



ANNUAL REPORT

2023

Mansfield Bush Market Inc.

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Table of Contents

Table of Contents	2
Letter from the President	3
Mission and Vision	5
An alternative funding source for projects with community support.	5
Highlight and promote local producers and groups.	6
Invite visitors to experience Mansfield's finest, kicking off their visitor journey.	6
Major projects funded	7
About Mansfield Bush Market Inc.	11
Marketing Report	11
Key Highlights and Achievements	12
Financial Report	13
Treasurer's Report	13
Profit and Loss	15
Balance Sheet	15
Donations	16
Volunteer and Staff Recognition	17
Membership	18
Committee Members	18
Members	18
Media	19

Letter from the President

2023 has been quite the year for the incoming committee and the Mansfield Bush Market.

The guiding light for the committee is always our values: Simple, and fun.

We decided to pursue a modest agenda in 2023, to focus purely on gaining understanding of the foundations of how the market works, to form productive relationships with our stakeholders, and to quietly begin to live by being fun and simple while building confidence in how the market runs.

To that end, I am extremely proud of everyone involved - in particular setting small but impactful goals, with enough room to keep smiles on our faces, energy to support stallholders and visitors with anything they might need, the ability to curate stallholders harder to make sure we get the best, and having it all done early enough and with enough simplicity and clarity to be able to promote the events ahead of time.

The year has not been without challenges however. Significant headwinds followed one recurring theme - sovereign risk. In the name of standing up for our community, and in particular for the small business stallholders that we need to look out for, in particular State and Local Governments. Our issues included significant new fees that council have implemented, additional first aid requirements from State Government stretching funds and volunteer hours, potential overinsurance, and new traffic management compliance that threatens independent events across Victoria.

Whilst dealing with these issues has not been fun, I believe that we have done the right things, raising questions with these entities whilst ensuring we remain compliant.

On the other side, in our first Committee Meeting we set some clear goals in place. We have set out for the Bush Market to regain the trust of our community, set KPIs, and completed our first yearly visitor survey, improved the curation of stallholders, attracted several local Bricks and Mortar businesses back to the market, as well as some excellent new food options which have been hard to come by in recent years. By positioning the Bush Market as the first step on your High Country adventure, we acknowledge our role in driving tourism and building Mansfield's economy beyond its usual shoppers, and recognize that we're only one piece of the puzzle by highlighting the amazing businesses and attractions they can go to next after seeing what's happening at the market.

We have succeeded in establishing low friction funding for our local community groups, with the goal of making it simple to apply for, simple to receive, and simple to see exactly what is being funded and why, by including the promotion of our donations in the marketing process.

We have acquired a new PA system, marquees, and other equipment which we plan to make available to other community groups next year, and invested in new signage including huge flags to bring more foot traffic and welcome our visitors upon arrival. We hope these first steps form a foundation for the Bush Market to grow in the coming years, towards a vision Mansfield one day hosting one of the most iconic markets in Victoria.

Mission and Vision

The Mansfield Bush Market constitution sets out the following purpose:

The Mansfield Bush Market is an Association created for the organisation, and facilitation of a regular “Bush Market” to be held in the Shire of Mansfield, which aims to promote fresh produce, crafts, and other products in order to benefit the Shire, and the wider community through ongoing support and funding of community groups and projects.

We agree with this statement, however, we will be putting a forward a Special Resolution for voting at the 2023 AGM to change our stated purpose to the following:

The Mansfield Bush Market’s purpose is to attract and delight visitors to regional communities through social enterprise events, and to enrich the communities hosting our events with financial support, resilience, opportunity, upskilling and promotion.

We elaborate on this purpose below.

An alternative funding source for projects with community support.

A number of community organisations lack the size and sometimes capacity to apply for, receive, and acquit a community grant. Our vision is that small projects up to \$2000 can receive high impact with less hoops to jump through. We continue to receive applications from community groups across the region and always publish our projects funded both on our website and social media.

This year we have widely promoted applications for funding and have donated to over 10 organisations since the new committee took over in January.

We also see, in many cases, these organisations are not widely recognised for the good they do. We have identified an opportunity to partner with community groups to assist in running an event in exchange for larger funding, solving three key needs across the board: Funding, exposure, and a shortage of volunteers to run the market.

We have had excellent feedback to date from community groups and individuals alike and we are very proud of what we have achieved this year.

Highlight and promote local producers and groups.

