

Barossa Farmers Market Strategic Plan 2019-2022

- Who we are:** A community Farmers Market in the heart of the Barossa
- Our mission:** To be the home of great produce in the Barossa
- Our Purpose:** To provide a place that gives our local farmers and producers a direct route to shoppers.

Our Values:

- **Authenticity:** A community market that preserves and builds upon regional food heritage
- **Provenance:** A commitment to origin and the seasonality of the region
- **Connectivity:** To encourage knowledge sharing and passion for Barossa products and the people behind them
- **Sustainability:** To behave in an environmentally, financially and socially responsible manner
- **Respect:** We act openly and honestly and promote mutually respectful behaviour in all that we do

Our Strategic Pillars:

- **To offer an authentic Barossa food shopping experience**
- **To encourage the consumption of local produce within our community**
- **To provide stallholder pathways to success for primary producers and food entrepreneurs**
- **To ensure a sustainable, ethical and financially secure market for future generations**

The Barossa Farmers Market is a Not for Profit organisation that facilitates growth opportunities within our farming community

Strategic Pillar 1: Offer an authentic Barossa food shopping experience

Strategy	Action	Responsibility	Timeframe / Outcome
Develop a medium – long term masterplan for the market site	Develop a capital works plan that will deliver improved market infrastructure and aesthetics for shoppers – to developed and delivered in conjunction with the landlord	Chair and General Manager	Year 1: Develop, cost and agree plan
Grow market membership and add value to enhance the connections between customers and producers	Undertake a review of market membership to develop and strengthen the membership proposition – proposal to be developed for approved by the board	Membership Sub-Committee	Year 1: Proposal to be presented to stallholders and members at the 2019 AGM
Deliver marketing and promotional activities to attract new market shoppers	Develop a marketing and communications strategy for the effective promotion of the market, its brand and points of difference – to be develop with and include engagement of key external stakeholders (including Tourism Barossa, Food Barossa, Barossa Council)	Chair, General Manager and Marketing Sub-Committee	Year 1: Consultation undertaken and strategy approved by board

Strategic Pillar 2: Encourage the consumption of local produce within our community

Strategy	Action	Responsibility	Timeframe / Outcome
Raise the awareness, understanding and visitation of local community members of Barossa Farmers Market	Deliver on-site and off-site activities to showcase market produce, provide compelling reasons for locals to use the market for shopping and social engagement, and to attract/entertain customers – including cooking demonstrations, market activities and participation in events	General Manager	Year 1: Identify and apply for grant funds and test events/activities Year 2: Develop annual calendar of events/activities
Increase engagement with a wider range of organisations and groups in the community	Work with community groups, charities and schools to offer new ways to experience the market and its produce and provide opportunities for new market stalls	Staff and Board	Year 2 & 3: Engage with organisations and explore relevant opportunities

Strategic Pillar 3: Provide stallholder pathways to success for primary producers and food entrepreneurs

Strategy	Action	Responsibility	Timeframe / Outcome
Foster a positive, participative and collaborative environment and relationship for and with stakeholders (including stallholders)	Increase engagement and recognition of stallholders through networking opportunities, stallholder awards	Staff and Board	Year 1 to 3: Organise events and test/trial some activities
Implement activities to facilitate stallholders to maintain or grow their business and achieve independent success	Assist stallholders to reach more customers through developing new/innovative sales channels and to facilitate increased wholesale sales to local restaurants, cafes and providores	General Manager / Board	Year 1 to 3: Engage with local organisations and groups, investigate funding options and develop opportunities

Strategic Pillar 4: Ensure a sustainable, ethical and financially secure market for future generations

Strategy	Action	Responsibility	Timeframe / Outcome
Develop diversified revenue streams to support market stability and growth	Refresh/improve membership, merchandise and breakfast bar offerings, seek grant funding opportunities and develop sponsorship packages to obtain commercial partnerships	General Manager / Board	Year 1 to 3: Build capacity and capability within the organisation and approach/apply to potential supporters, partners and/or funding bodies
Deliver a more environmentally sustainable farmers market to ensure future viability and success	Educate, engage and facilitate the participation of the whole of the market community in the reduction of the waste footprint generated by the market	General Manager / Board	Year 1 to 3: Promote the opportunities for and benefits of change, seek grant funding to support initiatives and review the market rules