

**ADELAIDE SHOWGROUND FARMERS' MARKET**  
**COMMITTEE MEETING – 5pm, Wednesday 17 Jan 2024**  
**Meeting Room, Heavy Horse Memorial Building**

**AGENDA**

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A short in camera session from 5pm – 5.10pm will precede the ASFM meeting proper.

1. Welcome and Apologies
2. New Conflicts of Interest
3. Minutes of the November Meeting
4. Action Items
5. Committee Calendar – 2024
6. ASFM Business Report
7. Finance/Risk Report
8. Sub Committees
  - 8.1 HR Sub-committee
  - 8.2 Risk & Finance Sub-committee
  - 8.3 Market Mix Sub-committee
9. Red Flags & Risk Register
10. AOB
  - 12.1 Strategic Plan
11. Close

**NEXT MEETING**

Committee Meeting – 21 February 2024

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

<b>Members present</b>		
Lynne Dickson (LD)	Geoff Page (GP)	Jordan Philp (JD)
Rae Chapple (RC)	Patricia Simpson (PS)	Norma Loza (NL)
Mem Ericson (ME) via phone	Lou Bailey (LB) via phone	
<b>Apologies</b>		
Gay Wallace (GM)	Mike Rowe (MR)	
<b>Also attended</b>		
Carol McGrane (AFO)	Christine Robertson (CEO)	

**1. Welcome and Apologies**

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

Apologies from MR, GW. The Chair welcomed the two new committee members RC and NL, who introduced themselves.

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

None raised

**3. Minutes of Previous Meeting**

Minutes of the September meeting were moved by GP and JP. Accepted.

**4. Office Bearer elections**

Chair - LD renominated and was reelected unopposed

Deputy Chair – GP renominated and was reelected unopposed.

Secretary – PS renominated and was reelected unopposed.

Treasurer – MR renominated and was reelected unopposed.

Public Officer – CR renominated and was reelected unopposed.

## **5. Authorised Signatories**

It was discussed that traditionally the RAHS representative has been a signatory for convenience as they are onsite. It was generally agreed that the Chair and CEO would be the other signatories. The revised List of Signatories to be handled at next meeting.

## **6. Action Items**

Nothing outstanding.

## **7. Committee Calendar 2023/4**

No comment.

## **8. ASFM Business Report**

Matters raised:

- Yellow bins and customers' issues recognising them as 10c can/bottles only.
- Membership for 2024 on sale and selling well.
- Halloween Trick or Treat trail saw 420 children participate.
- Stallholder relocations post show due to power and new seating areas.

## **9. Finance/Risk Report**

Matters raised:

- Capex – umbrellas money all spent, more money to be spent on the agreed regional signs.
- Risk and Finance Committee Members, LD and MR, met RAHS CFO Hayley Herbst with JP to discuss possible investment strategies for ASFM.

## **10. Sub Committees Nominations and Elections**

- 10.1 HR Sub-committee – LD, GW, CEO were the members appointed.
- 10.2 Risk & Finance Sub-committee – MR, LD, GP, CEO were the members appointed.
- 10.3 Market Mix Sub-committee – PS, GP, CEO, NL, LB were the members appointed.

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

None raised

## **12. AOB**

- 12.1 Strategic Plan.

A discussion arose around the development of a policy that sets the minimum requirement of growers, establishing rules as to what they can claim and communicate to customers and transparency re their pesticide use and practices.

The Chair stated that the Strategic Plan had been signed off but some further action required.

**Action: Audit of stallholders' pesticide use and a review of what stallholders' claim is used/practiced.**

**Action: Chair to weight the KPIs within the Strategic Plan and the Committee to review.**

**Action: Committee to discuss what elements of and how the Strategic Plan will be communicated to members.**

### **13. Close**

6.08 pm meeting closed.

### **NEXT MEETING**

17 January 2023

## Adelaide Showground Farmers Market Committee Meeting

Action Items November 2023

AGENDA ITEM	ACTION	STATUS
<b>September 2023 – Agenda Item AOB</b>	All committee to review and provide feedback on Strategic Plan updates by Fri 29 Sept 23.	Completed
<b>November 2023 – Agenda Item 12.1 AOB</b>	Audit of stallholders' pesticide use and a review of what stallholders' claim is used/practiced.	Ongoing
<b>November 2023 – Agenda Item 12.1 AOB</b>	Chair to weight the KPIs within the Strategic Plan and the Committee to review.	Ready for Committee Review
<b>November 2023 – Agenda Item 12.1 AOB</b>	Committee to discuss what elements of and how the Strategic Plan will be communicated to members.	Ongoing

		ASFM / Committee Action Items	Election/Terms of Office/ For review
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	
August	2024	Committee meeting 21 August	Wed 7 Aug - Call for nominations
		Approve Financial Report for AGM	
			NB: Notification of AGM that includes any special resolutions to be received by membership 21 days prior to the meeting
September	2024	Royal Show Closure Sun 1/9 & 8/9	Fri 6 Sept - Nominations close
		Committee meeting 19 September	Wed 11 Sep - Notification of AGM/Election to members
		Decision required re Christmas and New Year's market	Wed 11 Sep - Online election
			RAHS Representative will have served 2 yrs in Nov
October	2024	<b>AGM 16 October</b>	Wed 9 Oct - Online election closes
			Election results announced at AGM Wed 16 Oct
November	2024	Committee Meeting 20 November	Authorised Signatory List updated
December	2024	Meeting 18 December 2025	
January	2025	Committee meeting date 15 January	
February	2025	Committee meeting date 19 February	
March	2025	Committee meeting date 19 March	<b>Policies for Review</b> Busking Responsible Packaging Policy
April	2025	Easter Weekend 17 -20 April	<b>Policies for Review</b>
		Committee meeting date 16 April	Complaints, Grievances and Dispute Resolutions Policy
			ASFM Sponsorship Policy
			Risk Matrix
			Financial Delegations Policy
			Health and Hygiene Policy
			Privacy Policy
	Weather Policy		
May	2025	Committee meeting date 21 May	<b>Policies for Review</b>
			Market Mix
			Out of Session Voting
			Risk Management
			Allowable Products
		Staff performance reviews	
June	2025	Committee meeting 19 June	
		Decision required re Christmas and New Year's market	
		24/25 budget approval required - Draft	

**Adelaide Showground Farmers' Market**  
**BUSINESS REPORT**  
**DECEMBER 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**










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**

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.

