
Adelaide
Farmers'
Market
Showground
26

26

CONTENTS

Page 4	Adelaide Showground Farmers' Market
Page 6	From The Chair
Page 7	The Year In Review
Page 9	Statistics
Page 11	From The Chief Executive Officer
Page 14	Treasurer's Report
Page 15	Special Purpose Financial Reports

ADELAIDE SHOWGROUND FARMERS' MARKET

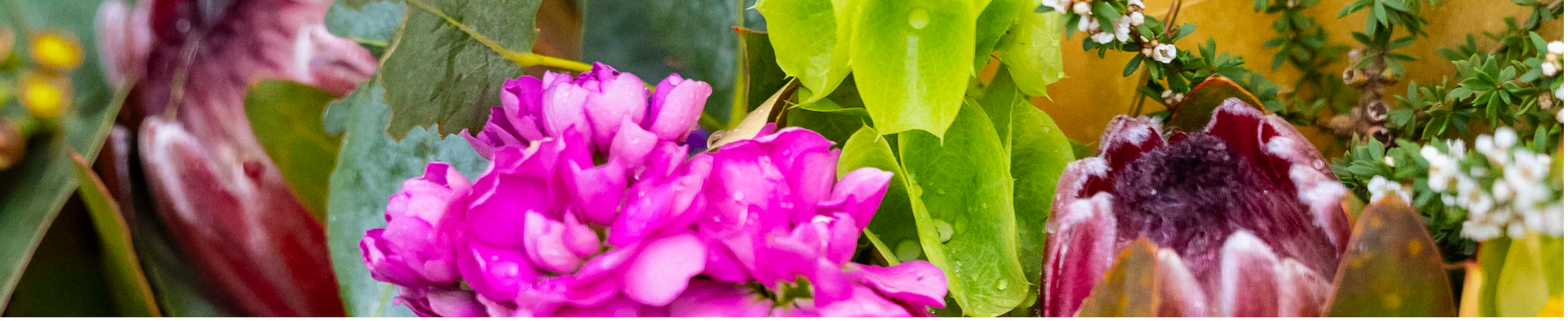
We acknowledge the Kaurna people as the Traditional Custodians of the land on which the Adelaide Showground Farmers' Market gathers each Sunday. We pay our respects to Elders past and present, and recognise the continuing connection of Aboriginal and Torres Strait Islander peoples to land, waters, culture and community

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

"Stunning, fresh produce. Ease of movement around the stalls & lots of affordable parking"
Jodi Denman , Google Review
★★★★★

Chair's Annual Report 26

Dear Members,

It is a privilege to have served as Chair of the Adelaide Showground Farmers' Market for FY26, my fourth year in the position.

This year has been defined by resilience, new ideas, a continued focus on sustainability and diversity among our stallholders and their businesses, and our commitment to providing shoppers with a vibrant and welcoming market experience.

I have been pleased to chair a committee that has remained unwavering in its commitment to our strategic pillars:

- Customers
- Stallholders
- Environmental Sustainability
- Social Awareness
- South Australian

Overview of the Year
FY26 saw the Adelaide Showgrounds Farmers Market operate every weekend.

Of the 52 markets held during the year, eight were relocated to either Goodwood Primary School or the Leader Street site to accommodate events at the Adelaide Showgrounds, including activities in the Stirling Angas Pavilion/Kingsway areas. Relocating the Market requires significant planning and additional work and, on these occasions, results in a smaller market footprint. However, the resilience and commitment of our staff and volunteers ensured continuity for our shoppers and stallholders.

Results Across Our Strategic Focus Areas

Memberships
Membership increased to 3,604, compared with 3,503 in FY24 and 3,543 in FY25.
Shoppers
Weekly shopper attendance remained stable against last year, demonstrating the ongoing support of our community and the importance of the Market as a regular destination.

Stallholder Occupancy
Stallholder occupancy in the Stirling Angus Pavilion averaged 97% across the year, compared with 100% in both FY24 and FY25.
Two additional sites were created to provide further opportunities for stallholders. However, not all sites are occupied on every market day, primarily due to stallholder absenteeism, including illness.

South Australian Focus
We are proud to now have stallholders representing 14 regions across South Australia, an increase from 13 regions in FY25 and 9 regions in FY24.

This continued growth reflects our commitment to showcasing the diversity and quality of South Australian produce and supporting producers from across the state.

Social Awareness and Community Connection
Community engagement continued to be an important part of the Market throughout FY26.

Activities included community groups conducting sausage sizzles to raise funds for local schools, sporting organisations and community clubs, as well as cooking demonstrations and other activities.
The CFS brought a fire truck to the Market and provided fire-hose activities for children. Flinders University College of Nursing and Health Sciences also provided free BMI, blood pressure and blood sugar checks.

Free community yoga classes and Kids Corner activities provided further opportunities for families and visitors to engage with the Market beyond shopping.

Safety
No work related injuries were reported during FY26.

In addition, actively Supporting Stallholder Sustainability and Resilience has as an increased focus as new challenges have emerged.

Our South Australian producers and businesses navigate a range of challenges, including fruit fly, drought, algal bloom and, most recently, avian influenza (bird flu).

We continue to look for opportunities to support stallholders whose businesses may be affected by agricultural and environmental risks. Maintaining a diverse and sustainable stallholder base is essential to ensuring the Market can continue to provide shoppers with a broad range of South Australian produce into the future.

