



Market Managers Report  
Annual General Meeting  
16 October 2021

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## INTRODUCTION

This year has brought change in the management of the market From Nikala Sim to Kara-Jane Bennett. I would like to thank Nikala for all the organisational input and changes she made to improve the running order of the market. It has put the market in a good position to implement new strategies and growth upon. I have currently been employed with the market for 6 months and have been learning and appraising the various aspects of the market for change. There are 5 Key performance areas that are guiding my activities to date. These include;

- **Market Day Operations:** to increase the average monthly market attendance and annual market memberships and maintain and increase stallholders (Artisan & Farmers)
- **Administration and development:** Review and update operations manual, budgeting 2021-2022, Filling from Dropbox to Gsuite
- **Stallholder management:** complete a seasonal market calendar, recruit summer fruit stallholders, identify product gaps
- **Marketing and promotions;** complete the marketing plan and calendar of events and conduct activities, Review and update website
- **Volunteer coordination:** training and celebration event

The last 6 months have brought a lot of learning, reviewing and collaborations. I have approached all areas of the job with the intention of improving the communication and partnerships with committee, stallholders, sponsors, initiatives, volunteers and market goers. I am thankful for all the support and feedback from the various sectors of the market community. A special thanks to Geoff for his knowledge and accessibility, Janine for her generous and collaborative nature and Rosie for all her skills, diplomacy and professionalism.

My intention for the market is to grow its capacity in serving the Adelaide Hills Community with fresh, local and seasonal food and to remind them of the importance of supporting and servicing our farmers, producers and artisans. Also to maintain the rich community feel that occurs each week at the market. Business activity includes collaboration with Gawler street businesses, Mt Barker Council,

## Manager Activities and KPI 2021-2022

KPI's	<u>2020 (12mths)</u>	<u>2021 (6mths -April-Oct)</u>
<b>Market Day Operations</b>	<ul style="list-style-type: none"> <li>- No stallholders approve to trade=<b>71</b></li> <li>-Active membership= <b>445</b></li> <li>-avg no of member sign <b>100</b></li> </ul>	<ul style="list-style-type: none"> <li>- No of stallholders approved to trade=<b>77</b> (Farmers:<b>45</b>) Artisan (<b>32</b>) approve to trade.</li> <li>We have had 65 expression of interest inquiries since April due to the online inquiry process that was set up on the website.</li> <li>- Active memberships= <b>380</b></li> <li>- Avg no of market goers at market=<b>285</b></li> <li>-avg no of member sign ins=<b>88</b></li> <li>-2 set up contractors</li> </ul>
<b>Administration and development</b>		<ul style="list-style-type: none"> <li>-Updated operations manual</li> <li>-Updated the gsuite filing system and archival documents</li> <li>-Budget for 2021-2021</li> <li>-finalised and created working databases</li> <li>-rules and regulations and other policy distribution</li> <li>-industry networking and vendor scouting</li> <li>-cleaned and organised shed.</li> </ul>
<b>Stallholder management</b>		<ul style="list-style-type: none"> <li>-Establish seasonal market calendar</li> <li>-gap assessment: seasonal produce, beef, more speciality produce</li> <li>-average stallholder attendance/month=<b>27</b></li> <li>-stallholder incentive activities</li> <li>-introduce new stallholder invoicing</li> <li>-community tent initiative</li> </ul>
<b>Marketing and promotions</b>		<ul style="list-style-type: none"> <li>-Newsletter content changes</li> <li>-AHFM survey 165 responses</li> <li>-Completing marketing plan and event calendar-15/10/2021</li> <li>-Grant for World Food day celebration March 2022</li> <li>-Gawler st sponsorship and collaboration activities</li> <li>-Community market membership recruitment days.</li> <li>-Video, photo and blog material- getting completed.</li> <li>-Website upgrade with individual vendor portals</li> <li>-4 demonstrations at the market</li> <li>-return of the kids tent</li> </ul>
<b>Volunteer coordination</b>		<ul style="list-style-type: none"> <li>Volunteer celebration event</li> <li>3 new volunteers</li> </ul>

## **FUTURE ACTIVITIES**

The focus for the next 6months is marketing and membership recruitment. The market needs to outreach to more local areas within the Mt Barker district. This includes:

- attending community events for promotions
- create video material for facebook, instagram and promotions with new development areas and real estate agents.
- Promotions events -summer program, seasonal artisan installations and world food day event
- Facebook lucky door prize: for market goers at 11.30am at Market
- Mt Barker Council food plan initiative and blogging content
- Stronger presence on facebook and instagram
- Stallholder collaborations with marketing and incentives.