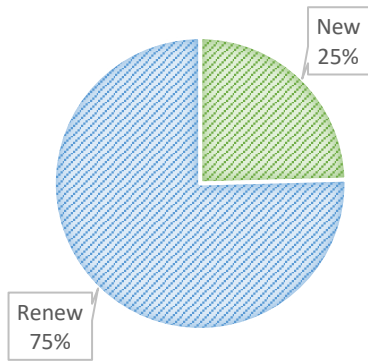


## ASFM SNAPSHOT

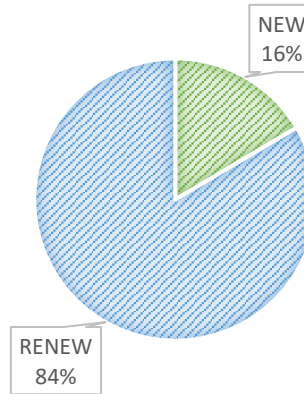
	Total Number of Members For Membership Year	2022/23 1067	Membership sales were slow in November, this was addressed with a promotional 'V Cart' giveaway which saw a strong December
		2023/24 1075	
	Total Number of Members This Month	2022/23 586	A promotional 'V Cart' giveaway which saw a strong December
		2023/24 722	
	Average Weekly Attendance	2022/23 2786	Attendance was strong in December, despite Christmas and New Year Eve markets and lower stallholder attendance.
		2023/24 3221	
	Number of Sundays	5	There were five weeks in both 2022 and 2023
	Average Number of Stalls This Month	2022/23 66.4	A good result over last year, but last year the markets on 24 and 31 were on a Saturday and stallholders were down due to conflicting markets
		2023/24 74.6	
	Google Analytics	2022/23 17,407	A slight decrease of 16.3% in searches for the business profile compared to the previous year. However, there was a notable 26.6% increase in Business Profile Interactions.
		2023/24 14,564	
	Total Direct Mail List	2022/23 7,778	Slight increase on last month as membership sales were low. High membership sales in December should see an increase next month.
		2023/24 7,963	
	Facebook Followers	2022/23 30,314	Our followers grew to 30,577, with 127 new ones. Although page likes slightly dropped (67 likes, down by 2.9%), engagement increased by 27%
		2023/24 30,577	
	Instagram Followers	2022/23 20,167	Profile visits went up by 58.3%, and we gained 301 new followers, a 25.4% increase, bringing the total to 22,772.
		2023/24 22,772	

# MEMBERSHIP SALES

## DECEMBER 2022

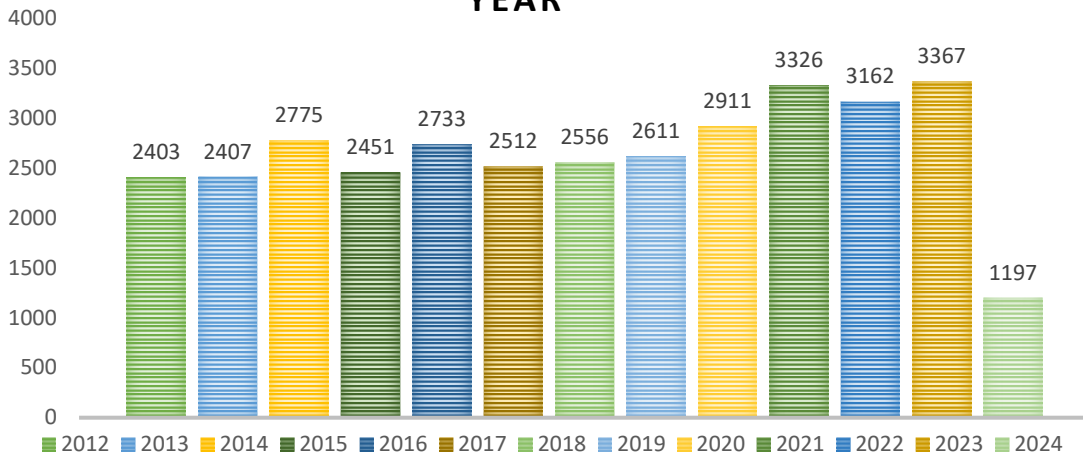


## DECEMBER 2023

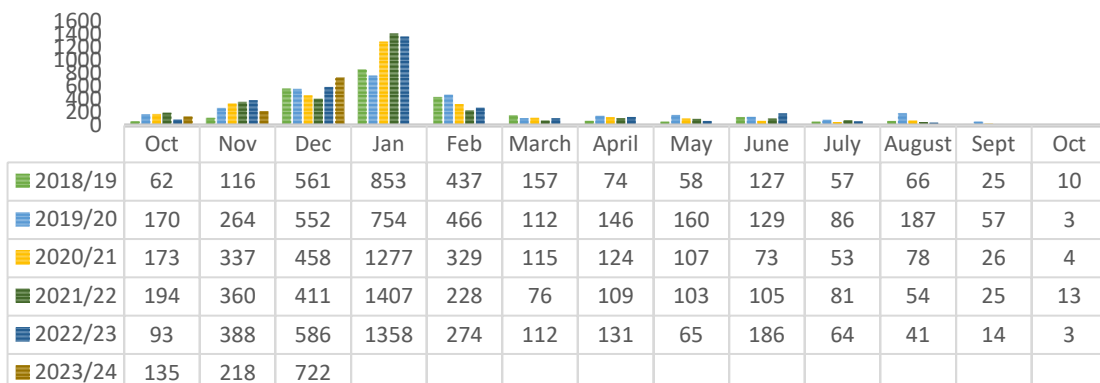


December 2023 has shown a significant increase in renewed members sales for the start of the 2024 membership year. 603 in 2023 compared to 442 in 2022.

## MEMBERSHIP NUMBERS 2012 - 2024 FINANCIAL YEAR



## MEMBERSHIP NUMBERS 18/19 - 23/24 MEMBERSHIP YEAR



## MEMBERSHIP PROMOTION

In December 2023 we ran a membership promotion offering two 'V' Carts as prizes to people renewing or joining during the month. This accelerated membership uptake during the month and was well received.

Go in the draw for your chance to  
**WIN**  
**One of TWO 'V' Carts**  
Valued at \$365ea

Join or renew your 2024 membership by midnight 31 December 2023 and you will instantly go into the draw to Win 1 of 2 'V' 2 tier folding shopping carts.  
(T's & C's Apply)



## MARKETING & COMMUNICATION

In December 2023, our market experienced stability throughout the festive season, recording a total of 16,106 visitors over five weeks, averaging 3,221 attendees per week. This marks significant progress when compared to the figures for 2022, which had 13,932 attendees with a weekly average of 2,786, and in 2021, where the weekly average was 2,015. Notably, the New Year's Eve market on 31 December 2023, witnessed an impressive 3,004 visitors, showcasing notable growth from the 1,976 visitors in 2022. This report details the noteworthy trends and outcomes observed during this period.

Our online efforts saw some good results. On Facebook, we reached 41,653 people, up by 18.4% from last month, and had 6,401 visits, a 23.7% increase. Our followers grew to 30,577, with 127 new ones. Although page likes slightly dropped (67 likes, down by 2.9%), engagement increased by 27%, likely because we invested in paid advertising this month. Out of the total reach, 30,443 engagements happened organically without paid due to content. Demographically, 82.3% of our audience were women, mostly in the 35-44 age range.