The Team
The Committee and I are extremely grateful to our dedicated team, whose collective efforts enable the Adelaide Showground Farmers' Market to operate successfully each week.

Our team includes:
- Christine Robertson – Chief Executive Officer
- Carol McGrane – Administration and Finance Officer
- Roz Becker – Marketing and Communications
- Meridith Lange – Market Day Operations Coordinator

We would also all like to acknowledge the team of 21 volunteers, whose contribution is invaluable. Our volunteers play an important role in creating the welcoming and community-focused environment that our Market is known for.

Thank you to everyone who contributes their time, energy and expertise and who continues to uphold the values of the Adelaide Showgrounds Farmers Market.

The Committee
It has been an honour to Chair the Committee of the Adelaide Showgrounds Farmers Market during FY26.
The Committee Members are:
- Geoff Page – Deputy Chair – Stallholder
- Mike Rowe – Finance Specialist
- Trish Simpson – Secretary – ASFM Member
- Gay Wallace – Legal Specialist
- Rae Chapple – ASFM Member
- Norma Loza – Stallholder
- Jordan Philp – RAHS Representative
- Daniel Warburton – Stallholder
- Sabine Kloss - ASFM Member

Thank you to each Committee Member for your support of the Market, your governance oversight and the individual expertise, knowledge and insights you bring, particularly in relation to South Australian produce, agriculture, business and markets.

Looking to the Future
During FY27, the Adelaide Showgrounds Farmers Market will continue to focus on:
- Delivering against all of our strategic focus areas.
- Ensuring the financial stability and sustainability of the Adelaide Showground Farmers' Market.
- Increasing the diversity and availability of South Australian products.
- Supporting the sustainability and ongoing attendance of our stallholders.
- Educating shoppers and visitors about produce, seasonality and South Australian agriculture.
- Navigating emerging risks to the agricultural sector and working to ensure shoppers continue to be well served.

Conclusion
As I conclude my fourth year as Chair, I would like to sincerely thank all our members for your ongoing support of the Adelaide Showgrounds Farmers Market.

The strength of our Market comes from the collective contribution of our stallholders, members, shoppers, volunteers, staff and Committee. Each plays an important role in ensuring the Market continues to be a vibrant place to connect with South Australian producers and our wider community.

Thank you for your continued support, and we look forward to seeing you on Sunday mornings.

L M Dickson

Lynne Dickson- Chair
Adelaide Showground Farmers' Market Committee

THE YEAR IN REVIEW

"Best market Ive been to so far. Incredibly busy but lots of artizan foods" **Gus, Google Review**
★★★★★

The **2025/26** year was busy and at times demanding. We managed two major relocation periods, continued to build membership and community programs, expanded our marketing reach and kept the focus where it belongs: on South Australian producers and the people who shop with them every Sunday.

July 2025 was steady, with much of the work behind the scenes centred on preparing for our annual Royal Adelaide Show relocation. On 27 July we bumped out of our home site, beginning one of the most operationally intensive periods of the year.

August was dominated by Market on the Move. Three markets were held at Leader Street before we moved to Goodwood Primary School for the first of four Pop-Up Markets. Weather and the opening of the Royal Adelaide Show affected numbers, but the moves themselves ran smoothly. Free face painting helped keep the Goodwood markets family focused, while the team and volunteers put in some very long days to make the relocation work.

September completed the Goodwood Primary School period before the market returned home. The two Goodwood markets affected the monthly attendance average, with around half our usual stallholder numbers, but once back at the Showground the task was clear: rebuild normal Sunday shopping habits and get momentum moving again.

October did exactly that. We celebrated our 19th birthday on 5 October with cake, music and family activities, welcomed the CFS and Smokey, and finished the month with one of our biggest Halloween Markets yet. Around 500 children took part in the Trick-or-Treat Trail and the day attracted 4,981 visitors. The 2026 membership campaign also launched strongly, supported by a new video featuring Poh.

November moved us firmly into the Christmas and membership season. Member renewals remained strong, marketing increased across radio, digital and tourism channels, and Santa Mail returned. It began a festive program that continued throughout December, alongside community fundraising, family activities and a strong focus on encouraging customers to order their Christmas produce directly from stallholders.

December was full, as it should be. Santa visit, CFS activities, carols, live music, Kids Club Christmas sessions and Community Connect all featured. Santa Mail received 280 letters across November and December, with personal replies sent to families across South Australia and even interstate and overseas. The final pre-Christmas market attracted more than 4,500 visitors despite a very hot end to the month.

January 2026 was deliberately lighter on activations but remained steady through school holidays, the Tour Down Under and extreme summer heat. Membership renewals were particularly strong, with 1,401 memberships processed during the month. Australia Day featured Sing Australia, while 60 children took part in a pavlova decorating session at Kids Corner.

February brought another full bump-out ahead of our temporary move to Leader Street for the Caravan and Camping Show. It is a major logistical exercise every time we do it, and staff and volunteers again put in long hours to make it work. We also reactivated the demonstration kitchen, beginning with a hands-on mayonnaise class focused on teaching practical cooking skills rather than simply demonstrating a recipe.

March brought Fringe energy into the market, with circus performers, magicians, choirs, musicians and the Pipes and Drums Army Cadets. Kids Corner marked Global Recycling Day, Community Connect hosted two fundraising barbecues and the demonstration kitchen continued with a seasonal pesto session. Our Tasting Australia Harvest High Tea also sold out and developed a waitlist.

