



Market Managers Report
Annual General Meeting
7th October 2023

INTRODUCTION

October 2022-2023 has been a year of consolidating on the previous years efforts with growing the market membership, winter location and marketing events such as the pop up markets (3) to assist with growing the awareness of the market. We conducted an outreach programs with the Farm work experience program. The Mt Barker Waldorf school has participated twice. I am currently working on a prospectus for other schools. We have been able to host regular kids activities with the Kids cooking tent and the indigenous kids activities. Both these activities proved to be popular. The Twilight Christmas market last year was bigger and better than the year before. This year there is a small working group to grow it even more. I received funding from Council to initiate the Producer in Residence marquee and we have receive more funding to keep it going. We have had 11 producers participant in the initiative. We also have another 5 on the waiting list. We have had a few themed markets: The doggie market, Easter hunt market and a bee day market. Lastly we have had good activity in our community tent.

We hired Powder Monkey for social media 12months ago. The targets that were set for this company were not reached and there was concerns about the look of our posts. We have now decided to disengage them and we are currently looking to hire someone from within the market community. We also have a marketing sub-committee in operation, including Mat King, Lucy Davies, Sara-Rose Barnes and myself.

There has been growth in the market membership of 100 from the previous year. The average no of stalls/yr has remained the same (29). The average no of market goers for the year has also grown (381) and we have recorded a few (6) markets over 500 for the day. The average no of market member sign in has also grown. Areas where there has been some decrease, from last year to this year there has been a drop in the number of expressions of interest to trade at the market but more are on the waiting list as we have most categories filled. We have had less artisan vendor numbers than last year.

In April this year I was diagnosed with bowel cancer and as such I was too unwell to attend on Saturdays and have only been able to work on the behind the scene activities of the market. I would like to thank the committee for being so supportive of myself through my

cancer treatment, it has really helped me get the treatment process. I'd also like to thank both Sara-Rose and Mem for their great efforts in the casual day manager role. I would particularly like to acknowledge both Linden and Orland for all their efforts at the Winter sessions at Cornerstone this year, in particular Linden as he has to cope with doing yr 12 and care for myself whilst help to run the market at Cornerstone. Lastly, thank you to all of the vendors for your patience and your well wishes, it really helped with my spirits whilst I faced some really hard times getting through my treatment.

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>	<u>Oct 22-23</u>
Market Day Operations	<ul style="list-style-type: none"> - No stallholders approve to trade= 71 -Active membership= 445 -avg no of member sign 100 	<ul style="list-style-type: none"> - 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 	<ul style="list-style-type: none"> -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 	<ul style="list-style-type: none"> No of stallholders approved for trade Producers= 10 Artisans = 8 S/Living = 2 Waiting list= 28 other =29 No of expression of interest= 77 Active Membership =630 Avg no of market goers/market = 381 Avg no of member sign ins=96
Administration and development		<ul style="list-style-type: none"> -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 	<ul style="list-style-type: none"> Completed in April 2020-Oct 2021 Upgraded rules and regulations for Artisans Claimed a new section to our shed for more storage. Completed 	<ul style="list-style-type: none"> Updating policies Improving data base for marketing purposes. Booklet for schools-farm work experience.

		-industry networking and vendor scouting -cleaned and organised shed.	property inventory	
Stallholder management		-Establish seasonal market calendar -gap assessment: seasonal produce, beef, more speciality produce -average stallholder attendance/month= 27 -stallholder incentive activities -introduce new stallholder invoicing -community tent initiative	Purchased a new fridge for beef vendors. Currently liaising with Strathalbyn meat coop to identify other areas of concern , prohibiting beef producers coming to the market. Minneribee pork is returning to the market -average stallholder attendance/month = 29 . Avg no Artisan stallholders/month = 11.3	Working on gaps and new products for the market. Meat (2) and Veggie grower (1) Average stallholder attendance/month = 29 Avg no Artisan stallholders/month = 10
Marketing and promotions		-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	Annual market goer survey had 110 responses Return if kids cooking tent and kids craft tent Gawler street promotion-flyer with 10% for the day has been distributed. Market events: Producer in residence program for the yr Blog material, video getting completed. Upgraded photo selection for the market.	Hired Powder monkey for 12mths About to change social media providers Grants for Producer in residence. (\$3800) Grant for Conciliation (\$2500)

		the market -return of the kids tent		
Volunteer coordination		Volunteer celebration event 3 new volunteers	Volunteers have remained the same for the last year.	Volunteers have remained the same for the last year.

FUTURE ACTIVITIES

Improving the marketing reach and network for AHFM with our new marketing team and committee.

Developing the next strategic direction for the market.

Maintaining the current market mix and market activity