Instagram did well with a 10,321 reach, a 6.1% increase from last month, and 22.4% attributed to ads. Profile visits went up by 58.3%, and we gained 301 new followers, a 25.4% increase, bringing the total to 22,772. Most of our audience is in the 35-44 age range, and 83% are women, aligning with Facebook audience and our target market. Overall, our marketing efforts in December showed trends and engagement across various platforms.

We spent \$108.29 on three ads and one event post this month, focusing on boosting posts and ads on Facebook and Instagram. This was mainly to inform people about trading hours, including New

Year's Eve, and to promote 2024 memberships. This year we substantially reduced paid advertising so our overall reach this month went up by 100% to 30,026. Instagram stood out with a 107% increase in external link taps and a 53% increase in business address taps.

On Facebook, we saw a big 465.7% increase in link clicks, including 158 clicks for the NYE market, reaching over 3,000 attendees with a \$25 investment over three days. The Christmas Eve Event boost got 187 event responses and 65 clicks, reaching 5,688 for a \$35 investment over seven days. The Instagram membership reel got 2,258 views over five days, resulting in 38 link clicks for more information on becoming a 2024 market member.

This year on Social Media, we have only run ads or boosted posts three times, with the last instance occurring in June. Despite the annual reach being 408,582 this year compared to 760,236 previously, it's evident that advertising yields more significant results, leading to increased engagement and improved insights. Nevertheless, even with a reduction in advertising efforts on social platforms, we've managed to sustain an overall increase in attendance compared to previous years.

Google My Business performance exhibited mixed results, with a slight decrease of 16.3% in searches for the business profile compared to the previous year. However, there was a notable 26.6% increase in Business Profile Interactions. Website clicks from the Business Profile increased by 30.5%, and direction requests saw a 20.2% increase. Search trends remained consistent, with generalised terms like 'Adelaide markets' and 'Adelaide Farmers Market' dominating.

Our commitment to providing an up-to-date online experience is evident through regular updates on our website, particularly in sections like 'Coming Events and Activities' and 'Kids Club Activities.' Additionally, we've continued to refresh stallholder profiles, introduce new ones, and update existing ones. This initiative not only keeps our audience informed but also enhances the online representation of our diverse and dynamic market community.

In essence, our weekly newsletter continues to serve as an invaluable means of communication, fostering connections within our market community, which comprises 7,963 members and subscribers. During December, we expanded our network by 93 new contacts, resulting in a net subscriber growth of 58 individuals. Notably, our open rate increased by 2%, reaching a noteworthy 47%, while the click-through rate also experienced a 2% uptick, achieving an impressive 4.5%, which exceeds the industry average.

In our Mailchimp assessments, our newsletter currently holds a rating of 8 out of 12, with specific recommendations for enhancement in Typography and Skimmability. Suggestions include utilising a font size of 14 and condensing copy to under 200 words, aligning with the audience's average reading time of 45 seconds. We excel in Text and Visuals, maintaining sentences under 25 words, incorporating at least one image, link, CTA, and social media link. Implementing these adjustments and revisiting our content strategy will contribute to an enhanced overall response rate.

For the festive season, we strategically invested | \$6,666 (inc GST) in 80 paid advertising across two prominent radio channels, Nova 919 and FiveAA. The primary focus of our expenditure was on Nova 919, utilising the same on-air strategy that had previously proven successful, centred around the theme "Shop like a Locavore." The call-to-action (CTA) emphasised driving 2024 membership sales during specific time slots from Wednesday to Saturday. This targeted campaign commenced on 25 November and concluded in the first week of December, aligning with our specified timeframe.

Simultaneously, on FiveAA, our approach involved strategically placing paid commercials throughout the latter part of November with 14 bonus commercials in November and an additional 7 bonus commercials in December. This comprehensive strategy ensures high-frequency exposure through a series of 30-second recorded commercials, maximising our reach and impact. We will report results in future Market reports once available.

Overall our marketing performance in December has yielded positive results that ensured market attendances remained strong during the festive season with activations and entertainment that encouraged visitation and sales.

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

#### Facebook

41,653	Total reach this month	18.4% ↑ (vs MOM) 12,505 from ads
30,577	Total followers	127 new 21% ↑ (vs MOM)
96	Net followers	17.1% ↑ (vs MOM)
29,9039	Likes	
67	New Page likes	2.9% ↓ (vs MOM)
4995	Engagement	27% ↑ (vs MOM)
24	Posts	
23	Stories	
34.2%	1 <sup>st</sup> Top Age Range 35-44 yrs	
24.9%	2 <sup>nd</sup> Top Age Range 45-54 yrs	
17.8%	3 <sup>rd</sup> Top Age Range 25-34 yrs	
82.3%	Women	
17.7%	Men	

#### Instagram

10,321	Reach	6% ↑ (vs MOM) 22.4% from ads
2,712	Profile visits	58.3% ↑ (vs MOM)
11,770	Impressions	21.4 % ↑ (vs MOM)
22,772	Followers	301 or 25.4% ↑ (vs MOM)
148	Follower Growth	0.5% ↑ (vs MOM)
476	Accounts engaged	11% ↓ (vs MOM)
29	Posts	
123	Stories	
1	Reels	
28%	Age Range 25-34 yrs	
35.3%	Age Range 35-44 yrs	
19.8%	Age Range 45-54 yrs	
83.4%	Women	
16.5%	Men	
6pm	Most active time (closely followed by 3pm)	Closely followed by 6pm

#### Facebook & Instagram (Joint Advertising)

30,026	Overall Paid Reach (saw ads)	100% ↑ (vs MOM)
23,088	Paid impressions	100% ↑ (vs MOM)
\$108.29	Total Spend	100% ↑ (vs MOM)

\*Boosted Post, event listing and advertising represented (refer to appendix 1 for details)

#### Google My Business

14,564	Searches showed the business profile	16.3% ↓ (vs YOY)
2,858	Business profile interactions	26.6% ↑ (vs YOY)
22,815	Business profile views	20.9% ↓ (vs YOY)
14,445	Google Search – mobile	63%

2,958	Google Search – desktop	11%
5,281	Google Maps – mobile	23 %
1710	Website clicks made from your Business Profile	30.5% ↑ (vs YOY)
1,100	Direction request	20.2%↑ (vs YOY)

### EDM / Newsletter

7,963	Email distribution list	
93	New Contacts	-
58	Net Subscriber Growth	
47%	Open rate	
4.7%	Click through rate	The industry average is 2.94%
<b>At Jul 23</b>	<b>MAILCHIMP NO LONGER MAKES THIS AVAILABLE</b>	<b>ADDITIONAL PAID OPTION</b>
53%	Female	N/A
23.5%	Male	N/A
23.5	Unkown	
21%	Age Range 35-44	N/A
16%	Age Range 45-54	N/A
10.9%	Age Range 25-34	N/A
12.7	Age Range 55-64	
13.7	Age Range 65 +	
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)