April centred on Easter, Gather Round and the school holidays. The Easter Trail distributed 450 bags, while face painting, Wilbur's Wildlife, inflatable games and the popular Decorate a Guernsey activity gave families plenty to do. Membership continued to track ahead of the previous year through a month that also included several major competing events across the Showground precinct.

May combined Mother's Day, Tasting Australia and a packed Showground calendar. More than 20,900 people visited across five Sundays, with attendance above 4,000 on all but one trading day. Family activities, member promotions, entertainment and community programs continued alongside strong membership and social media performance.

June finished the financial year with average weekly attendance of 4,374, above June 2025. Community yoga, Community Connect, health initiatives and our Tasting Station continued, while social media finished the year strongly, particularly Instagram. Planning was also well underway for our 20th birthday celebrations in October.

Across the year, the market had to keep adjusting: different sites, difficult weather, changing stallholder availability and the constant job of rebuilding visitation after relocations. We kept the market trading, kept giving people reasons to come back each Sunday, and kept South Australian farmers and food producers at the centre of everything we do.

CALENDAR OF EVENTS
2025- 2026

"South Australia's largest farmers market, and you can feel it. So much good food in the one place: fresh produce, wild-caught seafood, organic pasta, home baked goods, raw honey, free-range eggs and lovely coffee. The stallholders are welcoming and happy to talk about what they grow and make. A brilliant way to spend a Sunday morning."
Shari Ware, Google Review ★★★★★

JULY 25
Masterchef at the Market
Caravan and Camping ticket Giveaway for members
Bump out to Leader for Caravan and Camping

AUGUST 25
Buy SA at Leader
Bump offsite
PACIFIC Oysters joined
T2D (Torrens to DARLINGTON)
Goodwood Primary School first two Markets

SEPTEMBER 25
Two more weeks at Goodwood
Bump in to Stirling
KNR start
Eko return
Italina Biscuits start
We sponsor baking entries in the Royal SHow

OCTOBER 25
Hi Viz introduced
Country Posies start
Market Birthday (Maisy and Milla music, Games, Facepainter
CFS
AGM (farewell to Mem, welcome to Sabine – Norma and Rae retained their seats)
Launch of 2026 Memberships
Maisy and Milla Busk
Halloween

NOVEMBER 25
Back Valley Eggs Start
Les Deux Coqs start
Pavlos return
Koi Knives demo
Kids Music Workshop
Ag Day
Flinders Medical
Kids Club Pine Cone

DECEMBER 25
Letters to SANTA
Maisy and Milla Busk
Poh signing Crunch Books
Sayge Busk
Santa Visit
Lollyjar circus
St Mary's Carollers

JANUARY 26
Ebony and Dillon Busk
Kids Club – mini pavlovas
Kerry's Cherries start
Merry Cherry return
Sing Australia

FEBRUARY 26
Milkless Return
Kids Club – decorate a plant pot and plant succulents
Jujubenate New
Bump out Caravan and Camping to Leader
Caranvan and Camping ticket giveaway and discount for members
Grancari finish up
Fringe ticket giveaway

MARCH 26
Lakeview Farms Start
Neighbours finish up
Maeve O Meara Tours
Leader Street outdoor only market
Bake It Healthy start
Pesto Cooking Demo
Fringe Acts – Hero Macro, Winston the Magician, Jesse Uno
Adam Moffatt new busker
Maeve o Meara Tour again
Kids Club – recycling milk cartons as planters
In Good Company Choir

APRIL 26
Easter Hunt – wilburs wildlife
Gather Round – Kids Club jerseys, Inflatable games
New Quartet Core Four start
Adelaide Hills Chestnuts return
Wheelchair Rugby – members offered discounted tickets and a draw for free tickets
German Film Festival tickets for members – Palace Cinemas
Citrus arrives
Flinders Pop Up
Pollinator Stewardship Program – market sponsored two members to attend. (Roz Becker on the Board)

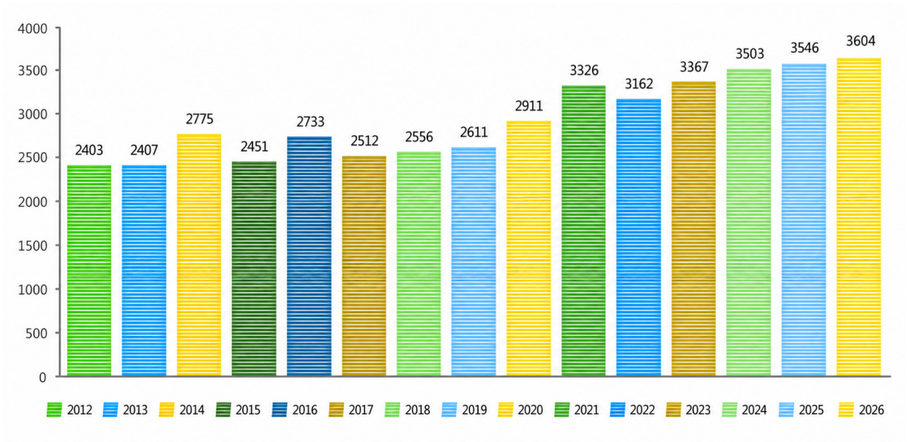
MAY 26
Kids Club – Portrait for Mum
High tea, Tasting Australia, Mother's Day Shop to Win hampers, Inflatables
World Bee Day – Bee Hotels for Kids Club
Ozzie Gozleme start
Free Yoga starts – Dhiyan +Foundation

