



Adelaide
Farmers'
Market
Showground

20

25

Annual Report



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ADELAIDE SHOWGROUND FARMERS' MARKET

The Adelaide Showground Farmers' Market is held on the lands of the Kaurna People, and we acknowledge that they continue to be the custodians of the region and pay our respects to their elders, past, present and emerging.

Vision

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

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.



FROM THE CHAIR

Our purpose is to provide a vibrant environment and education, connecting South Australian producers and food artisans with consumers.

Overview

The past year has been both exciting and rewarding, with the Market making strong progress in delivering on our strategic focus areas. Despite cost-of-living pressures and challenges such as drought and fruit fly, the Market has continued to flourish. It gives me great pleasure to see our continued progress in creating value for our community, customers, and stallholders.

I am proud and deeply grateful to our committee, staff, volunteers, and stallholders for their dedication and resilience. Their commitment has enabled the Market's ongoing success and strengthened its place at the heart of our community.

Achievements

Over the course of the year, we achieved several important milestones, including:

Customer Growth – Average weekly shopper numbers increased from 3,226 in FY23, to 3,868 in FY24, and to 4,203 in FY25.

Stallholder Strength – Occupancy rate has remained at 100%, reflecting the confidence of producers in the Market.

Environmental Responsibility – We continued to strengthen our sustainability practices, including:

- Maintaining our single-use plastic-free policy and encouraging reusable bags, cups, and containers.
- Expanding our organic waste composting program, successfully diverting waste from landfill.
- Supporting stallholders in adopting more sustainable packaging and energy practices.

Social Awareness – Our community engagement has been a highlight, including:

- Fundraising sausage sizzles and stalls, enabling local sporting, community clubs and schools to raise much-needed funds.
- Providing a platform for local charities and not-for-profit organisations to connect with the community.
- Celebrating community spirit through seasonal events and activities, connecting people with South Australian food traditions.

South Australian Focus – We are proud to now have stallholders from 13 regions across the state, up from 9 in the prior year.

These accomplishments are a testament to the strength of our strategic plan and the effective execution by our leadership team.

The Committee has remained focused on strong governance, risk management, and strategic oversight. Policies have been regularly reviewed and updated, with additional attention on safety throughout the year. The Market is in a good financial position with surplus funds reinvested in the market.

The Team

I would like to extend my sincere thanks to Christine Robertson for her passionate leadership and vision, and to the team who continue to work hard and remain agile as circumstances evolve:

- Christine Robertson – CEO
- Carol McGrane – Administration & Finance Officer
- Roz Becker – Marketing & Communications
- Meredith Lange – Market Day Operations Co-ordinator
- Our incredible volunteer crew, who provide vital support every Sunday before, during, and after Market hours.

The Committee

It has been an honour to Chair the ASFM Committee. My thanks go to each Committee Member for their insights, expertise, and commitment:

- Geoff Page – Deputy Chair & Stallholder
- Gay Wallace – Legal Expert
- Mike Rowe – Finance Specialist
- Jordan Philp – RAHS Representative
- Trish Simpson – Member
- Rae Chappell – Member
- Mem Ericson – Stallholder
- Daniel Warburton – Stallholder
- Norma Loza - Stallholder

A special thank you goes to our stallholders – the heart of the Market – who are the reason shoppers join us every Sunday.

The Future

Looking ahead to FY26, the Committee will continue to strengthen governance while advancing our five strategic focus areas:

- Customers
- Stallholders
- Environmental responsibility
- Social awareness
- South Australian focus – continue awareness of shoppers to South Australian produce regions and seasonality.

Closing

As always, thank you to all members and shoppers. Your presence every Sunday makes the Adelaide Showground Farmers' Market such a vibrant and special place.

Lynne Dickson- Chair

Adelaide Showgrounds Farmers Market Committee

THE YEAR IN REVIEW

“One of the highlights of living in Adelaide is coming here on a Sunday morning. The produce is top quality, the stallholders are always friendly, and there’s a real sense of community. It’s not just shopping — it’s part of our weekend.”

Emily Carter, Google Review ★★★★★

The Adelaide Showground Farmers’ Market once again enjoyed a year of resilience, celebration, and connection, with each month offering moments that reminded us why the market is such a treasured part of South Australian life.

July 2024 began our “Market on the Move” period as the Showground prepared for the Royal Show. Memberships remained steady, Kids Corner drew families with Affirmation Rocks and Cookie Jars, and new stallholders Bush Organics, Wild Harvest Olive Oil, Ishtar Middle Eastern Food, and Fodden joined us.

In August, two major bump-outs saw us fully relocate to Leader Street and the Goodwood Primary School. Despite challenging weather, attendance remained strong, and members enjoyed Royal Adelaide Show ticket giveaways. A refreshed bin system with sturdier frames and new signage set the stage for our return to Stirling Angus. Stallholders showed great resilience, proving again that community spirit is what carries us through relocations.

September was a month of preparation, with the team focused on planning activations and events to ensure the market felt vibrant on its return home.

October marked our 18th birthday. More than 800 cupcakes were shared, a string quartet played, families enjoyed a bouncy castle. Later that month the Halloween Spooky Trail drew hundreds of children. Membership sales launched strongly, boosted by QR codes at the market and new signage. The Chook Book Nook opened, quickly becoming a much-loved feature, while the new golf cart and white picket fencing enhanced both operations and ambience.

In November, we proudly won the Food SA Premier’s Food and Beverage Service Provider Award, a moment that recognised the vital role our market plays in SA’s food landscape. November also carried us into the festive season, with warmer weather and busy trading weekends.

December brought a festive atmosphere with Christmas carols and the best local produce for holiday tables. The market sparkled with generosity and community spirit, reminding us why this season is such a special time to gather.

January 2025 opened the new year strongly, with membership growth and social media storytelling reaching tens of thousands through reels with Poh and our stallholders. We farewelled Jacqui Holmes and welcomed Meredith Lange as Market Day Operations Coordinator. Community Connect celebrated its first birthday at month’s end, with 16 groups raising nearly \$20,000 through sausage sizzles in it’s first year.