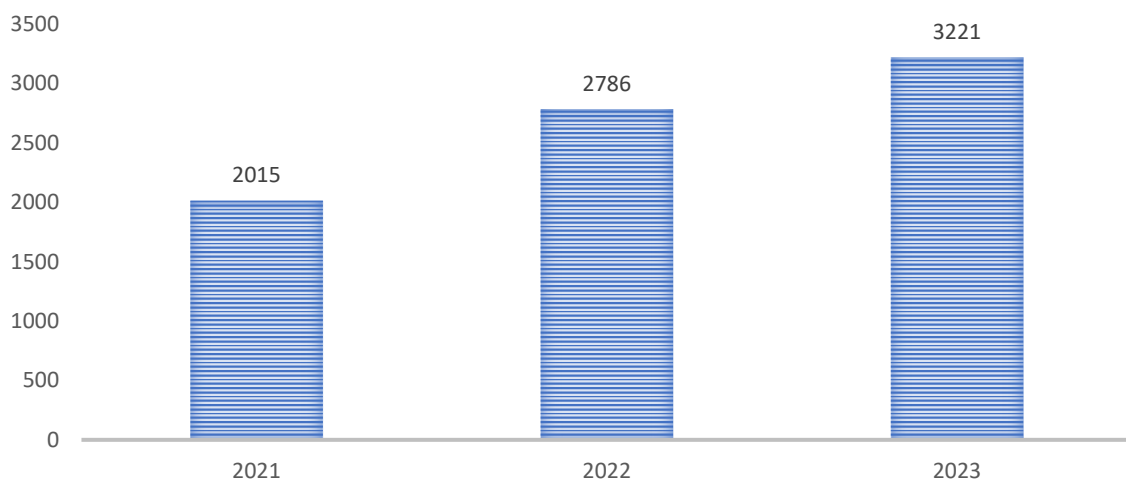
Date	Promotion / Campaign	Platform & Type	Results & Outcomes
Nil	Nil	Nil	Nil
<b>31/7/2023</b>	Glam Adelaide	Annual Package Digital Online Newsletter and Social	Investment \$3,850 for year to include: A minimum of : 3 Featured Articles 6 Facebook Posts (to share your features) 3 Twitter Posts 3 eNewsletter Features 3 Instagram Stories Inclusions in all relevant guides  This Month – Nil In 2022/23 – ASFM received \$11,400 worth of coverage for a \$3000+GST investment.
<b>Nov/Dec 25 to 2</b>	Shop Like a Locavore CTA 2024 Membership	Nova 919 and FiveAA	Investment \$6,666 inc GST Include 80 paid spots consisting 32 spots FiveAA 48 Nova 919

## OPERATIONS

### WEEKLY ATTENDANCE COUNT/RECORDS DECEMBER 2023

	3/12/2023	10/12/2023	17/12/23	24/12/23	31/12/23
<b>Attendance</b>	4198	2107	3629	3168	3004
<b>Compared to 2022</b>	4/12/2022	11/12/2022	18/12/22	24/12/22(Sat)	31/12/22(Sat)
<b>Attendance</b>	3437	2559	3740	2220	1976
<b>Notes</b>	Santa's Wonderland / Gilles / Elves on the Shelves	Santa's Wonderland / Crystal & Gem Show	Santa's Wonderland / Gilles / School Holidays/Santa Photos at the ASFM	Christmas Eve / School Holidays / Central Market Open/Carollers	NYE / School Holidays / Central Market Open
<b>Weather</b>	27	17	25	21	26
<b>Weather</b>	Fine	RAINY!	Sunny	Sunny, wind picked up middle of market	Hot, fine, sunny
<b>Number of Sites</b>	102	97	104	92	71
<b>Number of Stallholders</b>	82	81	83	73	54
<b>Caterers onsite</b>	9	5	9	6	3

### DECEMBER 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	3937	3221							
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
<i>Sept 2023 fig increases to 3568 if Goodwood Primary excluded (2008 average)</i>													
<i>*Sept 2022 fig increases to 3333 if Orphanage park excluded (1407.5 average)</i>													

### 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	96	93.2							
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
<i>* Dec 2017 figure drops to 88.1 if the Twilight market is included (34.5 stalls attended)</i>							<i>***April 2019 figure increases to 87 if Easter Sunday market excluded (50 sites included)</i>						
<i>Sept 2023 increase to 94 if Goodwood Primary excluded (45.6 stalls attended)</i>							<i>**April 2018 figure increases to 91.5 if Easter Sunday market excluded (40 stalls attended)</i>						
<i>Sept 2022 increase to 91.5 if Orphanage Park excluded (38 Stalls attended)</i>							<i>****Dec 2020 figure increases to 102.8 if Twilight market excluded (45 stalls attended)</i>						
<i>*** February 2023 increases to 91.5 if outdoor only Leader St excluded (76 stalls)</i>							<i>****April 2021 figure increases to 93.7 if Easter Sunday market excluded (56 stalls attended)</i>						
							<i>***** Dec 2021 figure decreases due to Twilight Market and no Boxing Day</i>						
							<i>*****April 2022 increase to 89.66 if Easter excluded (58 Stalls attended)</i>						
							<i>** Dec 2022 decreases to 83.6 if NYE included (47 Stalls attended)</i>						

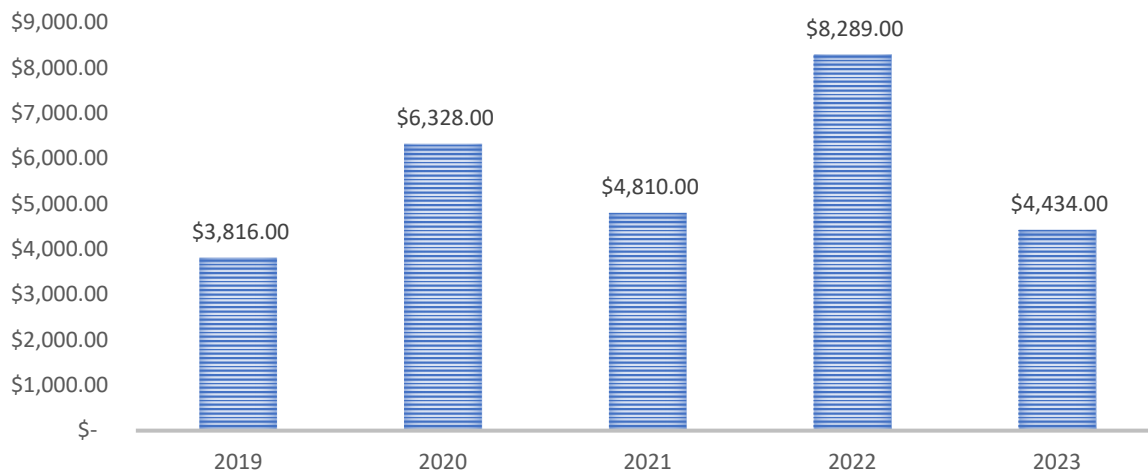
### DECEMBER SITE FEES



There was a drop in site fees for December due to many stallholders taking time off in December.