JUNE 26
Willaba returns with pumpkins
Roller Derby Grand Slam deal for members
Volunteer Lunch
Flinders Pop Up
Tasting Station
Sarah, Jamface Book Launch

STATISTICS

- At the end of June 2026 there had been 3604 memberships purchased for the 2026 membership year compared to 3546 for the 2025 membership year as of end June 2025. This equates to an increase of 58 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 2026 membership year increased to 3597, 49 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 - 2026 FINANCIAL YEAR



Stalls

Average stalls for the month	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	Aver-age Full Year
2025 -2026	103	71.8	74.5	99.6	106	97.75	95.1	102.1	94.3	94.6	97.8	98.5	94.6
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, stallholder participation remained strong despite extended off-site trading, with a full-year average of 94.6 stalls, compared with 96.7 in 2024/25 and well above 89.7 in 2023/24 and 87.9 in 2022/23. July, November and February all averaged more than 100 stalls, with November reaching 106. The annual figure was impacted by our Goodwood Primary School Pop-Up Markets, where capacity was considerably lower; excluding Goodwood, the August average rises from 71.8 to 92.5 stalls and September from 74.5 to 105. These results demonstrate the underlying strength of stallholder participation and the market's ability to maintain a substantial and diverse producer base throughout the year.



FROM THE CHIEF EXECUTIVE OFFICER

"I literally go grab over a hundred pasture-raised eggs from there every fortnight. essential for hitting my macros. Even though the prices may go up and down a little bit as usual, legit love the friendly and chill vibes, like a big inhale of fresh air after a long week, and grabbing a scone of freshly churned gelato/sorbet is a given of course " **Fadila Tahsina, Google Review** ★★★★★

Keeping Local at the Centre

As I reflect on 2025/26, what stands out most is just how much happened in one year. It was busy, sometimes difficult, often unpredictable, but there was also real progress. We relocated the market three times, dealt with difficult weather and changing trading conditions, welcomed new stallholders, farewelled long-standing ones, strengthened our membership program, expanded our community activities and continued to find new ways to promote South Australian producers.

I am enormously proud of this market. Not simply because of its size, its reputation or the number of people who come through the gates each week, but because of what it has become. Sunday mornings have their own rhythm here. Stallholders know their regular customers, volunteers greet familiar faces, children head for Kids Corner and friends meet for coffee before doing their weekly shop. Somewhere along the way, thousands of individual routines have combined to create what really does feel like a Sunday family.

Through all of that, our purpose remains very simple: provide a strong, authentic market where South Australian farmers and food producers can sell directly to the people who value what they do.

Our stallholders remain central to everything. By October, the market represented 123 stallholders from 13 regions across South Australia, from the Riverland and Adelaide Hills to Kangaroo Island, Eyre Peninsula, the Fleurieu and Limestone Coast. That geographic spread matters. It means shoppers are not simply buying food; they are connecting directly with businesses from across our state.

As happens every year, our stallholder mix changed. We welcomed new businesses and saw familiar faces return, while others decided it was time to step away. One particularly significant farewell was to Grancari and Reno, who retired at 86 after more than a decade at the market. These transitions are part of running a farmers' market. Businesses change, seasons change and people retire, but our responsibility is to keep bringing in producers who fit the market and maintain the diversity and authenticity our customers expect.

Our customers continued to show us that the market remains an important part of their Sunday. May alone brought 20,910 visitors across five Sundays, with more than 4,000 people attending on all but one market day. June finished the financial year with average weekly attendance of 4,374, higher than June the previous year. Those numbers are particularly encouraging after a year in which we spent extended periods away from our normal home.

For me, though, numbers only tell part of the story. What I notice each Sunday is the familiarity. People know where their favourite producer will be. Stallholders notice when a regular has been away. Volunteers know which children will make a beeline for an activity. Customers stop to talk rather than simply transact. That sense of familiarity is difficult to manufacture and impossible to buy. It has been built over years, one Sunday at a time, and it is one of the things I value most about the market.

Membership also remained an important part of the market. Our 2026 membership campaign recorded its strongest-ever opening for new member sales, and renewals continued to show strong loyalty throughout the year. We also worked harder to give membership tangible value, with ticket giveaways, discounts and offers through the Caravan and Camping Show, Adelaide Fringe, film festivals, Wheelchair Rugby and other partners. Membership should be about more than a discount at the checkout. It should give people another reason to feel connected to the market and to support the producers who trade here.

Relocation was again one of our biggest operational challenges. In August and September, we moved first to Leader Street and then to Goodwood Primary School during the Royal Adelaide Show period. The market continued trading despite wet weather, lower attendance at some Pop-Up Markets and the considerable logistical task of moving infrastructure, equipment and stallholders between sites. Then in February we did it again, with another complete bump-out for the Caravan and Camping Show and a temporary move to Leader Street.

These moves do not happen by themselves. They mean very early starts, additional planning, physically demanding work and a team prepared to do whatever is needed. Our staff and volunteers handled both relocation periods professionally and kept the market operating when closing would have been the easier option. The February committee report records the long hours and additional pressure involved in the bump-out, but also how effectively the team worked together to get it done.