February was filled with colour as we once again relocated to Leader Street during the Fringe and the Caravan & Camping Show. Oriental Green joined us as a new stallholder, while Hello SA filmed a feature that captured the life of the market. Member ticket giveaways were popular, and visitor numbers soared above 18,000 for the month – clear proof of the market’s ongoing strength.

March brought five busy Sundays, including a large outdoor-only market. Maeve O’Meara visited with her Gourmet Food Safari tour, introducing visitors to our producers. The Hello SA feature aired with glowing feedback, Community Connect barbecues kept the atmosphere lively, and Kids Corner and tasting stations brought families together. At the same time, we welcomed new stallholders as older producers retired, ensuring the market mix remained fresh, diverse, and true to our values.

In April Easter Sunday welcomed more than 5,400 visitors for the Easter Trail and Golden Egg riddles, while Gather Round brought another busy crowd. Rotary’s sausage sizzle and Lolly Jar Circus’s community day showed how the market continues to be a place where fundraising, family fun, and food go hand in hand. Weekly attendance held around 5,000, proof of the market’s strength and loyalty.

May blended tradition with new ideas. Mother’s Day once again drew over 5,000 visitors, with music, kids’ activities, and a cooking demo and book signing by Poh. The Tasting Australia “Hero and the Chef” tour offered guests an intimate market-to-table experience, and hosting the SA Premier’s Food and Beverage Awards gave our stallholders well-deserved recognition. Peppermint Ridge Farms’ Beef Box fundraiser for Dolly’s Dream was another highlight, showing how our producers use their businesses to support the wider community.

June closed the year on a steady note. Membership renewals remained strong, Kids Corner returned with mug-decorating, and Flinders University offered free health checks. Community Connect continued to thrive, and our social media reach hit record levels. Securing the back cover of the Adelaide Concierge Map guaranteed market visibility across hotels and visitor centres for the year ahead.

As the financial year ended, we stood proud – supported by resilient stallholders, loyal members, tireless volunteers, and families who continue to make the market their Sunday ritual.

CALENDAR OF EVENTS

2024- 2025

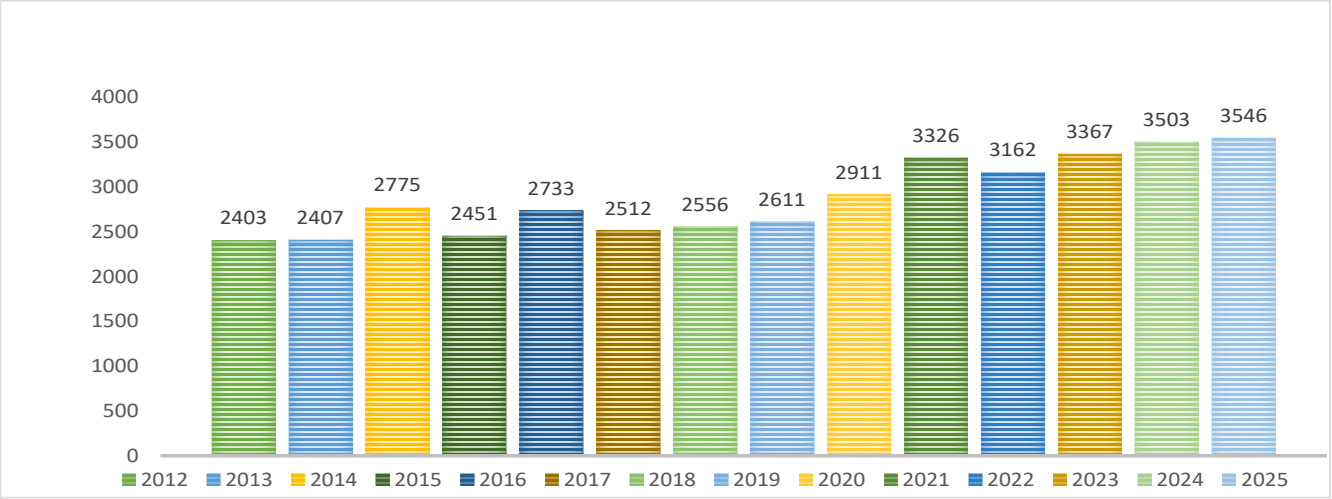
Our 2024/25 Calendar of Events highlights the Adelaide Showground Farmers’ Market’s commitment to family fun and community connection. From festive celebrations and off-site markets at Goodwood Primary School to local school art displays and community performances, each event added vibrancy and joy to the market throughout the year.

