

Willunga Farmers Market Strategic Planning Workshop Outcomes 2004

Our Vision

To be the **Green Heart** of the Community.

Our Mission

To provide a venue where local growers and makers sell
from the **heart** for the **heart**

Our Values

**Authentic, locally produced food by passionate and creative people to provide
regional prosperity through ethical and sustainable means**

Our Future June 2009

- **To have a profitable market income of \$250,000**
- **WFM to own or procure a long term lease for a permanent market site**
- **To have a full time market manager**
- **To have a market membership of 2000 members and a membership loyalty program in place**
- **To have a successful sponsor/partner program securely in place**
- **To have an events calendar of regional and seasonal market activities operating**
- **To engage professional expertise to support the Market Manager**
- **To have an effective community education program**

Sustainability/Resourcing

- **Increase stallholder fees**
- **Increase membership fees**
- **Develop sponsorship/partnership scheme**
- **Increase number and variety of stalls**

Our People

Roles and responsibilities of Committee Members

- To carry out the aims and objectives of the association on behalf of **all** members
- Stay true to the vision and mission and model the values
- Be willing to communicate well and often with the members you represent
- To value your own unique skills that you bring to the role and value the skills of others
- To be willing to learn new skills
- To be a team player
- To clearly understand your fiduciary and legal duty of care
- To follow committee protocols
- To support the Market Manager
- To act within the WFM Constitution

Executive Committee

To comprise the Chairperson, Treasurer, Market Manager or deputies.

Executive to manage day to day decisions that need committee approval in consultation with the Market Manager if necessary.

Market Manager

The WFM Committee appoints and gives direction to the Market Manager who in turn reports to the WFM Committee.

The Market Manager carries out the directions of the committee and manages the day to day running of the WFM as specified in the job description and the rules and regulations of the WFM.

Succession Plan

- Deputy or shadow roles for each member, especially treasurer, secretary, and chairperson.

Sub-committees to be set up under the following headings

- Finance Committee
- Site Committee
- Membership Committee
- Events Committee
- Market Growth Committee

Training and development

- Induction training for new stall holders
- Customer surveys - who are they, how often do they come, what are they looking for, are they getting what they want.
- Membership Surveys - how can we improve our relationships with our members?
- Market Manager development training needs
- Committee development training needs
- Stallholder training needs

Communication

How we relate to each other on site and within the market community

- cooperatively
- harmoniously
- with trust
- fairly
- honestly
- promoting growth for people and businesses
- inclusively
- responsibly
- politely and courteous interaction
- everyone's views of equal value
- supportive of each other
- no problems without solutions
- no gossip

Customer Relationships

- we value our members and show gratitude for their support at every opportunity
- we provide a haven for a truly enjoyable customer experience
- honesty and ethically
- courteously
- patiently and with understanding
- the seller receives a fair price and the customer receives value for money
- customer comes first
- happy and inviting

Community Partnerships

To actively encourage and work towards the development of formal and informal partnerships and networks to help us achieve our goals.

- Sponsorship
- Regional, state and federal government agencies
- Fleurieu Regional partnerships
- Food networks
- Local volunteer and non-profit organisations
- Media

Action Plan

- **Increase the Market income ASAP to ensure sustainability and to make Market Manager's position full time**
- **To document our progress in measurable terms to demonstrate growth, commitment and future plans**
- **Instigate meeting after the market to debrief, with stallholders taking it in turns to lead the debrief. Stallholders to put in a dollar to have their say.**
- **Customer service training, to value our members and show gratitude for their support at every opportunity**
- **Meet with members for feedback - customer surveys ie market research**
- **Formalise deputy positions, encourage participation and clarify commitments**
- **Start a Farmers Market choir**
- **Induction training for new stallholder members**
- **To investigate future options for growth and development**
 - **Virtual market**
 - **Logistics**
 - **FM work hand in hand with the Food group**
 - **Distribution across the Fleurieu**
 - **Sponsorship**
 - **Grow the market - more stalls?**
 - **Increase fees**
 - **Decrease costs**

Involvement of Stall Holders

- **Meetings to include more people ie invite guest speakers**
- **Once a month an all hands meeting**
- **After market debrief**