	-	12.59 ↑
Realised Currency Gains	2.00	-	2.00 ↑	79.30	-	79.30 ↑
Site Attendant's Fee	928.00	833.00	95.00 ↑	3,944.00	3,332.00	612.00 ↑
Site Consumables	-	50.00	(50.00) ↓	702.95	200.00	502.95 ↑
Site Equipment Hire	1,091.12	1,625.00	(533.88) ↓	5,402.67	6,500.00	(1,097.33) ↓
Site Licence Fees Rent	15,555.40	15,555.00	0.40 ↑	62,204.24	62,220.00	(15.76) ↓
Software Licence Fees	1,905.57	483.00	1,422.57 ↑	3,227.76	1,932.00	1,295.76 ↑
Staff Amenities	39.34	50.00	(10.66) ↓	236.20	200.00	36.20 ↑
Staff Training	-	-	- —	120.00	-	120.00 ↑
Superannuation	3,419.99	2,786.00	633.99 ↑	10,198.65	11,144.00	(945.35) ↓
Telephone	278.06	458.00	(179.94) ↓	1,152.36	1,832.00	(679.64) ↓
Travel & Entertainment	-	125.00	(125.00) ↓	117.66	500.00	(382.34) ↓
Volunteer Expenses	203.77	333.00	(129.23) ↓	910.58	1,332.00	(421.42) ↓
Wages & Salaries	31,090.54	34,500.00	(3,409.46) ↓	92,714.69	103,000.00	(10,285.31) ↓
Wages & Salaries - Annual Leave Movement	-	-	- —	8,093.66	-	8,093.66 ↑
Wages & Salaries - Long Services Leave Movement	-	-	- —	706.52	-	706.52 ↑
Waste Management	-	750.00	(750.00) ↓	1,739.57	3,000.00	(1,260.43) ↓

Profit and Loss

	OCT 2023	MONTH BUDGET	MONTH VARIANCE	JUL-OCT 2023	YTD BUDGET	YTD VARIANCE
Workcover Levy	43.00	208.00	(165.00) ↓	427.64	832.00	(404.36) ↓
Total Operating Expenses	68,323.99	69,983.00	(1,659.01)	248,836.05	256,414.00	(7,577.95)
Net Profit	(16,800.22)	(13,486.00)	(3,314.22)	(70,671.49)	(78,419.00)	7,747.51