<div>JULY</div> <ul style="list-style-type: none">• Kids Activity Rock Decorating• Community Connect: Latvian Association SA• Kids Activity Vegan Cookie Jar• Community Connect: Adelaide Kitten Rescue• Member Giveaway: Scandinavian Film Festival• Member Giveaway: Let's Go SA Caravan, Camping & Off Road Sale• Community Connect : Rotary Adelaide Central• Concordia College Quartet• Glenelg Ukelele Group	<div>JANUARY</div> <ul style="list-style-type: none">• Kids Wall Hanging Workshop• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Australian Day Live performance: Sing Australia Glenelg• Community Connect Sausage Sizzle: SA Nomads Police Softball Club
<div>AUGUST</div> <ul style="list-style-type: none">• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Member Giveaway: Royal Adelaide Show tickets	<div>FEBRUARY</div> <ul style="list-style-type: none">• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Tasting Station• Community Connect: Spartans Netball Club• Community Connect: Jump for a Cure (JDRF)• Fringe giveaways for members• Movin' Melvin Brown promo/discount• Caravan & Camping Show ticket giveaway for members + discount entry
<div>SEPTEMBER</div> <ul style="list-style-type: none">• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Pop Up Market (Goodwood PS)• Pop Up Children's Market & activities (Goodwood PS students)• Pop-Up Health Check Clinic (Flinders Uni)• Community Connect : Rotary Adelaide Central• Community New Initiative The Chook Book Nook• Community Connect : Puddle Jumpers• Italian Film Festival• Farmers' Day Esky Promotion	<div>MARCH</div> <ul style="list-style-type: none">• Outdoor Market Leader St• Kids Corner: Crazy Critters workshop• Community Connect: Southern Dragons Netball• Community Connect: Fulham Sea Scouts• Live performance: Pipes & Drums Army Cadet Unit• Community Connect: Gilberton Scout Group• Kids Corner: Easter Cupcake Decorating• Tasting Station• Community Connect: Hawthorn Scout Group• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet
<div>OCTOBER</div> <ul style="list-style-type: none">• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Market's 18th Birthday• Kids Corner: Birthday Cupcake Decorating• Trick or Treat Trail• Bouncy Castle• Birthday Cake Celebrations• Community Connect: 1st Gilberton Scouts• Member movie-pass giveaway Italian Film Festival• Arthritis info stall• GFS Demonstration and Smokey Kids Activity• Community Connect : Hawthorn Scouts• Kids Activity Pot Decorating & Planting• Community Connect : "Dream Team" U15 girls soccer fundraiser• Halloween Market (trail, prizes)• Kids Activity Spooky Cupcakes• Community Connect: Fullarton Scouts	<div>APRIL</div> <ul style="list-style-type: none">• Royal Adelaide Coffee Show Awards (at market)• Concordia College Quartet• Kids Corner: Guernsey Cookie Decorating• Glenelg Ukelele Group• Concordia College Quartet• Gather Round activation (inflatable games & kids activities)• Easter at the Market (egg hunt, riddles, face painting, music)• Community Connect: Rotary (drought relief)• Community Connect: Lolly Jar Circus + come-and-try circus• Tasting Station: Apple Crumble• Kids Corner: Little Succulent Jars workshop
<div>NOVEMBER</div> <ul style="list-style-type: none">• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Community Connect: Fulham Sea Scouts• British Film Festival movie-pass giveaway• Kids activity: Letters to Santa (postcards & replies)• Seasonal Sampling Station: Zucchini Slice• Community Connect: Latvian Association• Cooking Demo with Miguel Maestre (Diabetes Australia)• Kids Beneficial Bugs Seed Planting Workshop• Community Connect: Rotary Adelaide Central• Pop-Up Health Check Clinic• Community Connect: Adelaide Kitten Rescue	<div>MAY</div> <ul style="list-style-type: none">• Tasting Australia tour: "The Hero & the Chef"• Concordia College Quartet• Glenelg Ukelele Group• Concordia College Quartet• Market Mum's Day (Shop-to-Win hampers, kids' activities, face painting, live music)• Poh cooking demo & book signing• Mother Days Hamper Competition• Poh Cooking Demo and Book Signing• Bouncy Castle• German Film Festival giveaway• Kids Corner: Kokedama Mini-Gardens• SA Premier's Food & Beverage Awards launch (invite-only)• T2D project info stall• Community Connect: Woodville Warriors U16 Boys• Dolly's Dream beef-box fundraiser (Peppermint Ridge Farm Co)• Community Connect: SASy• Kids Corner: Apple Sliced Donuts
<div>DECEMBER</div> <ul style="list-style-type: none">• Concordia College Quartet• Community Connect: Puddle Jumpers• Concordia College Quartet• Kids Corner: Decorate a Christmas Ornament• Santa's free photo op• Poh Christmas book signing• Community Connect: Rotary Adelaide Central• Kids Corner: Decorate a Gingerbread Tree• Bouncy Castle• Facepainter	<div>JUNE</div> <ul style="list-style-type: none">• Community Connect: Rotary (drought relief)• Ebony and Dylan• Kids Club: Egg Carton Seed Beds• Member Giveaway: Spanish Film Festival• Bubble Fairy• Community Connect: GSD Dance Academy• Face Painter• Concordia College Quartet• Glenelg Ukelele Group• Community Connect: Rotary (drought relief)• Breakthrough T1D Info Stand

STATISTICS

- At the end of June 2025 there had been 3546 memberships purchased for the 2025 membership year compared to 3503 for the 2024 membership year as of end June 2024 This equates to an increase of 43 memberships.
- The number of memberships sold was the highest number of memberships ever sold in a financial year since the market started in 2006.
- The number of memberships sold in the 2025 membership year increased to 3550, 23 greater than the previous membership year and the highest amount of memberships ever sold in a membership year since the market's inception in 2006

MEMBERSHIP NUMBERS 2012 - 2025 FINANCIAL YEAR



Stalls

Average stalls for the month	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Average Full Year
2024-2025	98.5	96.5	95	105.4	111.5	107	103.9	101.7	88.7	90.86	93.25	95.8	96.7
2023-2024	90.8	86.5	94	94.8	96	93.2	94	85.5	94.7	98	92	93.8	89.7
2022-2023	80.4	83.5	91.5	94.4	99.5	92.75	90.87	91.5	95	89	89.5	88	87.9
2021-2022	88.75	93.3	92.1	93.2	96.6	92	81	96.5	94.5	89.66	90.6	88.5	90.7
2020-2021	90.75	91.4	94.37	92.75	91.3	102.8	85.7	85.12	92.5	93.7	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	87	82.5	82.9	84.6
2017-2018	85.6	86.25	81.75	96.1	102.7	98.8	98	98.25	97.75	91.5	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

This year the market achieved its strongest stallholder averages in almost a decade, with a full-year average of 96.7 stalls compared to 89.7 in 2023/24 and 87.9 in 2022/23. Several months exceeded 100 stalls, with October and November reaching record highs of 105.4 and 111.5 respectively. The consistency of these figures demonstrates not only year-on-year growth but also the market's increasing ability to sustain high stallholder numbers throughout the calendar year, solidifying our reputation as the leading farmers' market in South Australia



FROM THE CHIEF EXECUTIVE OFFICER

"I'd heard about the Adelaide Showground Farmers' Market long before I visited, and when I finally came, it was even better than I imagined. The produce was incredible, the atmosphere was alive, and everyone was so welcoming. It's the kind of market that makes you proud to be in South Australia."