Another purpose we have set out as a goal is to include more community groups, local businesses, student entrepreneurs, local makers, and more. It is our mission to include as many local participants as possible while curating and assisting them to create a fantastic visitor experience.

We want to see local residents come to the market to connect with friends, shop at some of their favourite local businesses, restaurants to do specials (as Honcho did this year), and show visitors to the region the best our community has to offer.

Invite visitors to experience Mansfield's finest, kicking off their visitor journey.

From a marketing perspective we have positioned ourselves as 'The first stop on your High Country adventure'. Events are an incredibly important aspect of tourism, and markets in particular give a unique opportunity for visitors to meet local creators and producers.

This provides our region an incredible opportunity, while visitors are in discovery mode, to channel these visitors to all of the other activities, events, shops, restaurants, and more - keeping them in the region longer, increasing local spend, and bringing them back again and again.

We have reached out to Tourism North East to inquire about methodologies for measuring visitation at events such as ours and we've given them an opportunity for us to align with any methods or programs they currently employ.

It is incredibly important to understand that our region competes with all other tourism destinations on long weekends. Everywhere from Gippsland to Daylesford, Albury to St Kilda. Having a strong, vibrant, iconic market and delighting our visitors will benefit the local economy in ways that grants and market fees could never approach.

Major projects funded



Early Years Road Safety

The Mansfield Bush Market was able to support Mansfield Community Cubby House, who support 187 families throughout the Shire! This critical life support system allows so many of us all to go to work and and keeps the gears of our town moving - doctors, nurses, accountants, hospitality workers - you name it.

Cubby House is a non-profit and completely community run early childhood Education and Care centre. Last year the parent committee got together a 'big dig' where many parents got their hard yakka on and got their hands dirty digging in a new bike track. There was also a huge fundraising round which allowed for a FAB new bike track covering to be professionally put in complete with road dividing lines.

Cubby applied for funding to take it one step further to get four new bikes, street signs to teach road safety awareness and to install WORKING TRAFFIC LIGHTS! The funding from our HUGE easter market (and your patronage) allowed us to donate just under \$2500 to make this possible.



Quilts with Love

We're so proud to announce the very first grant of the year. - 'Quilts with Love'. High Country Quilters Mansfield.

We have this amazing organisation right here in town that supports the mental health and wellbeing of our community members whilst doing great things for the world.

The High Country Quilters work diligently year round to provide custom made quilts to disadvantaged kids through organisations such as the Southern Cross Kids Camp, children with cancer either locally or through Monash Children's Cancer Centre or otherwise through parents and their families.

The quilters work for up to 30 hours to make a single quilt with materials donated by group members and the Mansfield Mens Shed.

We were so happy to provide \$2000 towards materials to help this great organisation make a difference.

	<h3>Play Time Improved</h3> <p>We're proud to announce that Mansfield Kinder received \$2000 in new play equipment for the kiddo's to climb, play, and well... learn to be patient and share with other.</p> <p>Mansfield Kindergarten is a not for profit organisation that has been built by our local families over the past 67 years and they are so much more than a daycare.</p> <p>Mansfield Kindergarten strives to empower children, by using their thoughts and ideas, social interactions and reflection with others. Children are encouraged to question and formulate ideas. Educators seek and value children's comments, points of view and ideas encouraging alternative perspectives, representations, opinions and conclusions. Active dialogue between children and educators involves listening, waiting and responding. They encourage each child to reach their full potential in accordance with their individual ability. In essence - the Mansfield Kindergarten is the first step of so many of our little ones into becoming beautiful young members of our community who feel confident to have ideas, share them, and look after each other and can I tell you that I've never seen such a happy lot of munchkins double-stepping to get to school faster than outside this place? They LOVE it!</p> <p>Mansfield Kindergarten applied for funding for play equipment which will not only provide more opportunities for the kids to play in both yards simultaneously but will mean the educators have to do less heavy lifting to haul things around between the front and back playground.</p> <p>We can only imagine life is hard enough with 20+ 3 and 4 year olds and it's just one less problem they need.</p> <p>The equipment is ordered and slated to arrive before the next term starts. We can't wait to be embarrassed trying to walk the plank ourselves.</p>
	<h3>Jamieson Wildlife Shelter</h3> <p>Local hero Cathy Raeburn works three jobs to keep her wildlife shelter viable. Whenever there's a question of who to call there's she's one person who is always available. She has been rescuing and rehabilitating wildlife for over 20 years, 7 days a week, and all year round.</p> <p>Cathy says it is rewarding on some days, but sad on others.</p> <p>Mansfield Bush Market is proud to support the Jamieson Wildlife Shelter to assist with paying for medical expenses, feed and formula, repairs to fences, fuel, and other transport costs.</p> <p>For this wonderful cause we donated \$1000 and would love to contribute more in the future.</p>



Mansfield Social Table Tennis

Mansfield Social Table Tennis has been able to provide social table tennis for all to enjoy. They cater for all age groups promoting Table Tennis as a medium for exercise and mental wellbeing.