I cannot speak highly enough of our team. They are extraordinary. Much of what they do is invisible to the customer: solving problems before dawn, moving equipment, answering endless questions, supporting stallholders, managing events and then turning around and doing it all again the following week. They care about the market, and that shows. I am equally grateful for the ongoing support of our Committee. Good organisations need governance that does more than simply approve what is already happening. Our Committee has continued to support new ideas, ask the right questions and give us the confidence to keep moving forward rather than standing still.

We also continued to build reasons for people to do more than simply shop and leave. Kids Corner remained one of our strongest family programs, with activities ranging from mini pavlovas and recycled planters to Easter and Gather Round activities and Bee Hotels for World Bee Day. Our Halloween Market attracted 4,981 visitors, with around 500 children taking part in the Trick-or-Treat Trail. Christmas included Santa, carols, entertainment and Santa Mail, which received 280 letters across November and December.

Food education also returned as a stronger part of the market. We reactivated the demonstration kitchen with practical sessions on mayonnaise and seasonal pesto, and our Tasting Station continued to show customers simple ways to use produce available from stallholders. In June, volunteers served 320 samples of leek and potato soup made with market produce. These are relatively simple activations, but they support something important: helping people understand, cook with and value fresh seasonal food.

Our involvement with Tasting Australia took another step forward with the Harvest High Tea. The event sold out with 50 paid bookings and generated a waitlist of more than 100 people. It demonstrated that there is an appetite for experiences built around the market and its producers, particularly when we can connect our stallholders with major South Australian food events.

Community Connect remained an important part of our Sundays, providing fundraising and awareness opportunities for organisations including Rotary, sporting clubs, the Cancer Council Shitbox Rally team, the Latvian Association and Food on the Table. We also continued our Flinders pop-up health clinics and introduced free Sunday morning yoga in partnership with Dhyan Foundation Australia. Our work with the Wheen Bee Foundation led to the market joining the World Bee Day steering committee and opened up new educational opportunities around pollinators and food production.

Away from the market floor, we continued to invest in visibility. Our tourism presence expanded through the Adelaide Visitor Guide, Adelaide Concierge Map and Tourism Brochure Exchange, supported by partnerships with SALIFE, Play & Go, Kids in Adelaide and others. Our weekly FIVEaa crosses continued to give us a platform to talk about seasonal produce and introduce listeners to individual stallholders. By June, our Facebook audience had reached 32,732 followers and Instagram 29,324, with Instagram recording particularly strong growth in reach during the final month of the year.

There was important work behind the scenes as well. A new three-year agreement with the Royal Agricultural and Horticultural Society secured our licence at the Adelaide Showground through to 31 May 2028. We introduced a High-Visibility Vest Policy for setup and pack-down, with strong compliance from stallholders and staff. Neither of these things makes for exciting social media, but good governance, sound agreements and safe operating practices are fundamental to keeping a market of this size running properly.

Our volunteers again gave an extraordinary amount of time to the market. They arrive early, answer questions, assist customers, support activities, help with sampling, manage equipment and often take on jobs that most visitors never see. Our Volunteer Appreciation Lunch in June was an opportunity to recognise that contribution, with each volunteer receiving a Certificate of Appreciation. They are an important and much valued part of how this market operates every Sunday.

As the financial year closed, our attention was already turning to the market's 20th birthday. Twenty years is a significant milestone, but for me it is also an opportunity to look ahead. We are exploring new partnerships, new ways to support producers, stronger food education and new opportunities to connect with people who may not yet shop at a farmers' market. Importantly, we have a team and Committee prepared to keep looking forward with us, to test ideas and to keep asking what the market can do better.

At the same time, there are some things we should never change.

The Adelaide Showground Farmers' Market works because it is genuine. It is built around South Australian producers, direct relationships between the people who produce food and the people who buy it, and a community that has chosen to support that model week after week.

After eight years as CEO, I still walk into the market on a Sunday morning and feel immensely proud of what surrounds me. Not because any one person created it, but because so many people contribute to it every week. Stallholders, customers, members, volunteers, staff and our Committee all have a part in what this market has become.

Thank you to everyone that helps make our market the absolute South Australian treasure that it is.



Christine Robertson OAM
Chief Executive Officer ASFM
October 2026


FRANTIC WHISK™
LUXURY BISCUITS
JAM, HONEY, SAUCES & OILS
EVERYTHING
SUPPORT
LOCAL FARMERS
ADELAIDEFARMERSMARKET.COM.AU
FRANTIC WHISK
ULTRA-TRAIL
AUSTRALIA
BY UTMB
GYMSHARK



TREASURERS REPORT

By Michael Rowe (Treasurer)

For the year ended 30 June 2026

The Adelaide Showground Farmers' Market financial year ended 30 June 2026 recorded a net surplus of $16,907. This follows a net surplus of $79,664 in the previous financial year.

Revenue
Total income before cost of goods sold for the year ended 30 June 2026 was $984,319, being $27,534 higher than the prior year's income of $956,785.

Site rental income, which includes site rent, catering rental income and power fees, increased by $23,750 or 3.9% to $631,766. Site rent income was the largest contributor, increasing to $536,967 from $513,929 in the prior year. Average stallholder numbers were 94.6 per month (2025: 96.7)

Sales were broadly consistent with the prior year at $339,844 compared with $343,597 in 2025. Membership income remained the largest component of sales at $245,476, with car park card revenue increasing modestly to $77,917 and merchandise sales reducing to $16,031.