Tom B., Visitor from Melbourne

Strength in Community, Pride in Produce

As I reflect on this past year at the Adelaide Showground Farmers' Market, I feel immense gratitude for the way our community continues to grow, adapt, and thrive together. Week after week, thousands of people have poured through our gates – families, friends, and neighbours – each one bringing their own story and leaving with more than just fresh produce. They leave with connection, with moments of joy, and with the sense of belonging that has become the heart of our market.

This has been a year of resilience and momentum. We've weathered relocations, extreme weather, and the natural transitions of stallholders retiring or stepping back. Yet, at every turn, I've seen the strength and spirit that makes this market unique. Our stallholders remain at the heart of the story – hardworking, passionate people who bring their produce, their creativity, and their stories every Sunday. Some long-standing favourites left us this year, and their absence was deeply felt – they weren't just stallholders, they were part of the family. At the same time, we've welcomed new growers and makers who have added fresh energy, greater diversity, and new flavours to our market. A new dumpling stall, a fresh vegetable grower, and producers from across South Australia joined us, showing that the market continues to evolve with each season. It's a reminder that a farmers' market is a living, breathing thing – it grows, shifts, and adapts, just as the land and people behind it do.

Our visitors have once again been unwavering in their support. Each Sunday the pavilions and walkways have been alive with the sound of conversation, children laughing in Kids Corner, musicians setting the mood, and volunteers behind the barbecue, turning sausages

while chatting to families. At our busiest, more than five thousand people crowded into the site – proof that this is not simply shopping, but a Sunday ritual that anchors our community. The joy is in the little moments: the kids proudly carrying their craft from Kids Corner, the neighbours who meet here weekly for a coffee, the stallholder who remembers a customer's name and asks after their family. One regular recently told me, "I come for my bread and veggies, but I stay because it feels like family. This is where I start my week." That sense of belonging is what makes our market so special.

We were again tested this year by relocations for major events at the Showground, but what could have been disruptive turned into an opportunity to prove the strength of our community. Whether it was shifting to Leader Street or being welcomed by Goodwood Primary School, our stallholders and shoppers came with us. There is something remarkable about watching people turn up at a different venue on a Sunday morning and still treat it as their regular market day. Each relocation carried its challenges – parking, weather, the logistics of bumping out and bumping back in – but at no point did our community waver. Instead, it reminded us all that the market isn't about the walls that hold it, but the people who bring it to life.

The Community Connect program has been one of the most rewarding parts of our year. In just twelve months, schools, sporting clubs, and service groups raised nearly \$20,000. But beyond the money, it was about engagement – young footballers learning to serve their local community, school kids seeing the value of volunteering, Rotary members raising funds for drought relief while swapping stories with market shoppers. I'll never forget a group of primary

school students proudly cooking sausages, their parents watching on, and the stallholder next door gifting them fresh produce for their efforts. Another Sunday saw the Country Fire Service crew draw in children curious about their trucks, while older shoppers stopped by simply to say thank you. Each sausage turned on our barbecues represented more than fundraising – it represented belonging, and our role as a platform for others to thrive.

This year, we also made tangible improvements to the market environment. The addition of white picket fencing gave us a sense of arrival and celebration, while new tables, umbrellas, and festoon lighting made our spaces more welcoming and vibrant. Our golf cart might not sound glamorous, but it has transformed the way our team works behind the scenes, helping us move equipment with ease and efficiency. Visitors often tell me that stepping into our market feels like stepping into something special, and these enhancements have played no small part in creating that atmosphere.

Seasonal events again filled the calendar with colour and laughter. Our Easter Trail saw over 400 families take part, children racing through the market in search of golden eggs. Halloween transformed our stalls into a playful trail of treats, with more than 500 little ghosts and superheroes taking part. Christmas brought carols, handmade gifts, and a festive buzz that reminded us why our market has become part of Adelaide's Sunday traditions. And the Chook Book Nook, now a permanent part of our community space, became a gathering point where stories and books were swapped as easily as recipes and gardening tips. These moments show that our market is more than a place to shop – it's a place to learn, celebrate, and build memories.

Our digital presence has carried those stories well beyond the Showground gates. Collaborating with Poh and our stallholders on reels and content reminded us how powerful storytelling can be. A single video about local mushrooms or summer fruit reached tens of thousands of people, far beyond our regular crowd. Our features in Adelady, our segment with Hello SA, and our ongoing partnerships with tourism organisations have amplified our reach and reminded South Australians – and visitors to our state – that this is one of the best places to be on a Sunday morning. We've shown that local food has a voice, and that people want to hear the stories behind what they eat.

None of this would be possible without the people who stand shoulder-to-shoulder with me each week. Our staff, who manage the moving parts with calm and care. Our volunteers, who roll up before sunrise, stay late, and bring warmth and smiles to every interaction. One of them told me recently, "I started volunteering because I love food, but I've stayed because I feel part of something bigger.

I've made friends here I'd never have met otherwise." That's the spirit that carries us forward.

Our stallholders, too, inspire me every day. One producer who joined us this year said, "I was nervous at first, but the support from other stallholders and the loyalty of customers made me feel at home straight away. This isn't just a market – it's a family." To every stallholder: thank you for your commitment and your trust in this market – you are the reason our customers return again and again. And to our members and visitors, thank you for walking with us, rain or shine, and reminding us why we do what we do.

Building on the recognition of last year's Tourism Awards, this year we were honoured to receive the Food SA Premier's Food and Beverage Service Provider Award. For me, this award carried a special weight. It was not just recognition of the market as an organisation, but an acknowledgement of the role a farmers' market can play in the state's food identity. It told our stallholders that the hours they spend growing, baking, fermenting, and creating matter – that their contribution sits at the very heart of South Australia's food story. It reminded our volunteers that their presence makes a difference. And it reminded me that what we have built together is not just valued by those who shop with us, but recognised at the highest levels of our industry. For a farmers' market to stand alongside major food businesses in this way is a proud milestone for us all.