## DECEMBER CATERING FEES



Many of our caterers/coffee stalls took time off during December this year.

### FOR YOUR INFORMATION

<p><b>New Stallholders:</b></p> <ul style="list-style-type: none"> <li>•</li> </ul>	<p><b>Returning stallholders:</b></p> <ul style="list-style-type: none"> <li>• Adelaide Hills Berries</li> <li>• Merry Cherry</li> <li>• Pavlos Fruit</li> </ul>
<p><b>Stallholder Finishing Temporarily:</b></p> <ul style="list-style-type: none"> <li>• Oscars Adelaide Hills Juice</li> </ul>	<p><b>Stallholders Finished Permanently:</b></p> <ul style="list-style-type: none"> <li>• Sweet FX</li> <li>• Flour Power Bread</li> </ul>

### STALLHOLDERS

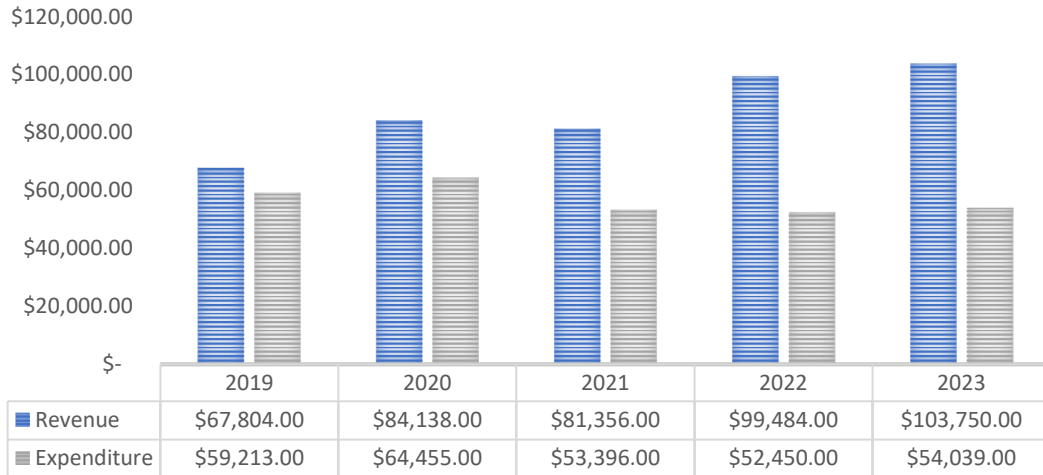
**Flour Power Bread** – Matt, Owner of FPB, passed away late last year and his brother Martin has been unable to keep the company going under the stress of grief and has decided to close.

**Sweet FX** – Maggie is headed back to Uni and her baking day being Fridays, has now been taken over by scheduled lectures. May return once her Uni schedule allows.

**Oscars** – On hiatus for three months while owner Oscar, completes a counselling trainer course.

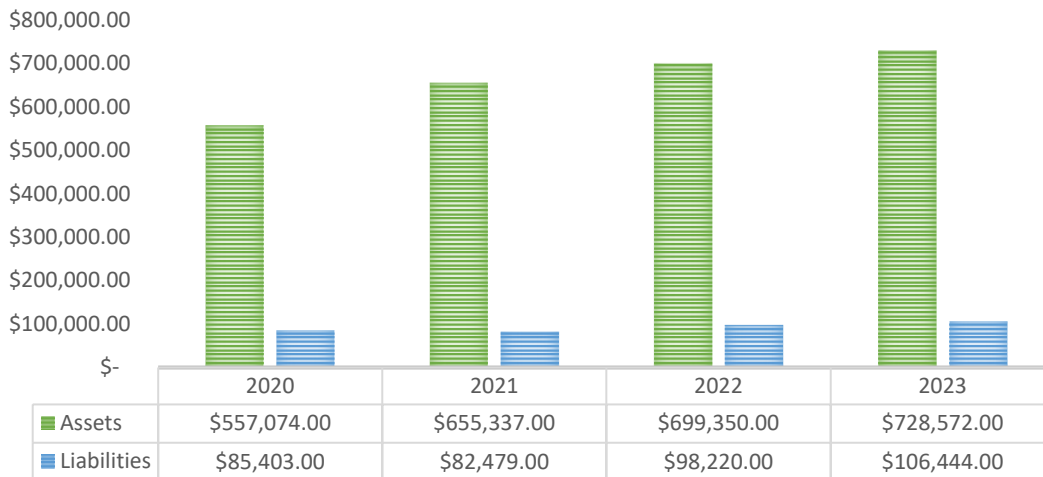
# FINANCIALS

## REVENUE/EXPENDITURE DECEMBER



Revenue is up on budget due to the fact we were not expecting at time of budget to be making car park sales through our system. Without car park sales we are travelling \$5K below budget which comes from decreased income in site and catering income.

## TOTAL ASSETS/LIABILITIES DECEMBER



## NOTES

### ACTIVATIONS

**Elves on the Shelves** - This was the third year running we conducted this activity and once again it was a success. Same amount of children involved, although many started much later than in previous years. Given the large number of businesses/communities that are now running very similar events, we would hope that we can plan something new and fresh for 2024.

**Photos with Santa** – Again this was the third year running and a huge success and would definitely run again next year. We were very lucky to have Kim from Najobe as Santa although may need to look elsewhere for 2024. We did overlook the impact of the Thomas Moore building being replaced by a very bright/reflective basketball building which caused backlighting issues for photos.

and would need to erect a large backdrop or rotate the Santa display so it was facing northwest to avoid backlight issues in future.

### **CHRISTMAS EVE**

The earlier start of 7.30am on Christmas Eve was a huge success, with no customers arriving after the 11.30am close time, so there was success in communicating this to our customers. There was good attendance by stallholders, many having taken pre Christmas orders for pickup.

### **NEW YEARS EVE**

This market enjoyed great attendance with many visitors to Adelaide attending. Disappointing that 9 stallholders who did not notify us of planned non attendance did not attend. Those stalls that did attend reported excellent trade.