Other income decreased to $24,411 from $46,890 in the prior year. The reduction was largely due to the absence of the $20,000 RAHS subsidy received in 2025 and a lower portfolio gain of $2,944, partly offset by higher interest income of $16,293.

Expenditure
Cost of Goods Sold increased from $101,628 in 2025 to $144,400 in 2026, an increase of $42,772 or 42.1%.

The increase was primarily driven by higher car park costs, which increased by $10,990 to $75,072, merchandise costs increased by $8,840 to $21,121 and bag costs increased by $10,374 to $12,945. Event expenditure also increased to $27,804; $25,084 of which related to the Orphanage Market compared to $13,856 in the prior year.

Operating expenses increased from $822,383 in 2025 to $847,422 in 2026, an increase of $25,039 or 3.0%. Notable areas of increase were:

- Wages and Salaries increased by $8,653 to $314,133 and Superannuation increased by $2,318 to $37,324. Employee entitlement expense also increased to $14,895, reflecting movements in annual leave and long service leave provisions.
- Advertising and Marketing increased by $4,263 to $85,662, supporting continued initiatives to promote attendance, memberships and stallholder participation.
- Site licence fees decreased by $9,611 to $191,328, providing some offset to increases in other operating costs.
- Depreciation decreased by $1,868 to $25,207, while amortisation remained consistent at $3,979.
- Other notable movements included computer consultant fees increasing to $6,199, volunteer expenses increasing to $8,219, and telephone costs increasing to $6,724.

Cash and cash equivalents increased by $48,785 to $141,938. Financial assets decreased by $58,762 to $509,763, resulting in combined cash and financial asset reserves of $651,701 at 30 June 2026 compared with $661,678 at 30 June 2025.

The balance sheet remains strong, with net assets increasing to $774,056 from $757,149. Total assets were $870,926 and total liabilities were $96,870 at year end. The Adelaide Showground Farmers' Market continues to maintain strong financial discipline, with reserves available to support ongoing operations, future investment and resilience in the event of unforeseen disruption or market closure.

MRowe

Michael Rowe
Treasurer
October 2026

Special Purpose Financial Report

Adelaide Farmers Market
ABN 73 985 201 550
For the year ended 30 June 2026

Prepared by Hood Sweeney

Contents

3 Income Statement

5 Assets and Liabilities Statement

7 Depreciation Schedule

9 Notes of the Financial Statements

13 Committee's Report

14 Statement by the Committee of Management

HOODSWEENEY
join the journey

Income Statement

Adelaide Farmers Market
For the year ended 30 June 2026

	NOTES	2026	2025
Income			
Event Income	2	12,709	5,172
Sales	3	339,844	343,597
Site Rental Income	4	631,766	608,016
Total Income		**984,319**	**956,785**
Cost of Goods Sold			
Cost of Goods Sold	5	109,138	78,935
Event Expenditure	6	27,804	14,292
Membership Costs		7,459	8,401
Total Cost of Goods Sold		**144,400**	**101,628**
Other Income			
Distributions Received		4,657	4,266
Interest Income		16,293	14,047
Portfolio Gain / Loss		2,944	10,975
Profit/(Loss) on Sale of Non-current Assets		(2,484)	(5,399)
RAHS Subsidy		-	20,000
Sponsorship income		3,000	3,000
Total Other Income		**24,411**	**46,890**
Total Income		**864,330**	**902,047**
Expenses			
Accounting and Legal Fees		10,130	9,680
Audit Fees		3,050	2,900
Advertising and Marketing	7	85,662	81,399
Amortisation expense		3,979	3,979
Bank Charges		7,509	9,597
Administrative Expenses		4,086	5,848
Computer Consultant Fees		6,199	2,453
Computer Supplies		-	439
Depreciation		25,207	27,075
Dues & Subscriptions		8,728	7,532
Electricity		18,913	19,303
Employee Entitlements	8	14,895	2,599
Entertainment		5,127	5,133
Event Expenditure - Community Connect		531	601
Equipment Hire & Expenses		22,077	23,612
Foreign currency gains and losses		43	84
Grant expenditure - City of Unley		6,663	-
Insurance		10,328	9,725
Kids Club Expenses		3,219	5,695

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



	NOTES	2026	2025
Kitchen Demos/Tastings		1,304	3,371
Maintenance		8,443	7,058
Money Out (Kounta)		-	283
Office Supplies		3,375	3,070
Postage & Shipping		304	396
Security		2,003	-
Site Attendant's Fee		16,552	14,836
Site Consumables		558	2,717
Site Licence Fees Rent		191,328	200,939
Software Licence Fees		4,618	5,873
Staff Training & Amenities		964	2,781
Superannuation		37,324	35,006
Telephone		6,724	2,819
Travel & Entertainment		1,386	196
Uniforms		-	2,460
Volunteer Expenses		8,219	3,985
Wages & Salaries		314,133	305,480
Workcover Levy		2,511	2,407
Waste Management		10,124	11,054
Work, Health and Safety		1,205	-
Total Expenses		**847,422**	**822,383**
Profit/(Loss) from ordinary actvities		**16,907**	**79,664**

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 Farmers Market
As at 30 June 2026