As we step into another year, my focus remains clear. We will continue to nurture our stallholder family, grow our membership, and deepen our commitment to sustainability. We will keep creating experiences that make our market the best destination on a Sunday morning, while ensuring it remains inclusive, authentic, and true to its purpose. We know the challenges of climate, of rising costs, and of changing consumer behaviour are always present, but our strength is in how we face them together.

The Adelaide Showground Farmers' Market is so much more than a market. It is a reflection of who we are as South Australians – connected, resilient, generous, and proud of the food we grow and share. Together, we've built something extraordinary, and I cannot wait to see where the next year takes us.



Christine Robertson OAM
Chief Executive Officer ASFM
October 2025



TREASURERS REPORT

By Michael Rowe (Treasurer)

For the year ended 30 June 2025

The Adelaide Showground Farmers' Market financial year ended 30 June 2025 recorded a net surplus of \$80,317. This follows a net surplus of \$44,907, in the previous financial year.

Revenue

Total Income for the year ended 30 June 2025 was \$957,188 being \$74,386 higher than the prior year's income of \$882,802.

Site rental income, which includes catering rental income and power fees, was up \$54,819 or 9.9%. Average stallholder numbers were 96.7 (2024: 89.7) per month. This represents an additional 7 stallholders per month on average which in conjunction with the increase in stall fees has positively impacted income. There was also an increase in the number of members and membership fees which translated into additional income of \$14,122 for membership and \$17,393 for car park card revenue. The boost to member numbers was primarily the result of advertising and marketing initiatives that translated into increased attendance and memberships.

Other income was \$29,866 higher than the prior year; largely due to the interest income of \$14,047 (2024: \$1,661) that was generated from investing surplus funds into term deposits and the RAHS Subsidy of \$20,000 (2024: nil).

Expenditure

Cost of Goods Sold decreased from \$106,055 in 2024 to \$101,628 in 2025; a decrease of \$4,427 or 4.2%.

Cost of Goods Sold were primarily consistent with the prior year with the most notable exception being that bag costs were down by \$10,126 which was offset by car park costs which increased by \$10,698.

Operating expenses increased from \$748,864 in 2024 to \$822,133 in 2025, an increase of \$73,269 on prior year.

Notable areas of increase were:

- Wages and Salaries increased \$36,110 to \$305,480 and Superannuation increased by \$5,647 to \$35,006. These increases were budgeted for and include a CPI increase and superannuation rates increased from 11% to 11.5% as mandated.

Additional expenditure was incurred due to the time offsite, additional help with bump in bump out and packing up the market for the Royal Adelaide Show.

- Advertising and Marketing was up \$18,249 to \$81,428 due to advertising initiatives designed to drive additional stallholder and membership increases and the longer-term growth ambitions of the market. We benefitted from some exceptional advertising opportunities this year that gave us greater exposure at cost effective prices. This had a direct impact on our attendance numbers and market membership and retention numbers.
- Site License Fee increased \$7,867 to \$200,939 in line with the license agreement and CPI increase with the Royal Adelaide Horticultural Society.
- Depreciation increased by \$6,699 to \$27,075 which was largely impacted by the purchase of the golf cart, picket fencing and the full year depreciation charge for the Nova umbrellas acquired in the previous year.
- Equipment hire and expenses were up \$7,234 to \$23,612; influenced by equipment support for market moves, onsite storage solutions, new container hire and delivery, increase in forklift fees, and additional safety equipment purchased to be compliant

The Profit from ordinary activities resulted in Cash and Cash Equivalent and Financial Assets reserves increasing by \$66,153 to \$661,678. This result was strengthened by the unrealised gain in Macquarie Equities with SPDR 200 fund ETF Units of \$10,975 and the Interest Income of \$14,047.

The Adelaide Showgrounds Farmers Market continues to be committed to strong financial discipline. There is a focus on cost control and operational efficiencies to ensure the market is positioned to achieve its long-term growth strategy. Surplus funds are invested to ensure cash reserves are available to cover any unforeseen circumstance or period of closure. This is a vital consideration in building the sustainability of the market.

M Rowe

Michael Rowe, October 2025
Treasurer



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Special Purpose Financial Report

Adelaide Showground Farmers Market
ABN 73 985 201 550
For the year ended 30 June 2025

Prepared by Hood Sweeney



Income Statement

Adelaide Showground Farmers Market
For the year ended 30 June 2025

	NOTES	2025	2024
Income			
Event Income	2	5,172	8,600
Sales	3	343,537	320,541
Site Rental Income	4	608,480	553,661
Total Income		957,188	882,802
Cost of Goods Sold			
Cost of Goods Sold	5	78,935	83,064
Event Expenditure	6	14,292	13,982
Membership Costs		8,401	9,009
Total Cost of Goods Sold		101,628	106,055
Other Income			
Donations		-	50
Distributions Received		4,266	4,328
Interest Income		14,047	1,661
Portfolio Gain / Loss		10,975	7,985
Profit/(Loss) on Sale of Non-current Assets		(5,399)	-
RAHS Subsidy		20,000	-
Sponsorship income		3,000	3,000
Total Other Income		46,890	17,024
Total Income		902,450	793,771
Expenses			
Accounting and Legal Fees		9,680	9,150
Audit Fees		2,900	2,800
Advertising and Marketing	7	81,428	63,179
Amortisation expense		3,979	3,979
Bank Charges		9,597	9,338
Administrative Expenses		5,731	2,354
Computer Consultant Fees		2,453	1,950
Computer Supplies		439	405
Depreciation		27,075	20,376
Dues & Subscriptions		7,532	5,066
Electricity		19,303	18,089
Employee Entitlements	8	2,599	15,064
Entertainment		5,133	5,224
Event Expenditure - Community Connect		601	5,260
Equipment Hire & Expenses		23,612	16,378
Foreign currency gains and losses		82	98
Grant expenditure - City of Unley		-	(542)
Insurance		9,725	9,400