# Balance Sheet

## Adelaide Showground Farmers Market As at 31 December 2023

	31 DEC 2023	31 DEC 2022	31 DEC 2021	31 DEC 2020
<b>Assets</b>				
<b>Bank</b>				
Adel Show Farmers Market Inc	68,514.35	59,026.83	74,941.20	173,258.95
Bendigo - Business Account	336,973.02	421,739.73	386,812.56	172,783.56
Cash Management Account	23,549.92	20,091.43	13,362.84	9,364.35
Petty Cash	317.64	126.20	527.00	958.60
<b>Total Bank</b>	<b>429,354.93</b>	<b>500,984.19</b>	<b>475,643.60</b>	<b>356,365.46</b>
<b>Current Assets</b>				
Clearing - Cash	(20.40)	3.00	55.70	53.00
Inventory	14,368.51	11,347.81	15,751.78	21,828.23
Money In (Kounta)	(520.00)	(95.00)	(342.00)	(390.00)
Trade Debtors	21,313.15	26,782.95	21,705.07	15,449.83
Unrealised gain/loss on investments	19,787.66	-	-	-
<b>Total Current Assets</b>	<b>54,928.92</b>	<b>38,038.76</b>	<b>37,170.55</b>	<b>36,941.06</b>
<b>Fixed Assets</b>				
Computer Equipment	27,857.59	30,458.87	29,166.14	29,166.14
Accumulated Depreciation - Computer Equipment	(21,253.99)	(23,752.36)	(21,859.21)	(19,423.55)
Accumulated Amortisation - Fence	-	-	-	(3,548.10)
Fencing	-	-	-	7,097.00
Accumulated Depreciation - Furniture & Fixtures	(35,991.66)	(28,306.84)	(26,010.66)	(22,750.77)
Furniture & Fixtures at Cost	83,942.56	63,940.53	48,043.37	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	(5,328.35)	(4,433.84)	(3,222.96)	(1,709.35)
Shipping Container	3,165.00	3,165.00	3,165.00	3,165.00
Accumulated Depreciation - Shipping Container	(1,693.13)	(1,403.87)	(1,087.37)	(770.87)
Signs and Banners	-	-	10,040.00	20,233.00
Accumulated Depreciation - Signs and Banners	-	-	(9,488.92)	(15,980.32)
Plant & Equipment	5,065.31	2,342.58	-	-
Fixtures & Fittings	80,141.82	-	-	-
Accumulated Depreciation - Plant & Equipment	(845.26)	(101.23)	-	-
<b>Total Fixed Assets</b>	<b>144,337.27</b>	<b>51,186.22</b>	<b>38,022.77</b>	<b>49,035.29</b>
<b>Non-current Assets</b>				
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	14,872.50	-	-
<b>Total Non-current Assets</b>	<b>99,951.84</b>	<b>109,140.84</b>	<b>104,500.34</b>	<b>114,732.34</b>
<b>Total Assets</b>	<b>728,572.96</b>	<b>699,350.01</b>	<b>655,337.26</b>	<b>557,074.15</b>
<b>Liabilities</b>				

	31 DEC 2023	31 DEC 2022	31 DEC 2021	31 DEC 2020
<b>Current Liabilities</b>				
GST	(4,979.55)	10,027.19	11,226.28	13,373.80
PAYG Withholding Payable	15,450.00	4,149.53	3,513.53	6,075.53
Rounding	(0.74)	(2.53)	(4.41)	(6.99)
Superannuation Payable	7,549.63	-	6,150.92	6,827.88
Trade Creditors	34,576.88	35,833.54	34,480.35	22,476.64
Wages Payable	2,521.87	90.19	-	-
Workcover Payable	136.15	-	-	-
GST Adjustment	293.43	-	-	-
<b>Total Current Liabilities</b>	<b>55,547.67</b>	<b>50,097.92</b>	<b>55,366.67</b>	<b>48,746.86</b>
<b>Non-current Liabilities</b>				
Prepayments	(0.02)	(4,901.91)	(3,774.48)	-
Provision for Annual Leave	48,258.87	39,292.98	31,989.81	36,656.61
Provision for Long Service Leave	2,825.63	13,610.69	-	-
Suspense	(188.00)	121.03	(1,103.00)	-
<b>Total Non-current Liabilities</b>	<b>50,896.48</b>	<b>48,122.79</b>	<b>27,112.33</b>	<b>36,656.61</b>
<b>Total Liabilities</b>	<b>106,444.15</b>	<b>98,220.71</b>	<b>82,479.00</b>	<b>85,403.47</b>
<b>Net Assets</b>	<b>622,128.81</b>	<b>601,129.30</b>	<b>572,858.26</b>	<b>471,670.68</b>
<b>Equity</b>				
Current Year Earnings	(10,486.03)	1,390.42	31,894.45	103,353.08
Retained Earnings	632,614.84	599,738.88	540,963.81	368,317.60
<b>Total Equity</b>	<b>622,128.81</b>	<b>601,129.30</b>	<b>572,858.26</b>	<b>471,670.68</b>

## Profit and Loss

Adelaide Showground Farmers Market  
For the month ended 31 December 2023

Account	Dec 2023	Month Budget	Month Variance	Jul-Dec 2023	YTD Budget	YTD Variance
<b>Income</b>						
Event Income - Goodwood Pop Up Market	0.00	0.00	0.00	8,845.45	16,000.00	(7,154.55)
Site Rent Income	37,414.43	42,490.00	(5,075.57)	220,968.84	212,760.00	8,208.84
<b>Total Income</b>	<b>37,414.43</b>	<b>42,490.00</b>	<b>(5,075.57)</b>	<b>229,814.29</b>	<b>228,760.00</b>	<b>1,054.29</b>
<b>Cost of Sales</b>						
COGS - Bags	380.10	398.00	(17.90)	1,603.60	2,695.00	(1,091.40)
COGS - Car park costs	0.00	0.00	0.00	1,270.09	0.00	1,270.09
COGS - Merchandise Costs	351.64	842.00	(490.36)	3,313.33	2,968.00	345.33
Event Expenditure	0.00	0.00	0.00	1,748.00	0.00	1,748.00
Event Expenditure - Goodwood Pop Up Market	0.00	0.00	0.00	13,824.15	16,000.00	(2,175.85)
Membership Costs	1,392.14	1,630.00	(237.86)	3,214.16	4,816.00	(1,601.84)
<b>Total Cost of Sales</b>	<b>2,123.88</b>	<b>2,870.00</b>	<b>(746.12)</b>	<b>24,973.33</b>	<b>26,479.00</b>	<b>(1,505.67)</b>
<b>Gross Profit</b>	<b>35,290.55</b>	<b>39,620.00</b>	<b>(4,329.45)</b>	<b>204,840.96</b>	<b>202,281.00</b>	<b>2,559.96</b>
<b>Other Income</b>						
Interest Income	0.00	0.00	0.00	355.90	0.00	355.90
Bag Revenue	786.35	563.00	223.35	3,787.53	4,017.00	(229.47)
Car Park Card Revenue	19,254.55	0.00	19,254.55	20,455.42	0.00	20,455.42
Catering Rental Income	4,434.41	9,507.00	(5,072.59)	29,032.19	32,004.00	(2,971.81)
Donations	0.00	0.00	0.00	50.00	0.00	50.00
Membership Income	41,496.33	36,000.00	5,496.33	78,652.82	83,010.00	(4,357.18)
Merchandise Sales	513.63	500.00	13.63	3,696.74	3,000.00	696.74
Power Fees	1,974.89	2,900.00	(925.11)	11,912.50	13,476.00	(1,563.50)
Sponsorship income	0.00	0.00	0.00	1,500.00	1,500.00	0.00
<b>Total Other Income</b>	<b>68,460.16</b>	<b>49,470.00</b>	<b>18,990.16</b>	<b>149,443.10</b>	<b>137,007.00</b>	<b>12,436.10</b>
<b>Operating Expenses</b>						
Accounting and Legal Fees	1,350.00	1,691.00	(341.00)	2,700.00	4,746.00	(2,046.00)
Administrative Expenses	1,818.29	181.00	1,637.29	2,268.51	3,905.00	(1,636.49)
Advertising	1,202.12	1,000.00	202.12	11,435.02	17,665.00	(6,229.98)
Audit Fees	0.00	0.00	0.00	6,550.00	6,800.00	(250.00)
Bank Charges	908.44	995.00	(86.56)	2,116.47	2,516.00	(399.53)
Computer Consultant Fees	0.00	333.00	(333.00)	355.00	1,998.00	(1,643.00)
Computer Supplies	0.00	383.00	(383.00)	0.00	2,298.00	(2,298.00)