Profit and Loss

Adelaide Showground Farmers Market
For the month ended 31 October 2023

Account	Sep 2023	Oct 2023	October 2023 Budget	YTD 2023/24	2023/24 YTD Budget	YTD 2021/22 Actuals	2023/24 Budget
Trading Income							
Bag Revenue	364.61	643.11	980.00	2,178.61	2,654.00	1,899.72	8,200.00
Car Park Card Revenue	54.54	81.81	0.00	1,173.60	0.00	922.68	0.00
Catering Rental Income	6,061.71	4,301.69	6,910.00	18,522.10	19,039.00	16,272.04	65,000.00
Donations	0.00	50.00	0.00	50.00	0.00	0.00	0.00
Membership Income	734.54	9,415.51	7,600.00	17,088.16	16,010.00	15,451.01	224,200.00
Merchandise Sales	190.90	629.08	500.00	2,168.15	2,000.00	1,605.67	6,000.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	3.92	0.00
Power Fees	2,517.96	2,032.18	2,670.00	7,469.72	8,776.00	7,210.17	27,896.00
Site Rent Income	45,254.69	37,343.51	39,600.00	137,937.14	133,670.00	128,529.84	445,000.00
Sponsorship income	0.00	0.00	0.00	750.00	750.00	750.00	2,500.00
RAHS Subsidy	0.00	0.00	0.00	0.00	0.00	16,000.00	0.00
Total Trading Income	55,178.95	54,496.89	58,260.00	187,337.48	182,899.00	188,645.05	778,796.00
Cost of Sales							
COGS - Bags	180.25	185.22	628.00	884.52	1,655.00	1,082.35	5,002.00
COGS - Car park costs	0.00	0.00	0.00	1,270.09	0.00	0.00	0.00
COGS - Merchandise Costs	193.40	644.64	350.00	2,224.06	1,616.00	1,837.85	6,000.00
Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	80.36	513.36	785.00	1,131.17	1,633.00	1,447.04	11,434.00
Total Cost of Sales	454.01	1,343.22	1,763.00	5,509.84	4,904.00	4,367.24	22,436.00
Gross Profit	54,724.94	53,153.67	56,497.00	181,827.64	177,995.00	184,277.81	756,360.00
Events							
Event Income							
Event Income - Goodwood Pop Up Market	8,509.09	0.00	0.00	8,754.54	16,000.00	11,617.97	16,000.00
Total Event Income	8,509.09	0.00	0.00	8,754.54	16,000.00	11,617.97	16,000.00
Event Expenses							
Event Expenditure - Goodwood Pop Up Market	(4,606.95)	(1,629.90)	0.00	(12,773.52)	(16,000.00)	(6,491.98)	(16,000.00)
Event expenses - COVID-19	0.00	0.00	0.00	0.00	0.00	(2,964.44)	0.00
Total Event Expenses	(4,606.95)	(1,629.90)	0.00	(12,773.52)	(16,000.00)	(9,456.42)	(16,000.00)
Gross Profit (Loss) on Event	3,902.14	(1,629.90)	0.00	(4,018.98)	0.00	2,161.55	0.00

Grant Funding

Grant Income							
Grant Funding - City of Unley	0.00	0.00	0.00	0.00	0.00	4,000.00	0.00
Private Funding	0.00	0.00	0.00	0.00	0.00	245.44	0.00
Total Grant Income	0.00	0.00	0.00	0.00	0.00	4,245.44	0.00
Grant Expenses							
Grant expenditure - City of Unley	73.37	0.00	0.00	513.75	0.00	0.00	0.00
Total Grant Expenses	73.37	0.00	0.00	513.75	0.00	0.00	0.00
Gross Profit (Loss) on Grant Funding	73.37	0.00	0.00	513.75	0.00	4,245.44	0.00

Other Income

Distributions Received	0.00	0.00	0.00	0.00	0.00	1,727.17	0.00
Interest Income	0.00	0.00	0.00	355.90	0.00	0.00	0.00
Other Income	0.00	0.00	0.00	0.00	0.00	0.22	0.00
Portfolio Gain / Loss	0.00	0.00	0.00	0.00	0.00	(11,099.66)	0.00
Total Other Income	0.00	0.00	0.00	355.90	0.00	(9,372.27)	0.00

Operating Expenses

Accounting							
Accounting and Legal Fees	1,350.00	0.00	341.00	1,350.00	2,714.00	6,200.00	9,492.00
Audit Fees	3,750.00	2,800.00	3,400.00	6,550.00	6,800.00	2,600.00	6,800.00
Total Accounting	5,100.00	2,800.00	3,741.00	7,900.00	9,514.00	8,800.00	16,292.00
Marketing							
Advertising	0.00	1,264.11	3,333.00	3,652.90	13,332.00	8,829.01	40,000.00
Marketing Expenses	10,095.05	6,323.67	1,666.00	20,410.47	6,664.00	3,752.82	20,000.00
Total Marketing	10,095.05	7,587.78	4,999.00	24,063.37	19,996.00	12,581.83	60,000.00
Bank Charges	237.55	256.50	233.00	858.04	1,045.00	969.42	8,500.00
Cleaning Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Administrative Expenses	0.00	450.22	181.00	450.22	3,543.00	1,996.01	5,000.00
Computer Consultant Fees	0.00	165.00	333.00	165.00	1,332.00	1,531.25	4,000.00
Computer Supplies	0.00	0.00	383.00	0.00	1,532.00	89.20	4,600.00
Dues & Subscriptions	288.18	238.18	383.00	976.07	1,532.00	1,364.36	4,600.00
Electricity	4,206.68	0.00	0.00	4,206.68	5,000.00	4,206.68	20,000.00
Equipment Expense/Hire	0.00	0.00	0.00	0.00	0.00	0.00	0.00
General Supplies	0.00	0.00	0.00	68.17	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	9,580.36	9,000.00	2,639.97	9,000.00
Kids Club Activity Programme	0.00	467.37	500.00	651.46	2,000.00	850.12	6,000.00
Kitchen Supplies	110.27	0.00	333.00	110.27	1,332.00	281.21	4,000.00
Maintenance	0.00	0.00	333.00	455.00	1,332.00	280.00	4,000.00
Membership Card Purchase	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Minor Equipment	59.73	1,000.00	100.00	1,247.01	400.00	401.86	1,200.00
Money Out (Kounta)	0.00	30.00	0.00	150.00	0.00	40.00	0.00