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Income Statement



	NOTES	2025	2024
Kids Club Expenses		5,695	5,431
Kitchen Demos/Tastings		3,371	1,102
Maintenance		7,058	4,723
Money Out (Kounta)		283	350
Office Supplies		3,070	2,785
Postage & Shipping		396	359
Security		-	579
Site Attendant's Fee		14,836	12,489
Site Consumables		2,717	1,569
Site Licence Fees Rent		200,939	193,072
Software Licence Fees		5,713	7,322
Staff Training & Amenities		2,781	4,362
Superannuation		35,006	29,359
Telephone		2,819	3,394
Travel & Entertainment		196	1,631
Uniforms		2,460	1,659
Volunteer Expenses		3,985	4,085
Wages & Salaries		305,480	269,370
Workcover Levy		2,407	2,342
Waste Management		11,054	15,314
Total Expenses		822,133	748,864
Profit/(Loss) from ordinary activities		80,317	44,907

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Assets and Liabilities Statement

Adelaide Showground Farmers Market
As at 30 June 2025

	NOTES	30 JUNE 2025	30 JUNE 2024
Assets			
Current Assets			
Cash & Cash Equivalents	9	93,153	153,137
Distributions Receivable		1,067	802
Inventories		8,927	12,705
Trade and Other Receivables	10	11,460	11,591
Other Current Assets		-	740
Total Current Assets		114,607	178,975
Non-Current Assets			
Financial Assets	11	568,525	442,388
Fixed Assets			
Outdoor seating - private funding		-	9,277
Accumulated depreciation of outdoor seating		-	(5,830)
Plant and equipment at cost		254,624	208,999
Accumulated depreciation of plant and equipment		(81,122)	(70,346)
Shipping container		-	3,165
Accumulated depreciation of shipping container		-	(1,877)
Total Fixed Assets		173,502	143,388
Intangibles			
CRM		17,942	17,942
Accumulated Amortisation - CRM		(10,765)	(7,177)
Website Development		53,113	53,113
Accumulated Amortisation - Website Development		(52,332)	(51,941)
Total Intangibles		7,958	11,937
Total Non-Current Assets		749,985	597,713
Total Assets		864,592	776,688
Liabilities			
Current Liabilities			
Trade and Other Payables	12	25,707	25,296
GST Payable	13	6,513	1,089
Provisions	14	58,074	55,476
Payroll Expenses Payable	15	16,421	17,288
Other Current Liabilities		38	18
Total Current Liabilities		106,753	99,167
Total Liabilities		106,753	99,167
Net Assets		757,838	677,521
Member's Funds			
Capital Reserve			

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.

Assets and Liabilities Statement



	NOTES	30 JUNE 2025	30 JUNE 2024
Current Year Earnings		80,317	44,907
Retained Earnings		677,521	632,615
Total Capital Reserve		757,838	677,521
Total Member's Funds		757,838	677,521

● Exchange rates used to convert foreign currency into AUD are shown below. Rates are provided by XE.com unless otherwise stated.

- 30 June 2025
 - 🇺🇸 0.653147 USD (United States Dollar)

The accompanying notes form part of these financial statements. These statements should be read in conjunction with the attached compilation report.



Depreciation Schedule

Adelaide Showground Farmers Market
For the year ended 30 June 2025

NAME	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Computer Equipment						
Computer Lenovo Laptop Info Stand	906	602	-	-	151	452
Dell Latitude 5550 Laptop	2,999	2,985	-	-	995	1,990
Dell Monitor	515	512	-	-	171	342
Desktop PC	2,480	478	-	359	120	-
DESKTOP PC	2,480	478	-	359	120	-
INTERNET & WIFI OFFICE	1,260	243	-	182	61	-
LAPTOP DELL	2,488	480	-	-	120	360
Laptops ACER	1,293	800	-	-	200	600
Lenovo Flex	770	-	770	-	4	766
Lenovo Info Stand laptop	906	602	-	-	151	452
Office 365	3,994	770	-	-	192	577
Phone System	455	-	-	-	-	-
POS & Installation	6,000	-	-	-	-	-
Unibuiti Unifi AP AC Mesh PRO	1,000	193	-	-	48	145
Watchguard firebox	4,596	886	-	-	221	664
webcam rose	54	-	54	-	-	53
Total Computer Equipment	32,195	9,028	824	899	2,553	6,400
Fencing						
Supply labour - fencing, installation hotplate, bench fascia	2,773	-	2,773	-	182	2,591
Total Fencing	2,773	-	2,773	-	182	2,591
Furniture & Fixtures at Cost						
ACN Refrigeration	3,764	2,894	-	-	289	2,605
Americana Resin Chairs	1,794	976	-	-	98	879
Blinds for Eastern end pavilion	6,230	5,163	-	-	623	4,540
Boat Board Pickets	727	-	727	-	52	675
Bollards and Bunting	303	247	-	217	30	-
Brayco Stainless Folding Bench	1,473	1,132	-	-	57	1,076
Chairs	75	-	-	-	-	-
Crowd Control Barrier	3,505	-	3,505	-	94	3,411
Customised Bike Rack	850	688	-	-	85	603
Customised Bike Rack	850	688	-	-	85	603
Customised Bike Rack	850	688	-	-	85	603
Customised Bike Rack	850	688	-	-	85	603
Customised Bike Rack	850	696	-	-	70	626
Festoon Lighting	7,473	5,084	-	-	1,017	4,067
Furniture	3,356	-	-	-	-	-
HANGING Flags	2,775	2,496	-	-	278	2,218
Lightweight Marquee	746	165	-	-	75	90
Marquee	1,002	202	-	101	100	-