Dues & Subscriptions	235.66	383.00	(147.34)	1,547.50	2,298.00	(750.50)
Electricity	0.00	5,000.00	(5,000.00)	4,206.68	10,000.00	(5,793.32)
Entertainment	375.11	500.00	(124.89)	2,066.03	3,000.00	(933.97)
General Supplies	0.00	0.00	0.00	68.17	0.00	68.17
Grant expenditure - City of Unley	0.00	0.00	0.00	(513.75)	0.00	(513.75)
Insurance	0.00	0.00	0.00	9,580.36	9,000.00	580.36
Kids Club Activity Programme	202.00	500.00	(298.00)	1,169.71	3,000.00	(1,830.29)
Kitchen Supplies	0.00	333.00	(333.00)	110.27	1,998.00	(1,887.73)
Maintenance	0.00	333.00	(333.00)	1,374.00	1,998.00	(624.00)
Marketing Expenses	2,363.64	3,666.00	(1,302.36)	25,307.09	11,996.00	13,311.09
Minor Equipment	863.64	100.00	763.64	1,914.57	600.00	1,314.57
Money Out (Kounta)	0.00	0.00	0.00	130.00	0.00	130.00
Office Supplies	135.77	208.00	(72.23)	1,657.76	1,248.00	409.76
Postage & Shipping	109.09	0.00	109.09	121.68	0.00	121.68
Realised Currency Gains	2.03	0.00	2.03	83.75	0.00	83.75
Site Attendant's Fee	951.20	833.00	118.20	6,078.40	4,998.00	1,080.40
Site Consumables	0.00	50.00	(50.00)	742.93	300.00	442.93
Site Equipment Hire	1,363.90	1,625.00	(261.10)	8,130.47	9,750.00	(1,619.53)
Site Licence Fees Rent	16,473.17	16,650.00	(176.83)	94,232.81	94,425.00	(192.19)
Software Licence Fees	332.73	483.00	(150.27)	5,153.22	2,898.00	2,255.22
Staff Amenities	20.24	50.00	(29.76)	302.52	300.00	2.52
Staff Training	3,612.50	0.00	3,612.50	3,732.50	4,000.00	(267.50)
Superannuation	2,011.04	2,786.00	(774.96)	14,328.29	16,716.00	(2,387.71)
Telephone	279.93	458.00	(178.07)	1,712.22	2,748.00	(1,035.78)
Travel & Entertainment	34.57	125.00	(90.43)	347.68	750.00	(402.32)
Volunteer Expenses	143.71	333.00	(189.29)	1,173.39	1,998.00	(824.61)
Wages & Salaries	18,282.02	26,000.00	(7,717.98)	130,256.62	154,000.00	(23,743.38)
Wages & Salaries - Annual Leave Movement	0.00	0.00	0.00	9,755.41	0.00	9,755.41
Waste Management	679.01	750.00	(70.99)	5,215.59	4,500.00	715.59
Workcover Levy	289.45	208.00	81.45	1,006.54	1,248.00	(241.46)
<b>Total Operating Expenses</b>	<b>54,039.26</b>	<b>65,957.00</b>	<b>(11,917.74)</b>	<b>356,417.41</b>	<b>383,697.00</b>	<b>(27,279.59)</b>
<b>Net Profit</b>	<b>49,711.45</b>	<b>23,133.00</b>	<b>26,578.45</b>	<b>(2,133.35)</b>	<b>(44,409.00)</b>	<b>42,275.65</b>

## Profit and Loss

Adelaide Showground Farmers Market  
For the month ended 31 December 2023

Account	Nov 2023	Dec 2023	December 2023 Budget	YTD 2023/24	2023/24 YTD Budget	YTD 2022/23 Actuals	2023/24 Budget
<b>Trading Income</b>							
Bag Revenue	777.12	786.35	563.00	3,787.53	4,017.00	2,873.24	8,200.00
Car Park Card Revenue	27.27	19,254.55	0.00	20,455.42	0.00	15,431.78	0.00
Catering Rental Income	5,486.59	4,434.41	9,507.00	29,032.19	32,004.00	27,517.13	65,000.00
Donations	0.00	0.00	0.00	50.00	0.00	0.00	0.00
Membership Income	20,068.33	41,496.33	36,000.00	78,652.82	83,010.00	80,285.70	224,200.00
Merchandise Sales	1,025.87	513.63	500.00	3,696.74	3,000.00	3,152.13	6,000.00
Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00	3.92	0.00
Power Fees	2,471.52	1,974.89	2,900.00	11,912.50	13,476.00	11,102.03	27,896.00
Site Rent Income	45,742.74	37,414.43	42,490.00	220,968.84	212,760.00	204,496.58	445,000.00
Sponsorship income	750.00	0.00	0.00	1,500.00	1,500.00	1,500.00	2,500.00
RAHS Subsidy	0.00	0.00	0.00	0.00	0.00	16,000.00	0.00
<b>Total Trading Income</b>	<b>76,349.44</b>	<b>105,874.59</b>	<b>91,960.00</b>	<b>370,056.04</b>	<b>349,767.00</b>	<b>362,362.51</b>	<b>778,796.00</b>
<b>Cost of Sales</b>							
COGS - Bags	342.20	380.10	398.00	1,603.60	2,695.00	1,762.60	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	939.77	351.64	842.00	3,439.31	2,968.00	3,373.20	6,000.00
Freight	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Membership Costs	711.55	1,392.14	1,630.00	3,214.16	4,816.00	4,262.50	11,434.00
<b>Total Cost of Sales</b>	<b>1,993.52</b>	<b>2,123.88</b>	<b>2,870.00</b>	<b>9,527.16</b>	<b>10,479.00</b>	<b>9,398.30</b>	<b>22,436.00</b>
<b>Gross Profit</b>	<b>74,355.92</b>	<b>103,750.71</b>	<b>89,090.00</b>	<b>360,528.88</b>	<b>339,288.00</b>	<b>352,964.21</b>	<b>756,360.00</b>
<b>Events</b>							
<b>Event Income</b>							
Event Income - Goodwood Pop Up Market	0.00	0.00	0.00	8,845.45	16,000.00	11,617.97	16,000.00
<b>Total Event Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8,845.45</b>	<b>16,000.00</b>	<b>11,617.97</b>	<b>16,000.00</b>
<b>Event Expenses</b>							
Event Expenditure	0.00	0.00	0.00	(1,748.00)	0.00	0.00	0.00
Event Expenditure - Goodwood Pop Up Market	0.00	0.00	0.00	(13,824.15)	(16,000.00)	(6,757.25)	(16,000.00)
Event expenses - COVID-19	0.00	0.00	0.00	0.00	0.00	(2,964.44)	0.00
<b>Total Event Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(15,572.15)</b>	<b>(16,000.00)</b>	<b>(9,721.69)</b>	<b>(16,000.00)</b>
<b>Gross Profit (Loss) on Event</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>(6,726.70)</b>	<b>0.00</b>	<b>1,896.28</b>	<b>0.00</b>
<b>Grant Funding</b>							
<b>Grant Income</b>							
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	2,745.44	0.00
<b>Total Grant Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>6,745.44</b>	<b>0.00</b>
<b>Grant Expenses</b>							
Grant expenditure - City of Unley	0.00	0.00	0.00	513.75	0.00	0.00	0.00
<b>Total Grant Expenses</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>513.75</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Gross Profit (Loss) on Grant Funding</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>513.75</b>	<b>0.00</b>	<b>6,745.44</b>	<b>0.00</b>