	NOTES	30 JUNE 2026	30 JUNE 2025
Assets			
Current Assets			
Cash & Cash Equivalents	9	141,938	93,153
ATO Integrated client account		3,837	-
Distributions Receivable		1,274	1,067
Inventories		12,003	8,927
Trade and Other Receivables	10	21,041	11,016
Total Current Assets		**180,093**	**114,163**
Non-Current Assets			
Financial Assets	11	509,763	568,525
Fixed Assets			
Computer Equipment		22,757	25,466
Accumulated Depreciation - Computer Equipment		(10,616)	(19,120)
Fencing		2,773	2,773
Accumulated Amortisation - Fence		(441)	(182)
Furniture & Fixtures at Cost		185,656	188,932
Accumulated Depreciation - Furniture & Fixtures		(52,860)	(57,057)
Plant & Equipment		38,495	37,400
Accumulated Depreciation - Plant & Equipment		(8,673)	(4,762)
Total Fixed Assets		**177,091**	**173,449**
Intangibles			
CRM		17,942	17,942
Accumulated Amortisation - CRM		(14,354)	(10,765)
Website Development		53,113	53,113
Accumulated Amortisation - Website Development		(52,722)	(52,332)
Total Intangibles		**3,979**	**7,958**
Total Non-Current Assets		**690,833**	**749,931**
Total Assets		**870,926**	**864,094**
Liabilities			
Current Liabilities			
Trade and Other Payables	12	7,238	25,959
GST Payable	13	(170)	6,453
Provisions	14	72,969	58,074
Payroll Expenses Payable	15	16,798	16,421
Other Current Liabilities		34	38
Total Current Liabilities		**96,870**	**106,946**
Total Liabilities		**96,870**	**106,946**
Net Assets		**774,056**	**757,149**

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

	NOTES	30 JUNE 2026	30 JUNE 2025
Member's Funds			
Capital Reserve			
Current Year Earnings		16,907	79,664
Retained Earnings		757,149	677,484
Total Capital Reserve		**774,056**	**757,149**
Total Member's Funds		**774,056**	**757,149**

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

Depreciation Schedule

Adelaide Farmers Market
For the year ended 30 June 2026

NAME	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
Computer Equipment						
Computer Lenovo Laptop Info Stand	906	452	-	339	113	-
Dell Latitude 5550 Laptop	2,999	1,990	-	-	663	1,327
Dell Monitor	515	342	-	228	114	-
Dell Pro Max Notebook	6,686	-	6,686	-	6	6,680
Dell PRO P2726H IPS Monitor 27"	353	-	353	-	-	352
Dell U3225QE 32" Monitor	1,288	-	1,288	-	1	1,286
Laptop	713	-	713	-	182	531
LAPTOP DELL	2,488	360	-	270	90	-
Laptops ACER	1,293	600	-	-	150	450
Lenovo Flex	770	766	-	-	255	511
Lenovo Info Stand laptop	906	452	-	-	113	339
Lenovo tablets and cases	751	-	751	-	193	558
Office 365	3,994	577	-	433	144	-
POS & Installation	6,000	-	-	-	-	-
Unibuiti Unifi AP AC Mesh PRO	1,000	145	-	-	36	108
Watchguard firebox	4,596	664	-	498	166	-
Total Computer Equipment	**35,256**	**6,346**	**9,790**	**1,768**	**2,227**	**12,141**
Fencing						
Supply labour - fencing, installation hotplate, bench fascia	2,773	2,591	-	-	259	2,332
Total Fencing	**2,773**	**2,591**	**-**	**-**	**259**	**2,332**
Furniture & Fixtures at Cost						
20' High Cube Side Opener - New Build	4,735	-	4,735	-	6	4,729
ACN Refrigeration	3,764	2,605	-	-	260	2,344
Americana Resin Chairs	1,794	879	-	-	88	791
Blinds for Eastern end pavilion	6,230	4,540	-	-	623	3,917
Boat Board Pickets	727	675	-	-	67	607
Brayco Stainless Folding Bench	1,473	1,076	-	-	54	1,022
Crowd Control Barrier	3,505	3,411	-	-	114	3,297
Customised Bike Rack	850	626	-	-	63	563
Customised Bike Rack	850	603	-	-	85	518
Customised Bike Rack	850	603	-	-	85	518
Customised Bike Rack	850	603	-	-	85	518
Customised Bike Rack	850	603	-	-	85	518
Dizzy Board	1,077	-	1,077	-	96	981
Fencing	4,200	-	4,200	-	6	4,194
Festoon Lighting	7,473	4,067	-	-	813	3,254
HANGING Flags	2,775	2,218	-	-	278	1,941
Hi Cube side doors 20ft new	10,435	-	10,435	-	14	10,421
Lightweight Marquee	746	90	-	16	75	-