Depreciation Schedule



NAME	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
MARQUEE EXTRA	889	881	-	-	89	792
Microphone	506	-	-	-	-	-
Nova Umbrellas	81,208	75,262	-	-	8,121	67,141
Office Furniture	1,284	-	-	-	-	-
Outside Furniture	18,984	4,415	-	-	1,898	2,517
Picket Fencing: TPFC	23,983	-	23,983	-	1,912	22,071
Planter boxes	5,969	4,752	-	-	950	3,801
Raised Garden Beds	3,762	829	-	452	376	-
Soil - new planter boxes	682	627	-	-	63	565
Specta colourful chairs	1,635	1,120	-	-	224	896
Telephone System	1,999	-	-	-	-	-
Timber Picnic Tables	5,082	4,368	-	-	874	3,495
Weathersafe Shades	3,993	881	-	-	399	482
Wooden benches	11,772	9,397	-	-	1,879	7,518
Total Furniture & Fixtures at Cost	199,219	124,337	28,215	770	19,908	131,874
Outdoor Seating - Private Funding						
Outdoor Umbrellas - Private Funding	4,252	1,609	-	1,287	322	-
Tables & Chairs - Private Funding	5,025	1,839	-	1,471	368	-
Total Outdoor Seating - Private Funding	9,277	3,447	-	2,758	689	-
Plant & Equipment						
2x Optimum 9400X Blender	1,558	1,554	-	-	311	1,243
Benchmark Weights 1g to 1kg	969	618	-	-	124	494
Blower	846	-	846	-	-	846
Cook Top	1,064	-	1,064	-	71	993
Defib machine	2,723	1,843	-	-	461	1,383
Golf Cart	13,145	-	13,145	-	1,995	11,150
Picket Fencing: CSM	14,850	-	14,850	-	399	14,451
Powersurge protections equipment	1,374	1,272	-	-	64	1,209
Refridgerator	871	-	871	-	2	869
Total Plant & Equipment	37,400	5,287	30,776	-	3,426	32,637
Shipping Container						
Shipping Container	3,165	1,288	-	971	317	-
Total Shipping Container	3,165	1,288	-	971	317	-
Total	284,029	143,388	62,588	5,399	27,075	173,502

Notes of the Financial Statements

Adelaide Showground Farmers Market
For the year ended 30 June 2025

1. Summary of Significant Accounting Policies

a) Basis of Preparation

This financial report is a special purpose financial report prepared for distribution to fulfill the Board of Director's financial reporting requirements under Adelaide Showground Farmers Market Constitution and the Associations Incorporation Act (SA). The Management Committee have determined that the Association is not a reporting entity.

The financial report has been prepared on an accruals basis and is based on historic costs and does not take into account changing money values, or except where specifically stated, current valuations of non-current assets. The following material accounting policies, which are consistent with the previous period unless otherwise stated, have been adopted in the preparation of this report.

b) Property, Plant and Equipment

Cost and Valuation

Property, plant and equipment are recorded at cost less where applicable any accumulated depreciation or Impairment. The carrying amount of the plant and equipment is reviewed annually by the Management Committee to ensure it does not exceed the recoverable amount.

Any gain or loss on the disposal of revalued assets is determined as the difference between the carrying value of the asset at the time of the disposal and the proceeds from the disposal, and is included in the results of the Association in the year of disposal.

Depreciation

All assets are depreciated over their useful lives from the time the asset is held ready for use. Depreciation is provided on a straight line basis, however, diminishing value is also used when appropriate.

c) Income Tax

The Association is exempt from income tax under the provisions of Section 50-10 of the Income Tax Assessment Act 1997.

d) Employee Entitlements

Employee Provisions represent liabilities for Annual Leave, Long Service Leave and on costs owing to employees as at 30 June 2025. Provisions are measured using the best estimate of the amounts required to settle the obligation at the end of the reporting period.

e) Financial Assets

Investments in financial assets are initially recognised at cost, which includes transaction costs and subsequently measured at fair value, which is equivalent to their market bid price at the end of the reporting period.

f) Intangible Assets

Development of website costs are capitalised only when technical feasibility studies identify that the website will deliver future economic benefits and these benefits can be measured reliably.

Capitalised development costs of the website are amortised on a systematic basis matched to the future economic benefits over the useful life of the project.



	2025	2024
2. Event Income		
Tasting Australia	1,172	-
Event Income - Goodwood Pop Up Market	4,000	8,600
Total Event Income	5,172	8,600
	2025	2024
3. Sales		
Car Park Card Revenue	76,889	59,496
Membership Income	246,877	232,755
Merchandise Sales		
Bag Revenue	7,158	8,126
Merchandise Sales	12,612	20,163
Total Merchandise Sales	19,771	28,289
Total Sales	343,537	320,541
	2025	2024
4. Site Rental Income		
Site Rent Income	514,354	473,843
Catering Rental Income	67,252	55,063
Power Fees	26,873	24,756
Total Site Rental Income	608,480	553,661
	2025	2024
5. Cost of Goods Sold		
Bags	2,571	12,697
Car park costs	64,082	53,384
Merchandise costs	12,281	16,983
Total Cost of Goods Sold	78,935	83,064
	2025	2024
6. Event Expenditure		
Tasting Australia	436	-
Orphanage Market	13,856	13,982
Total Event Expenditure	14,292	13,982
	2025	2024
7. Advertising and Marketing		
Advertising	33,932	16,163
Marketing Expenses	47,495	47,016
Total Advertising and Marketing	81,428	63,179



	2025	2024
8. Employee Entitlements		
Wages & Salaries - Annual Leave Movement	95	13,091
Wages & Salaries - Long Services Leave Movement	2,504	1,973
Total Employee Entitlements	2,599	15,064
	2025	2024
9. Cash & Cash Equivalents		
Petty Cash	446	374
Bendigo - Business Account	23,513	90,677
Cash Management Account	31,804	27,802
Adel Show Farmers Market Inc	37,390	34,284
Total Cash & Cash Equivalents	93,153	153,137
	2025	2024
10. Trade and Other Receivables		
Trade Debtors	11,139	11,287
Workcover receivable	321	304
Total Trade and Other Receivables	11,460	11,591
	2025	2024
11. Financial Assets		
Sandhurst Term Deposit ***631	146,115	110,579
Sandhurst Term Deposit ***944	150,162	110,000
Sandhurst Term Deposit ***856	149,464	110,000
SPDR 200 Fund ETF Units	84,036	84,036
Unrealised gain/loss on investments	38,748	27,773
Total Financial Assets	568,525	442,388
	2025	2024
12. Trade & Other Payables		
Trade Creditors	25,707	25,296
Total Trade & Other Payables	25,707	25,296
	2025	2024
13. GST Payable		
GST	6,758	5,214
GST Adjustment	(245)	(4,125)
Total GST Payable	6,513	1,089

