



Market Managers Report
Annual General Meeting
16 October 2021

INTRODUCTION

The last year's focus of activity for the Market Manager has been in 2 main arenas. The first being an indoor winter location and the other has been the reviewing and implementing changes to our marketing approaches. We had a successful attempt at an indoor winter location at Cornerstone College gym. A review has been conducted and included the perspectives of market goers, vendors and the finances. The committee has recommended that we secure the indoor location for 2023.

The market's branding has also had a major overhaul with new corflute boards for our A frames and street signs, our new marquee, pamphlets, market money vouchers and our website. We have also invested in newsletter articles in the Courier, Adelaide Hills Herald and Southern Argus newspapers. Currently, AHFM has spent \$9565 on marketing activity. We have recently hired a digital marketer to review our social media platforms to help with growing our reach and attendance. They are currently finalising their marketing strategy for comments. We have been working with new residence areas through project managers and real estate agents with our promotions kit. I have also attended public events in the Hills and promoted our market. I am currently liaising with Hills Tourism SA and strengthening the working relationship to assist in promoting the market.

We have had a number of events in the last 12 months which have included the reintroduction of the LJ Hooker sponsored, Kids Cooking tent, conducted by Clever Belly Kitchen. We have also re-introduced the kids craft tent that was coordinated by Xiang. Other special events that were held were the Wellness Wander market and the World Food Day, both events had larger turnouts at the market. We also hosted our annual Xmas twilight market which had a great community feel and turn out. Another initiative was the high school year 9 work experience week and the students got to work on different producers' properties. This will be used as a pilot project to be formalised and it is hoped it will be adopted by other high schools for their work experience programs.

We have also received funding from Mt Barker District Council for hosting the World food day event, our new waste bin set up, the producer in residence and the indigenous market. We have received \$8000. We are very appreciative of Council's support of the Adelaide Hills Farmers Market.

Lastly, I have been working with a group of Artisans to review the artisan market and ways to improve it.

Finally, I would like to thank Geoff Page for being so available to deal with any issue involving the market. He really is the backbone of the market. I'd like to thank the committee for being an effective and accessible decision making body, all the vendors for providing produce and products and business to the market every week, all the volunteers who make the info tent fun and run smoothly, the set up staff including Maddie, Linden and now Orland. I'd also like to thank Belinda Brown for her efforts at the market.

The following is information regarding the key performance indicators the market manager that guide this positions activities.

Manager Activities and KPI 2022-2023

KPI's	<u>2020 (12mths)</u>	<u>2021 (6mths -April-Oct)</u>	<u>Oct 2021- Oct 2022</u>
Market Day Operations	- No stallholders approve to trade= 71 -Active membership = 445 -avg no of member sign 100	- No of stallholders approved to trade= 77 (Farmers: 45) Artisan (32) approve to trade. We have had 65 expression of interest inquiries since April due to the online inquiry process that was set up on the website. - Active memberships= 380 - Avg no of market goers at market= 285 -avg no of member sign ins= 88 -2 set up contractors	-No of stallholders approved for trade Producers-(24) Artisans-(24) -No of expression of interest= 119 Active membership= 530 Avg no of market goers/market = 357 Avg no of member sign ins= 89.3
Administrati on and development		-Updated operations manual -Updated the gsuite filing system and archival documents -Budget for 2021-2021 -finalised and created working databases -rules and regulations and other policy distribution -industry networking and vendor scouting -cleaned and organised shed.	Completed in April 2020-Oct 2021 Upgraded rules and regulations for Artisans Claimed a new section to our shed for more storage. Completed property inventory
Stallholder management		-Establish seasonal market calendar -gap assessment: seasonal produce, beef, more speciality produce	Purchased a new fridge for beef vendors. Currently liaising with Strathalbyn meat coop to identify other areas of concern , prohibiting beef producers

		<ul style="list-style-type: none"> -average stallholder attendance/month=27 -stallholder incentive activities -introduce new stallholder invoicing -community tent initiative 	<p>coming to the market. Minneribee pork is returning to the market</p> <ul style="list-style-type: none"> -average stallholder attendance/month= 29. Avg no Artisan stallholders/month = 11.3
Marketing and promotions		<ul style="list-style-type: none"> -Newsletter content changes -AHFM survey 165 responses -Completing marketing plan and event calendar- 15/10/2021 -Grant for World Food day celebration March 2022 -Gawler st sponsorship and collaboration activities -Community market membership recruitment days. -Video, photo and blog material- getting completed. -Website upgrade with individual vendor portals -4 demonstrations at the market -return of the kids tent 	<p>Annual market goer survey had 110 responses</p> <p>Return if kids cooking tent and kids craft tent</p> <p>Gawler street promotion-flyer with 10% for the day has been distributed.</p> <p>Market events: Producer in residence program for the yr</p> <p>Blog material, video getting completed.</p> <p>Upgraded photo selection for the market.</p>
Volunteer coordination		<p>Volunteer celebration event</p> <p>3 new volunteers</p>	<p>Volunteers have remained the same for the last year.</p>

FUTURE ACTIVITIES

Improving the marketing reach and network for AHFM.

Inquire into how to serve the Hills better with AHFM products.

Liaise with Mt Barker Council and other relevant bodies on the Importance of AHFM to our local food system and develop the “growers network concept” to feasibility study.

Supporting small beef producers so that their products can be sold at the market.