Office Supplies	327.04	390.33	208.00	1,049.44	832.00	1,299.80	2,500.00
Postage & Shipping	0.00	0.00	0.00	12.59	0.00	0.00	230.00
Realised Currency Gains	1.84	2.00	0.00	79.30	0.00	169.04	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
Security	0.00	0.00	0.00	0.00	0.00	2,010.45	0.00
Site Attendant's Fee	1,160.00	928.00	833.00	3,944.00	3,332.00	5,400.00	10,000.00
Site Consumables	520.93	0.00	50.00	702.95	200.00	218.14	600.00
Site Equipment Hire	567.93	1,091.12	1,625.00	5,402.67	6,500.00	6,508.68	19,500.00
Site Licence Fees Rent	15,555.40	15,555.40	15,555.00	62,204.24	62,220.00	71,741.00	194,325.00
Software Licence Fees	656.73	1,905.57	483.00	3,227.76	1,932.00	1,526.74	5,800.00
Staff Amenities	132.43	39.34	50.00	236.20	200.00	148.36	600.00
Staff Training	0.00	0.00	0.00	120.00	0.00	0.00	4,000.00
Superannuation	2,329.68	3,419.99	2,786.00	10,198.65	11,144.00	9,205.87	33,440.00
Telephone	300.79	278.06	458.00	1,152.36	1,832.00	1,262.40	5,500.00
Travel & Entertainment	107.66	0.00	125.00	117.66	500.00	1,336.37	1,500.00
Uniforms	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Unrealised Currency Gains	0.00	0.00	0.00	0.00	0.00	1.62	0.00
Volunteer Expenses	501.81	203.77	333.00	910.58	1,332.00	664.85	4,000.00
Wages & Salaries	21,178.96	31,090.54	34,500.00	92,714.69	103,000.00	85,065.49	304,000.00
Wages & Salaries - Long Services Leave Movemer	281.45	0.00	0.00	706.52	0.00	0.00	0.00
Workcover Levy	0.00	43.00	208.00	427.64	832.00	192.32	2,496.00
Waste Management	890.16	0.00	750.00	1,739.57	3,000.00	2,260.79	9,000.00
Entertainment	581.82	381.82	500.00	1,509.10	2,000.00	1,636.38	6,000.00
Total Operating Expenses	65,192.09	68,323.99	69,983.00	237,337.57	256,414.00	226,680.21	753,683.00
Net Profit	(10,467.15)	(15,170.32)	(13,486.00)	(55,154.03)	(78,419.00)	(51,774.67)	2,677.00