NAME	COST	OPENING VALUE	PURCHASES	DISPOSALS	DEPRECIATION	CLOSING VALUE
MARQUEE EXTRA	889	792	-	-	89	703
Nova Umbrellas	81,208	67,141	-	-	8,121	59,020
Outside Furniture	18,984	2,517	-	618	1,898	-
Picket Fencing: TPFC	23,983	22,071	-	-	2,207	19,864
Planter boxes	5,969	3,801	-	-	760	3,041
Soil - new planter boxes	682	565	-	-	56	508
Specta colourful chairs	1,635	896	-	-	179	717
Telephone System	1,999	-	-	-	-	-
Timber Picnic Tables	5,082	3,495	-	-	699	2,796
Weathersafe Shades	3,993	482	-	82	399	-
Wooden benches	11,772	7,518	-	-	1,504	6,014
Total Furniture & Fixtures at Cost	**209,379**	**131,874**	**20,447**	**716**	**18,810**	**132,796**
Plant & Equipment						
2x Optimum 9400X Blender	1,558	1,243	-	-	249	994
Benchmark Weights 1g to 1kg	969	494	-	-	99	395
Blower	846	846	-	-	169	677
Cook Top	1,064	993	-	-	99	894
Defib machine	2,723	1,383	-	-	346	1,037
Golf Cart	13,145	11,150	-	-	2,230	8,920
Picket Fencing: CSM	14,850	14,451	-	-	482	13,970
Powersurge protections equipment	1,374	1,209	-	-	60	1,148
Refridgerator	871	869	-	-	174	695
Yale Document Fire Safe - Medium and Large	1,096	-	1,096	-	4	1,092
Total Plant & Equipment	**38,495**	**32,637**	**1,096**	**-**	**3,911**	**29,822**
Total	**285,903**	**173,449**	**31,333**	**2,484**	**25,207**	**177,091**

Notes of the Financial Statements

Adelaide Farmers Market
For the year ended 30 June 2026

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 2026. 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.

	2026	2025

2. Event Income

	2026	2025
Tasting Australia	3,336	1,172
Event Income - Goodwood Pop Up Market	5,873	4,000
Event Income - Mosaic Pot Project	3,500	-
Total Event Income	**12,709**	**5,172**

3. Sales

	2026	2025
Car Park Card Revenue	77,917	76,889
Donations	420	-
Membership Income	245,476	246,937
Merchandise Sales		
Bag Revenue	8,150	7,158
Merchandise Sales	7,881	12,612
Total Merchandise Sales	**16,031**	**19,771**
Total Sales	**339,844**	**343,597**

4. Site Rental Income

	2026	2025
Site Rent Income	536,967	513,929
Catering Rental Income	68,975	67,252
Power Fees	25,824	26,835
Total Site Rental Income	**631,766**	**608,016**

5. Cost of Goods Sold

	2026	2025
Bags	12,945	2,571
Car park costs	75,072	64,082
Merchandise costs	21,121	12,281
Total Cost of Goods Sold	**109,138**	**78,935**

6. Event Expenditure

	2026	2025
Tasting Australia	2,720	436
Orphanage Market	25,084	13,856
Total Event Expenditure	**27,804**	**14,292**

7. Advertising and Marketing

	2026	2025
Advertising	27,832	33,932

Marketing Expenses	57,830	47,467
Total Advertising and Marketing	**85,662**	**81,399**

8. Employee Entitlements

	2026	2025
Wages & Salaries - Annual Leave Movement	12,436	95
Wages & Salaries - Long Services Leave Movement	2,459	2,504
Total Employee Entitlements	**14,895**	**2,599**

9. Cash & Cash Equivalents

	2026	2025
Petty Cash	406	446
Bendigo - Business Account	39,660	23,513
Cash Management Account	34,204	31,804
Adel Show Farmers Market Inc	67,668	37,390
Total Cash & Cash Equivalents	**141,938**	**93,153**

10. Trade and Other Receivables

	2026	2025
Trade Debtors	19,842	10,695
Workcover receivable	1,199	321
Total Trade and Other Receivables	**21,041**	**11,016**

11. Financial Assets

	2026	2025
Sandhurst Term Deposit ***631	131,643	146,115
Sandhurst Term Deposit ***944	126,583	150,162
Sandhurst Term Deposit ***856	125,809	149,464
SPDR 200 Fund ETF Units	84,036	84,036
Unrealised gain/loss on investments	41,692	38,748
Total Financial Assets	**509,763**	**568,525**

12. Trade & Other Payables

	2026	2025
Trade Creditors	7,238	25,959
Total Trade & Other Payables	**7,238**	**25,959**

13. GST Payable

	2026	2025
GST	(134)	6,698
GST Adjustment	(35)	(245)
Total GST Payable	**(170)**	**6,453**

	2026	2025
14. Provisions		
Provision for Long Service Leave	8,843	6,385
Provision for Annual Leave	64,126	51,690
Total Provisions	**72,969**	**58,074**

	2026	2025
15. Payroll Expenses Payable		
PAYG Withholding Payable	4,484	3,558
Superannuation Payable	4,559	8,206
Wages Payable	7,756	4,657
Total Payroll Expenses Payable	**16,798**	**16,421**

Committee's Report

Adelaide Farmers Market
For the year ended 30 June 2026

Management Committee Report

Your committee members submit the special purpose financial report of Adelaide Showground Farmers Market Inc for the year ended 30 June 2026.

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 $16,907.

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:

L M Dickson 08/10/2026
B7AD0000-2F0E-C242-4BFE-08DF24FF4B3A

Chairperson

Michael Rowe 08/10/2026
B7AD0000-2F0E-C242-4C23-08DF24FF4B3A

Treasurer

Date 08 / 10 / 2026

2026 Annual Report

Statement by the Committee of Management

Adelaide Farmers Market
For the year ended 30 June 2026

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 2026 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:

LM Dickson
B7AD0000-2F0E-C242-4C1A-08DF24FF4B3A 08/10/2026

Chairperson

Michael Rowe
B7AD0000-2F0E-C242-4C25-08DF24FF4B3A 08/10/2026

Treasurer

Dated: 08/10 /2026