**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
<b>Total Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>355.90</b>	<b>0.00</b>	<b>(9,372.27)</b>	<b>0.00</b>

**Operating Expenses**

<b>Accounting</b>							
Accounting and Legal Fees	0.00	1,350.00	1,691.00	2,700.00	4,746.00	7,550.00	9,492.00
Audit Fees	0.00	0.00	0.00	6,550.00	6,800.00	2,600.00	6,800.00
<b>Total Accounting</b>	<b>0.00</b>	<b>1,350.00</b>	<b>1,691.00</b>	<b>9,250.00</b>	<b>11,546.00</b>	<b>10,150.00</b>	<b>16,292.00</b>
<b>Marketing</b>							
Advertising	6,580.00	1,202.12	1,000.00	11,435.02	17,665.00	21,667.27	30,668.00
Marketing Expenses	4,326.73	2,363.64	3,666.00	25,307.09	11,996.00	4,306.78	26,999.00
<b>Total Marketing</b>	<b>10,906.73</b>	<b>3,565.76</b>	<b>4,666.00</b>	<b>36,742.11</b>	<b>29,661.00</b>	<b>25,974.05</b>	<b>57,667.00</b>
Bank Charges	349.99	908.44	995.00	2,116.47	2,516.00	2,331.60	8,500.00
Administrative Expenses	0.00	1,818.29	181.00	2,268.51	3,905.00	4,626.09	5,000.00
Computer Consultant Fees	190.00	0.00	333.00	355.00	1,998.00	3,718.75	4,000.00
Computer Supplies	0.00	0.00	383.00	0.00	2,298.00	89.20	4,600.00
Dues & Subscriptions	309.42	235.66	383.00	1,547.50	2,298.00	2,134.40	4,600.00
Electricity	0.00	0.00	5,000.00	4,206.68	10,000.00	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	4,040.51	9,000.00
IT Upgrade Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Kids Club Activity Programme	0.00	202.00	500.00	1,169.71	3,000.00	1,530.58	6,000.00
Kitchen Supplies	0.00	0.00	333.00	110.27	1,998.00	519.46	4,000.00
Maintenance	0.00	0.00	333.00	1,374.00	1,998.00	280.00	4,000.00
Minor Equipment	0.00	863.64	100.00	1,914.57	600.00	752.22	1,200.00
Office Supplies	472.55	135.77	208.00	1,657.76	1,248.00	1,943.30	2,500.00
Postage & Shipping	0.00	109.09	0.00	121.68	0.00	0.00	230.00
Realised Currency Gains	2.42	2.03	0.00	83.75	0.00	173.34	0.00
Recruitment Expenses	0.00	0.00	0.00	0.00	0.00	325.00	1,000.00
Security	0.00	0.00	0.00	0.00	0.00	2,010.45	0.00
Site Attendant's Fee	1,183.20	951.20	833.00	6,078.40	4,998.00	8,100.00	10,000.00
Site Consumables	39.98	0.00	50.00	742.93	300.00	241.35	600.00
Site Equipment Hire	1,091.12	1,363.90	1,625.00	8,130.47	9,750.00	8,473.80	19,500.00
Site Licence Fees Rent	15,555.40	16,473.17	16,650.00	94,232.81	94,425.00	101,646.40	194,325.00
Software Licence Fees	1,592.73	332.73	483.00	5,153.22	2,898.00	2,919.14	5,800.00
Staff Amenities	46.08	20.24	50.00	302.52	300.00	217.49	600.00
Staff Training	0.00	3,612.50	0.00	3,732.50	4,000.00	0.00	4,000.00
Superannuation	2,118.60	2,011.04	2,786.00	14,328.29	16,716.00	14,538.17	33,440.00
Telephone	279.93	279.93	458.00	1,712.22	2,748.00	1,846.18	5,500.00
Travel & Entertainment	195.45	34.57	125.00	347.68	750.00	1,382.49	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	115.30	143.71	333.00	1,173.39	1,998.00	990.55	4,000.00
Wages & Salaries	19,259.91	18,282.02	26,000.00	130,256.62	154,000.00	136,176.89	304,000.00
Wages & Salaries - Annual Leave Movement	1,316.37	0.00	0.00	9,755.41	0.00	(1,333.82)	0.00
Workcover Levy	289.45	289.45	208.00	1,006.54	1,248.00	576.96	2,496.00
Waste Management	245.45	679.01	750.00	5,215.59	4,500.00	3,303.34	9,000.00
Entertainment	181.82	375.11	500.00	2,066.03	3,000.00	2,727.30	6,000.00
<b>Total Operating Expenses</b>	<b>55,741.90</b>	<b>54,039.26</b>	<b>65,957.00</b>	<b>356,801.16</b>	<b>383,697.00</b>	<b>346,613.49</b>	<b>751,350.00</b>

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<b>Net Profit</b>	<b>18,614.02</b>	<b>49,711.45</b>	<b>23,133.00</b>	<b>4,083.62</b>	<b>(44,409.00)</b>	<b>(3,021.55)</b>	<b>5,010.00</b>
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