**Overall Budget
Budget Summary
Adelaide Showground Farmers Market
July 2023 to June 2024**

Account	Month Jul-23	Month Aug-23	YTD Aug-23	Month Sep-23	YTD Sep-23	Month Oct-23	YTD Oct-23	Month Nov-23	YTD Nov-23	Month Dec-23	YTD Dec-23	Month Jan-24	YTD Jan-24	Month Feb-24	YTD Feb-24	Month Mar-24	YTD Mar-24	Month Apr-24	YTD Apr-24	Month May-24	YTD May-24	Month Jun-24	2023/24 Budget
Income																							
Bag Revenue	\$776.00	\$431.00	\$1,207.00	\$467.00	\$1,674.00	\$980.00	\$2,654.00	\$800.00	\$3,454.00	\$563.00	\$4,017.00	\$419.00	\$4,436.00	\$617.00	\$5,053.00	\$476.00	\$5,529.00	\$1,013.00	\$6,542.00	\$858.00	\$7,400.00	\$800.00	\$8,200.00
Catering Rental Income	\$5,105.00	\$2,362.00	\$7,467.00	\$4,662.00	\$12,129.00	\$6,910.00	\$19,039.00	\$3,458.00	\$22,497.00	\$9,507.00	\$32,004.00	\$5,037.00	\$37,041.00	\$5,300.00	\$42,341.00	\$6,350.00	\$48,691.00	\$5,729.00	\$54,420.00	\$4,080.00	\$58,500.00	\$6,500.00	\$65,000.00
Membership Income	\$4,300.00	\$2,840.00	\$7,140.00	\$1,270.00	\$8,410.00	\$7,600.00	\$16,010.00	\$31,000.00	\$47,010.00	\$36,000.00	\$83,010.00	\$96,000.00	\$179,010.00	\$19,200.00	\$198,210.00	\$8,800.00	\$207,010.00	\$7,190.00	\$214,200.00	\$5,000.00	\$219,200.00	\$5,000.00	\$224,200.00
Merchandise Sales	\$500.00	\$500.00	\$1,000.00	\$500.00	\$1,500.00	\$500.00	\$2,000.00	\$500.00	\$2,500.00	\$500.00	\$3,000.00	\$500.00	\$3,500.00	\$500.00	\$4,000.00	\$500.00	\$4,500.00	\$500.00	\$5,000.00	\$500.00	\$5,500.00	\$500.00	\$6,000.00
Power Fees	\$2,070.00	\$1,150.00	\$3,220.00	\$2,886.00	\$6,106.00	\$2,670.00	\$8,776.00	\$1,800.00	\$10,576.00	\$2,900.00	\$13,476.00	\$1,920.00	\$15,396.00	\$2,290.00	\$17,686.00	\$2,800.00	\$20,486.00	\$2,360.00	\$22,846.00	\$2,180.00	\$25,026.00	\$2,870.00	\$27,896.00
Site Rent Income	\$31,770.00	\$19,300.00	\$51,070.00	\$43,000.00	\$94,070.00	\$39,600.00	\$133,670.00	\$36,600.00	\$170,270.00	\$42,490.00	\$212,760.00	\$34,330.00	\$247,090.00	\$37,000.00	\$284,090.00	\$45,100.00	\$329,190.00	\$36,500.00	\$365,690.00	\$36,100.00	\$401,790.00	\$43,210.00	\$445,000.00
Sponsorship Income	\$0.00	\$750.00	\$750.00	\$0.00	\$750.00	\$0.00	\$750.00	\$750.00	\$1,500.00	\$0.00	\$1,500.00	\$0.00	\$1,500.00	\$750.00	\$2,250.00	\$0.00	\$2,250.00	\$0.00	\$2,250.00	\$250.00	\$2,500.00	\$0.00	\$2,500.00
Event Income - Goodwood Pop I	\$0.00	\$0.00	\$0.00	\$16,000.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00
