

Adelaide Hills Farmers Markets Chairs report -2021-22

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

Thank you for your attendance at this AGM. We have repeated this timeslot following its success last year in getting our best attendance at our AGM. We value your support and membership of the market. The market has performed well. We have had new customers and new stallholders. The market shows signs of refreshing itself and is gradually capturing new arrivals in the district to the market.

The committee has been united in rebuilding governance and operational processes. Over the years with manager changes, cloud storage systems and us struggling to find secretaries with strong admin overview skills we had lost and misplaced many policies and operational documents. We have now reproduced many of these and reviewed the remainder. Our financial position is strong, and we thank Janine for her efforts in getting our financial recording and reporting more professional.

This year we finally trialed a winter location. The trial was generally successful and as such we will undertake another winter market indoors for a few months building on the experience of this year. Hopefully a better and smarter winter market next year. We have outlined to the council our needs as they develop their concept of a market square that could include us.

This year, we have also trialed a sustainability market as part of our co-located markets concept. This still has more learning on the sustainability market concept as what is deemed sustainable and cutting edge sustainable changes rapidly.

We do have one of the best markets for atmosphere during late spring and autumn with members and shoppers able to relax at the market on the lawn with great entertainment. We thank management for coordinating our buskers. As we come out of covid restrictions we can continue to develop and expand our demonstration and education program including cooking, gardening, and environmental management.

Kara-Jane has done a great job as market manager and through her leadership our processes and reporting have become more professional, allowing the committee the time to get back to focusing on our strategic plan. The strategic planning objectives included, Growing the Market, Nurturing the Friendly atmosphere and broader Community Connections, Value and promote our 'Brand' & ensuring we have ongoing sound administrative infrastructure. A continuing challenge is to reach out and include new residents in the district into our community. We also thank Anama for leading us through our review of our strategic plan.

I would like to acknowledge the work of Maddie for her market set up work. She has moved on, but we hope to have her back in the coming year as a stallholder. Setup is now under control of Linden with some assistance from Orland. We thank Belinda for her work as a day market manager and welcome Sara who will fill this role in the future. In this coming year, you will see a significant change in our electronic promotion of the market as we are investing in professional assistance to gain more traction to the market. We are also providing some incentives for members (including stallholder members) to sign up others as members of our market which hopefully will allow the next stage of growth for the market.

The committee has had many changes in the last twelve months which has had some significant effect on us to be making progress. I do thank the committee for their support of me in continually managing change.

I would like to thank those committee whose term has expired or who have resigned. Finally, I would like to thank you the members for supporting us through your membership and regularly shopping at the market. I would like to thank this last year's committee for their efforts in volunteering their time in governing the market and making significant contributions to the running of the market.

Dr Geoff Page

Chair