

**ADELAIDE SHOWGROUND FARMERS 'MARKET
COMMITTEE MEETING – 5.00 pm, Wednesday, 21 February 2024
Meeting held at the Heavy Horse Memorial Building**

Members present		
Lynne Dickson (LD)	Geoff Page (GP)	Jordan Philp (JD)
Rae Chapple (RC)	Patricia Simpson (PS) – via phone	Norma Loza (NL)
Gay Wallace (GW) via Zoom	Mike Rowe (MR)	
Apologies		
Christine Robertson (CEO)	Louise Bailey (LB)	
Did not attend		
Mem Ericson (ME)		
Also attended		
Carol McGrane (AFO)		

1. Welcome and Apologies

The Chair, LD, opened the meeting at 5.00pm.
Apologies from CEO and LB.

2. New Conflict of Interest (COI)

None raised

3. Minutes of Previous Meeting

Minutes of the January meeting were moved by MR and TS. Accepted.

4. Action Items

Action re Strategic plan dissemination to members to be followed up on once KPI definitions complete.

5. Committee Calendar 2023/4

Action: Correction of dates in calendar, addition of Market Mix meeting date to calendar and issue of ASFM meeting invitations via Outlook.

6. ASFM Business Report

Accepted.

7. Finance/Risk Report

Matters raised:

- Term Deposit \$110k lodged to Sandhurst via Bendigo.
- No depreciation shown in Budget.
- Events Profit & Loss at odds with Balance Sheet.
- Need for Marketing Strategy and spend projected by month.
- Query as to how Marketing Coordinator uses the social media/analytical stats.

Action: Treasurer to create a table showing Term Deposit interest

Action: Development of marketing strategy and marketing spend for 12 to 18 months, with a progress report every 6 months. JP can assist if required.

8. Sub Committees Nominations and Elections

- 10.1 HR Sub-committee – no meeting
- 10.2 Risk & Finance Sub-committee – no meeting
- 10.3 Market Mix Sub-committee – meeting on 12 March 2024.

9. Red Flags & Risk Register

Action: Add risk register to next meeting documents using static appendices.

10. AOB

- 12.1 Strategic Plan – KPI Definitions
 - Kpi - average customer count to 4.5k by Dec 24.
 - Kpi - Injuries at market – 0 preventable injuries. Also record near misses.
 - No stallholders to leave due to something within market's control.
 - 95% taking up market initiatives deemed an unfair measure. The committee agreed that this item be measured for a year and recorded in the business report. Removed from scorecard, for the present, until initiatives defined.
 - Environmental initiative – reduce the red bin waste.

A discussion ensued regarding:

- current bin signage
- education of customers/stallholders to not create waste
- reports from Jeffries and Remondis regarding breakdown of waste collected.
- improving signage – words and images
- removal of red bins from main trolleys to another area

It was agreed that the measure for the KPI is no growth in waste collected.

- Kpi - Increase number of products and diversity from 6 regions -
Discussion arose around the introduction of a new product to the market and/or an increase in the choice of vendors of a product. It was agreed that when adding an additional vendor they are sourced from a different region. To be further discussed at the Market Mix Meeting in March. – linked to market mix policy/meeting.
- No. of tourists kpi – baseline = 0 for now.

Action: CEO to provide monthly report of injuries and near misses at market.

Action: Chair to discuss listing and defining market initiatives with CEO and AFO.

12.2 Committee Pack Content

Committee happy with content with additional extras as discussed.

11. Close

6.46 pm meeting closed.

NEXT MEETING

20 March 2024