Total Income	\$44,521.00	\$27,333.00	\$71,854.00	\$68,785.00	\$140,639.00	\$58,260.00	\$198,899.00	\$74,908.00	\$273,807.00	\$91,960.00	\$365,767.00	\$138,206.00	\$503,973.00	\$65,657.00	\$569,630.00	\$64,026.00	\$633,656.00	\$53,292.00	\$686,948.00	\$48,968.00	\$735,916.00	\$58,880.00	\$794,796.00
Less Cost of Sales																							
COGS - Bags	\$440.00	\$265.00	\$705.00	\$322.00	\$1,027.00	\$628.00	\$1,655.00	\$642.00	\$2,297.00	\$398.00	\$2,695.00	\$287.00	\$2,982.00	\$400.00	\$3,382.00	\$330.00	\$3,712.00	\$230.00	\$3,942.00	\$510.00	\$4,452.00	\$550.00	\$5,002.00
COGS - Merchandise Costs	\$552.00	\$254.00	\$806.00	\$460.00	\$1,266.00	\$1,666.00	\$3,332.00	\$1,666.00	\$5,000.00	\$1,666.00	\$6,666.00	\$1,666.00	\$8,332.00	\$1,666.00	\$11,666.00	\$1,666.00	\$13,332.00	\$1,666.00	\$16,666.00	\$1,666.00	\$18,332.00	\$1,674.00	\$20,000.00
Event Expenditure - Goodwood F	\$0.00	\$0.00	\$0.00	\$16,000.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00	\$0.00	\$16,000.00
Membership Costs	\$430.00	\$285.00	\$715.00	\$133.00	\$848.00	\$785.00	\$1,533.00	\$1,553.00	\$3,186.00	\$1,630.00	\$4,816.00	\$2,965.00	\$7,781.00	\$1,367.00	\$9,148.00	\$505.00	\$9,653.00	\$716.00	\$10,369.00	\$380.00	\$10,749.00	\$685.00	\$11,434.00
Total Cost of Sales	\$1,422.00	\$804.00	\$2,226.00	\$16,915.00	\$19,141.00	\$1,763.00	\$20,904.00	\$2,705.00	\$23,609.00	\$2,870.00	\$26,479.00	\$3,662.00	\$30,141.00	\$2,687.00	\$32,828.00	\$1,395.00	\$34,223.00	\$1,246.00	\$35,469.00	\$1,205.00	\$36,674.00	\$1,762.00	\$38,436.00
Gross Profit	\$43,099.00	\$26,529.00	\$69,628.00	\$51,870.00	\$121,498.00	\$56,497.00	\$177,995.00	\$72,203.00	\$250,198.00	\$89,090.00	\$339,288.00	\$134,544.00	\$473,832.00	\$62,970.00	\$536,802.00	\$62,631.00	\$599,433.00	\$52,046.00	\$651,479.00	\$47,763.00	\$699,242.00	\$57,118.00	\$756,360.00
Less Operating Expenses																							
Accounting and Legal Fees	\$341.00	\$341.00	\$682.00	\$1,691.00	\$2,373.00	\$341.00	\$2,714.00	\$341.00	\$3,055.00	\$1,691.00	\$4,746.00	\$341.00	\$5,087.00	\$341.00	\$5,428.00	\$1,691.00	\$7,119.00	\$341.00	\$7,460.00	\$341.00	\$7,801.00	\$1,691.00	\$9,492.00
Administrative Expenses	\$181.00	\$181.00	\$362.00	\$3,000.00	\$3,362.00	\$181.00	\$3,543.00	\$181.00	\$3,724.00	\$181.00	\$3,905.00	\$181.00	\$4,086.00	\$181.00	\$4,267.00	\$181.00	\$4,448.00	\$181.00	\$4,629.00	\$181.00	\$4,810.00	\$181.00	\$5,000.00
Advertising and Marketing - Above	\$3,333.00	\$3,333.00	\$6,666.00	\$3,333.00	\$9,999.00	\$3,333.00	\$13,332.00	\$3,333.00	\$16,665.00	\$3,333.00	\$20,000.00	\$3,333.00	\$23,331.00	\$3,333.00	\$26,664.00	\$3,333.00	\$29,997.00	\$3,333.00	\$33,330.00	\$3,333.00	\$36,663.00	\$3,337.00	\$40,000.00