Notes of the Financial Statements



	2025	2024
14. Provisions		
Provision for Long Service Leave	6,385	3,881
Provision for Annual Leave	51,690	51,595
Total Provisions	58,074	55,476
	2025	2024
15. Payroll Expenses Payable		
PAYG Withholding Payable	3,558	4,290
Superannuation Payable	8,206	8,008
Wages Payable	4,657	4,990
Total Payroll Expenses Payable	16,421	17,288

● Exchange rates used to convert foreign currency into AUD are shown below. Rates are provided by XE.com unless otherwise stated.

- 30 June 2025
 - 🇺🇸 0.653147 USD (United States Dollar)



Committee's Report

Adelaide Showground Farmers Market
For the year ended 30 June 2025

Management Committee Report

Your committee members submit the special purpose financial report of Adelaide Showground Farmers Market Inc for the year ended 30 June 2025.

Principal Activities

The principal activity of the association during the year was to provide farmers markets in the Adelaide area.

Significant Changes

No significant change in the nature of these activities occurred during the period.


Operating Results

The surplus from ordinary activities for the year amounted to \$80,317.

In accordance with Section 35(5) of the Associations Incorporations Act (SA), the Committee Members of Adelaide Showground Farmers Market hereby states that during the financial year to which the accounts relate:

- a) (i) no officer of the associations
- (ii) no firm of which an officer is a member; and
- (iii) no body corporate in which an officer has a substantial financial interest,
- has received or become entitled to receive a benefit as a result of a contract between the officer, firm or body corporate and the association.
- b) no officer of the association has received directly or indirectly from the association any payment or other benefit of pecuniary value.

This statement is made in accordance with a resolution of the Members and is signed for and on behalf of the Committee by:



29/06/2025

Chairperson



29/06/2025

Treasurer

Date 29 / 09 / 2025



Statement by the Committee of Management

Adelaide Showground Farmers Market
For the year ended 30 June 2025

The Committee Members have determined that Adelaide Showground Farmers Market Incorporated is not a reporting entity and that this special purpose financial report should be prepared in accordance with the accounting policies outlined in Note 1 to the Financial Statements.

In the opinion of the Board of Directors of Adelaide Showground Farmers Market, the financial report as set out on pages 2 to 11:

- a. presents fairly the financial position of Adelaide Showground Farmers Market as at 30 June 2025 and its performance for the year ended on that date; and
- b. at the date of this statement, there are reasonable grounds to believe that Adelaide Showground Farmers Market will be able to pay its debts as and when they fall due.

This statement is made in accordance with a resolution of the members of the Management Committee and is signed for and on behalf of the members of the Management Committee by:


Chairperson


Treasurer

Dated: 29/ 09/ 2025

INDEPENDENT AUDITOR'S REPORT
TO THE MEMBERS OF ADELAIDE SHOWGROUND FARMERS MARKET INCORPORATED

Opinion

We have audited the financial report of Adelaide Showground Farmers Market Incorporated (the Entity), which comprises the assets and liabilities statement as at 30 June 2025, the income statement and notes to the financial statements, including a summary of significant accounting policies and statement by the committee of management.

In our opinion, the accompanying financial report presents fairly, in all material respects, the financial position of the Entity as at 30 June 2025, and of its financial performance for the year then ended in accordance with the *Associations Incorporation Act 1985*.

Basis for Opinion

We conducted our audit in accordance with Australian Auditing Standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Report section of our report. We are independent of the Entity in accordance with the ethical requirements of the Accounting Professional and Ethical Standards Board's APES 110 Code of Ethics for Professional Accountants (the Code) that are relevant to our audit of the financial report in Australia. We have also fulfilled our other ethical responsibilities in accordance with the Code.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

Emphasis of Matter – Basis of Accounting

We draw attention to Note 1 to the financial report, which describes the basis of accounting. The financial report has been prepared to assist Adelaide Showground Farmers Market Incorporated to meet the requirements of the *Associations Incorporation Act 1985*. As a result, the financial report may not be suitable for another purpose. Our opinion is not modified in respect of this matter.

Responsibilities of Management and Those Charged with Governance for the Financial Report

Management is responsible for the preparation and fair presentation of the financial report in accordance with the financial reporting requirements of the applicable legislation and for such internal control as management determines is necessary to enable the preparation and fair presentation of a financial report that is free from material misstatement, whether due to fraud or error.

In preparing the financial report, management is responsible for assessing the Entity's ability to continue as a going concern, disclosing, as applicable, matters relating to going concern and using the going concern basis of accounting unless management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Entity's financial reporting process.

Auditor's Responsibilities for the Audit of the Financial Report

Our objectives are to obtain reasonable assurance about whether the financial report as a whole is free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not a guarantee that an audit conducted in accordance with the Australian Auditing Standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of this financial report.

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Dulwich + Clare



As part of an audit in accordance with the Australian Auditing Standards, we exercise professional judgment and maintain professional scepticism throughout the audit. We also:

- + Identify and assess the risks of material misstatement of the financial report, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- + Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- + Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the directors.
- + Conclude on the appropriateness of the directors' use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial report or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- + Evaluate the overall presentation, structure and content of the financial report, including the disclosures, and whether the financial report represents the underlying transactions and events in a manner that achieves fair presentation.

We communicate with the directors regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.


ACCRU+ HARRIS ORCHARD


LUKE BOLLMEYER
DIRECTOR

Dulwich, 30 September 2025

