



Strategy 14-15

Staple Income Revenue Generation:

- Sunday Markets Weekly
- Farmers Markets Monthly
- Food & Wine Festival P.A
- Tent Hire Random
- Australia Day Markets P.A





SWOT

1) Strengths'

- Our experience in running market
- Man power (80 members)
- Enthusiasm
- Infrastructure (tents, trailers, containers, equipment)
- Relationship with council – Wollundry precinct
- Policy's & procedures
- New riverside precinct our access
- DA approval markets
- Farmers market brand
- Wollundry Rotary Brand





SWOT

2) Weakness

- Slow to adapt & change
- She will be right attitude
- Strength of relationships with market sector
- Wollundry precinct (land lock or not)
- Trash & treasure brand
- Sunday market location
- Relationships with market referrers





SWOT

3) Opportunities

- New market opportunities – Twilight, Australia Day, another Farmers market
- Bike ride / Fund raiser
- Find and introduce new farmers & fresh produce
- Atmosphere that attracts visitors
- Build on the Farmers Market Brand
- Build on the Food and Wine F Brand
- Relationships with produce referrers
- Marketing markets





SWOT

4) Threats

- Muddy markets
- Fresh food Thursday
- Our own resistance to move with the times
- Wagga & District food group
- Pressure we are putting on club members
- Declining Revenue Sunday market
- Have to make budget cuts to donations
- Loss of club members if too much work
- Other market competition





Going forward 14-15

5) Where to from here

- Club assemblies (couple) 25th March & 8th April – clear calendar of speakers
- Club strategy; Unified for 2014-2015 year
- Inclusive of all markets & other opportunities or events
- Budget needs to reflect transition if relevant to do so
- Projects to all donations – select a criteria for discussion





Going forward 14-15

5) Where to from here

- Give certainty to President and Treasurer
- Give certainty and guidance to Committee Chairs Including at Board level
- Show club support
- Give Members a chance to provide input





Going forward 14-15

5) Where to from here

- WOLLUNDY SUNDAY MARKET
- TOTAL GROSS YEARLY COLLECTIONS

Year	Yearly Total
1994	102716
1995	97196
1996	94748
1997	78066
1998	78934
1999	71558
2000	73872
2001	66788
2002	76508
2003	71769
2004	76653
2005	93036
2006	85418
2007	74323
2008	71898
2009	83088
2010	67930
2011	59202
2012	57228
2013	53899