Advertising and Marketing - Below	\$1,666.00	\$1,666.00	\$3,332.00	\$1,666.00	\$4,998.00	\$1,666.00	\$6,664.00	\$1,666.00	\$8,330.00	\$1,666.00	\$10,000.00	\$1,666.00	\$11,666.00	\$1,666.00	\$13,332.00	\$1,666.00	\$14,998.00	\$1,666.00	\$16,664.00	\$1,666.00	\$18,330.00	\$1,674.00	\$20,000.00
Audit Fees	\$0.00	\$0.00	\$0.00	\$3,400.00	\$3,400.00	\$3,400.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00	\$0.00	\$6,800.00
Bank Charges	\$311.00	\$228.00	\$539.00	\$273.00	\$812.00	\$233.00	\$1,045.00	\$476.00	\$1,521.00	\$995.00	\$2,516.00	\$1,714.00	\$4,230.00	\$2,810.00	\$7,040.00	\$516.00	\$7,556.00	\$342.00	\$7,898.00	\$395.00	\$8,293.00	\$207.00	\$8,500.00
Computer Consultant Fees	\$333.00	\$333.00	\$666.00	\$333.00	\$999.00	\$333.00	\$1,332.00	\$333.00	\$1,665.00	\$333.00	\$1,998.00	\$333.00	\$2,331.00	\$333.00	\$2,664.00	\$333.00	\$2,997.00	\$333.00	\$3,330.00	\$333.00	\$3,663.00	\$337.00	\$4,000.00
Computer Supplies	\$383.00	\$383.00	\$766.00	\$383.00	\$1,149.00	\$383.00	\$1,532.00	\$383.00	\$1,915.00	\$383.00	\$2,298.00	\$383.00	\$2,681.00	\$383.00	\$3,064.00	\$383.00	\$3,447.00	\$383.00	\$3,830.00	\$383.00	\$4,213.00	\$387.00	\$4,600.00
Electricity	\$0.00	\$0.00	\$0.00	\$5,000.00	\$5,000.00	\$0.00	\$5,000.00	\$0.00	\$5,000.00	\$5,000.00	\$10,000.00	\$0.00	\$10,000.00	\$0.00	\$10,000.00	\$5,000.00	\$15,000.00	\$0.00	\$15,000.00	\$0.00	\$15,000.00	\$5,000.00	\$20,000.00
Entertainment	\$500.00	\$500.00	\$1,000.00	\$500.00	\$1,500.00	\$500.00	\$2,000.00	\$500.00	\$2,500.00	\$500.00	\$3,000.00	\$500.00	\$3,500.00	\$500.00	\$4,000.00	\$500.00	\$4,500.00	\$500.00	\$5,000.00	\$500.00	\$5,500.00	\$500.00	\$6,000.00
Insurance	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00	\$0.00	\$9,000.00
Kids Club Activity Programme	\$500.00	\$500.00	\$1,000.00	\$500.00	\$1,500.00	\$500.00	\$2,000.00	\$500.00	\$2,500.00	\$500.00	\$3,000.00	\$500.00	\$3,500.00	\$500.00	\$4,000.00	\$500.00	\$4,500.00	\$500.00	\$5,000.00	\$500.00	\$5,500.00	\$500.00	\$6,000.00
Kitchen Supplies	\$333.00	\$333.00	\$666.00	\$333.00	\$999.00	\$333.00	\$1,332.00	\$333.00	\$1,665.00	\$333.00	\$1,998.00	\$333.00	\$2,331.00	\$333.00	\$2,664.00	\$333.00	\$2,997.00	\$333.00	\$3,330.00	\$333.00	\$3,663.00	\$337.00	\$4,000.00
Maintenance	\$333.00	\$333.00	\$666.00	\$333.00	\$999.00	\$333.00	\$1,332.00	\$333.00	\$1,665.00	\$333.00	\$1,998.00	\$333.00	\$2,331.00	\$333.00	\$2,664.00	\$333.00	\$2,997.00	\$333.00	\$3,330.00	\$333.00	\$3,663.00	\$337.00	\$4,000.00
