



AGM CEO Report 2011

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2011 Adelaide Showground Farmers Market Summary of the Year's Achievements

- Average attendance 3,900 up 15%.
- Average 80 stalls including 2 smaller Twilight Markets (up 13% from previous year).
- Membership has increased by 20%. We had 2,191 paid members as at 30 June 2011.
- We expect this number to increase by a further 17% and so far we are on track.
- Last 2010 year we averaged 71 stalls, the Market is currently averaging approximately 90 stalls. We are experiencing the largest markets in terms of attendance and sites that we have ever had.
- The Market has invested in and implemented a new membership data base (Memforce). This system manages our member and stallholder information. It has increased our input accuracy. We have introduced new staff training sessions and procedures in the Info tent.
- We had our first Easter Twilight Market, a successful market pointing people to the options of new markets.
- The Market was involved in TASTE SA at the Royal Adelaide Show. 489,000 people attended the 2011 Royal Show. All the stallholders involved reported positive experiences and this should result in an even greater awareness of the Market and what it has to offer.
- Sophie Thomson has been our new patron of the Edible Garden since March. Inspirational garden sessions are being planned for the coming year to include the Kids Club, and a host of high profile gardeners to build a calendar of sustainable food lifestyle events.

Since my appointment

I started as CEO on the 14th September. I have had six weeks as the CEO of the Adelaide Showground Farmers Market. To direct my work, I have formulated a mission statement to keep my actions true to the ASFM Constitution. This is what I believe we do:

sustainably support and provide a market place structure for South Australian farmers and producers to sell seasonal regional food direct to the public, providing a lifestyle choice.

In my first week, I introduced myself to the stallholders and undertook an audit of stallholders' perspective of the Market via a questionnaire. I asked two questions:

To the fresh producers, I asked: What does authenticity mean to them?

To the value-added producer, I asked: What type of marketing they wanted to see?

To the first question, it was a reassuring 99% that said Authenticity is imperative to the trust in the brand of the Market. The second question provided a mixture of answers, with 80% seeing a connection to community being the most worthwhile marketing. Whilst 20% said that they wanted more press and TV. When questioned as to whether we should pay for this advertising, they said, No – that the media should be stories about the Market in editorial content.



Marketing Message:

The purpose of our marketing will always be to gain members and entice more stallholders. This message will rest on our values of education, and clean ethical food. Press releases have gone out to many glossy magazines, Country Style, SA Life, Adelaide Magazine, Sumptuous, Gourmet Traveller, and local newspapers. An interview is pending with the Adelaide Review, and we have already appeared in the Taste section of the Advertiser and three blogs have been posted about us. We attended the Festival of ideas, with a stall, positioning us in the Media, with ABC news camera crews interviewing previous CEO Zannie Flanagan.

Social Media Strategy to Attract Stallholders, Customers, Sponsors.

We are advising stallholders to have a Facebook page. We want as many stallholders as possible to have pages to link numbers and grow our page. The number of Facebook likes we have is important - it is a near free communication tool to talk to over 2,000 people. Many Facebook likers are not market members so we have an opportunity to promote membership. It also means that when I talk to sponsors I tell them that we talk to 4,000 people a month: 2,000 of these are via our Facebook page. We communicate to another 2,000 with the *Digest* newsletter. Add this to the near 4,000 people who actually come to the Market, and it is impressive to see how many we can connect to. This is what sponsors want to hear. When I started on 14 September, there had 1998 likes and 450 people following us on Twitter. Now there are 2,087 people "liking" us on Facebook and 484 on Twitter. These people get regular updates about what is happening at the Market and other information and the page gives a great opportunity to get feedback about the Market.

New Logo to Secure Sponsorship and Image.

We are working with Type Space graphic design to develop the existing familiar brand into a sponsor friendly logo. This logo can appear in any text or print situation. It will give the brand of our Market continuity and carry our tag line, "South Australia's Farmers Market". It is developed to support our hinged sponsor-based relationships. Hinged Sponsorship is two mutually beneficial brands dependent on each other.

Sponsors Party. Building Relationships.

A thank you party is being held to show gratitude to the sponsors who have supported the Market over the last 5 years. We will thank the founder of the Market, Zannie Flanagan, and introduce myself as the new CEO. We invite the sponsors, press and political influencers along with potential sponsors. This party will unite our supporters and knit the threads of the community that enable the messages of the Market to get out there.

Website to Attract, Inform and Support Stallholders and Increase Customers . An expansive secure and more modern site is planned, containing a shopping cart for membership purchase, a Kids' Club section with possible links to TAFE. We envisage the new website will contain a separate log in section for stallholders to receive secure information and kits for potential stallholders. The new website will be another prime opportunity to look for sponsorship.

Relationship Strategy. Building Sponsorship Community. The strategy I have adopted to entice sponsors is one of, "what can we do for you". This strategy puts the market in a position of value giving its credibility carefully. Our Market is making friends with the Unley Council and the Adelaide Showground. Visualising these friends as sponsors with a shared vision of long-term sustainability.



Kids' Club. Educational Promotional Sponsorship to Support Stallholders and Entice Members.

Garry Morgan, the Chairman of Wildcatch Fisheries, is speaking to two sustainable fishing bodies to come on board as possible sponsors for the Kids' Club. He is making enquires.

The Sustainable fisheries companies are very interested in what our Patron of the Kids' Club, Simon Bryant, is instigating on our behalf. It is proposed that we introduce Regency Park TAFE SA to validate an Adelaide Showground Farmers Market Kids Cooking Certificate. The Market can charge for this Certificate. Partnering this combination is our existing generous sponsor Breville who are also keen to talk more about how to assist. These discussions are all in progress. I have meetings with Breville later this month and Heidi VanGerwen, Educational Manager TAFE SA has already arranged cursory meetings internally to start the processes from their end.

Insurance Audit. Positive Procedure Outcomes.

Upon review of the insurance policy we have brokered with OAMPS insurance, we discovered that our Insurance needs to be upgraded. New procedures will be introduced to verify our Certificate of Currency. The Market has grown and activities adapted over the five-year period. This is a budget issue and the Treasurer, Milton Perryman, is investigating our options.

Human Resources, Policy and Procedures.

We congratulate Aerie who is expecting her second child. Aerie's work and dedication to the Constitution is an asset to the Market. Aerie is keen to come back and work with the Market after her maternity leave. Aerie's role is currently being advertised.

Community Building and Networking Relationships.

The Goodie Patch is an Unley Council-funded template of a community garden. Unley Council has four planned Community Gardens. We have provided 300 Market Visitor Vouchers for the Unley Council to mail to residents with their community garden survey. We have put a question on this survey to 300 local residents to see if they would shop at a mid-week farmers market?

The next 5 years

Additional goals for the next 5 years are:

1. state our point of difference
2. viably formulate an education program of how to use fresh produce
3. make sustainability evident throughout the Market and
4. develop satellite growth via best practice blueprint ethical business model.

In all our media communications we will connect our values via our mission statement. This will define our point of difference as a South Australian, food only, growers market. Staying true to the constitution while planning growth, we will pull together all the information accumulated and the relationships the Market has built in order to secure the next 5 years.

"If it cannot be measured it cannot be achieved"

I am in the process of writing the next 5 year strategic plan and this plan will be outcome-based. I am looking forward to working with an interactive driven committee for our sustainable future.