Minor Equipment	\$100.00	\$100.00	\$200.00	\$100.00	\$300.00	\$100.00	\$400.00	\$100.00	\$500.00	\$100.00	\$600.00	\$100.00	\$700.00	\$100.00	\$800.00	\$100.00	\$900.00	\$100.00	\$1,000.00	\$100.00	\$1,100.00	\$100.00	\$1,200.00
Office Supplies	\$208.00	\$208.00	\$416.00	\$208.00	\$624.00	\$208.00	\$832.00	\$208.00	\$1,040.00	\$208.00	\$1,248.00	\$208.00	\$1,456.00	\$208.00	\$1,664.00	\$208.00	\$1,872.00	\$208.00	\$2,080.00	\$208.00	\$2,288.00	\$212.00	\$2,500.00
Postage & Shipping	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
Recruitment Expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$1,000.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00	\$0.00	\$1,000.00
Site Attendant's Fee	\$833.00	\$833.00	\$1,666.00	\$833.00	\$2,499.00	\$833.00	\$3,332.00	\$833.00	\$4,165.00	\$833.00	\$4,998.00	\$833.00	\$5,831.00	\$833.00	\$6,664.00	\$833.00	\$7,497.00	\$833.00	\$8,330.00	\$833.00	\$9,163.00	\$837.00	\$10,000.00
Site Consumables	\$50.00	\$50.00	\$100.00	\$50.00	\$150.00	\$50.00	\$200.00	\$50.00	\$250.00	\$50.00	\$300.00	\$50.00	\$350.00	\$50.00	\$400.00	\$50.00	\$450.00	\$50.00	\$500.00	\$50.00	\$550.00	\$50.00	\$600.00
Site Equipment Hire	\$1,625.00	\$1,625.00	\$3,250.00	\$1,625.00	\$4,875.00	\$1,625.00	\$6,500.00	\$1,625.00	\$8,125.00	\$1,625.00	\$9,750.00	\$1,625.00	\$11,375.00	\$1,625.00	\$13,000.00	\$1,625.00	\$14,625.00	\$1,625.00	\$16,250.00	\$1,625.00	\$17,875.00	\$1,625.00	\$19,500.00
Site Licence Fees Rent	\$15,555.00	\$15,555.00	\$31,110.00	\$15,555.00	\$46,665.00	\$15,555.00	\$62,220.00	\$15,555.00	\$77,775.00	\$15,555.00	\$93,330.00	\$15,555.00	\$110,885.00	\$15,555.00	\$127,440.00	\$15,555.00	\$144,995.00	\$15,555.00	\$162,550.00	\$15,555.00	\$179,105.00	\$15,555.00	\$196,660.00
Software Licence Fees	\$483.00	\$483.00	\$966.00	\$483.00	\$1,449.00	\$483.00	\$1,932.00	\$483.00	\$2,415.00	\$483.00	\$2,898.00	\$483.00	\$3,381.00	\$483.00	\$3,864.00	\$483.00	\$4,347.00	\$483.00	\$4,830.00	\$483.00	\$5,313.00	\$487.00	\$5,800.00
Staff Amenities	\$50.00	\$50.00																					

Adelaide Showground Farmers Market Committee Meeting
 2023/2024 APPROVED CAPEX SPEND



Capex Item	DETAILS	SPENT
Umbrellas	11 x 5m x 5m 2 x 4m x 4m \$65810 PLUS INSTALLATION APPROX \$13,000	\$81,207
Planter Boxes	16 in total \$9,136	\$5969
Picnic Tables	10 = \$11,772	\$11,772
Wayfaring Signage	4 x \$1800 = \$7,200	
Directional Signposts	5 x Fingerpost Signs = \$9495	
TOTAL	\$104,641	\$98,948