Their equipment was starting to get old and was in need of an upgrade for safety and usability.

They endeavoured to expand the availability to the community helping young people and not so young adults enjoy this medium. Currently they have an average of 20 people and use three tables two of which require upgrading.

A fourth table tennis table will allow more players to play as well as and the ability to offer extra sessions. Keeping people moving and supporting loneliness is at the top of their agenda.

Mansfield Social Table Tennis were fantastic, helping us put out signs in the morning while we were flat-chat with the last minute change.

We are proud to donate a brand new 'Stiga Performance Indoor CS Table Tennis Table' and freight to the value of \$1085.95 and look forward to working with them again in the future!



Mansfield Mens Shed

With only 24 hours notice our King's Birthday market was moved to Erril St. With the support of local businesses, the Mansfield Mens Shed offered 15 amp power which was vital for our food businesses to trade. Food not only makes the market, but cancellations can be devastating as ingredients have been paid for and prep has been done.

We thank the Mansfield Mens Shed very much for their help and contributed a \$500 donation to assist with their general operations.

We look forward to working with the Mansfield Mens Shed in the future. What a bunch of legends!



Mansfield Living with Parkinson's Group

It could be tempting to hide away at home, but the Living with Parkinson's group provides the perfect excuse and encouragement to stay connected with our community, by hosting a series of catch ups, and creating a network for residents to support each other.

The Bush Market donated \$1000 toward their initiatives, thanks for getting us all involved.

VALUES	KPI's	CHALLENGES	SOLUTIONS	SUCCESS MEASURES	STAKEHOLDERS
Keep it simple and fun	Community attendance	Intermarket conflicts	Transparency in process and spending	Metric	1: Mansfield town
Build trust with our community	Community opinion	Conflict with business in Mansfield town	Show impact	Stories	2: LGA
Engage visitors	Funds raised	Marketing	Do good marketing	Surveys	3: visitors
Empower and impact our local communities	Growth advertised		Visitor collateral	Revenue	
	Revenue declared			Projects funded	

About Mansfield Bush Market Inc.

We've been interested in discovering more about the history of the Mansfield Bush Market but information is limited. We continue to discover projects both large and small that have been funded by the organisation over its many years of operation.

Mansfield Bush Market Inc, the organisation who runs and operates the market, is a non-profit organisation founded in 1988 and regulated by Consumer Affairs Victoria.

We consist of a Committee along with members of the organisation itself.

Marketing Report

We've made some progress in terms of marketing this year by creating bespoke branding for each event and giving each event a theme such as Easter Weekend (all about the kids), King's Birthday (the first of which of the coronation of King Charles!), and deciding on an Art theme to tie in with the MOST art studio trail and other arts based endeavours during the High Country Festival. We have animated each poster to bring it to life so we have both posters around town in shop windows, but also social media optimised versions rendered into video.

We have had excellent reach on social media this year getting hundreds of comments and reactions on Facebook, and impressions in the thousands. We have also generated significant 'earned' social media in terms of visitors and stallholders posting about the market, almost all of which has been overwhelmingly positive, and mostly on the Mansfield and District Community Noticeboard. We see this as a result of our marketing activity and our decision to invest more into sundries to make each market experience unique.

Rather than rely on an external graphic designer as done in previous years we have leveraged the skills of our volunteer committee, reducing the cost and complexity of outsourcing to free up funds for other things. All this time is done on a volunteer basis without remuneration.

The Bush Market has been the beta user for a new electronic Visitor Guide, which has received a positive initial reception. It is the intention of Issimo to significantly enhance this visitor guide using emerging technologies, to help visitors find and understand the stallholders at the market as effectively as possible. If successful,

this would position the Mansfield Bush Market as a leader of the markets industry across Australia.

We look forward to building on the work done this year by adding an Instagram account and potentially tapping into PR channels to bring more even more visitors to the market.

Our goal is to create a memorable and unique experience to create one of Victoria's most iconic markets.

Key Highlights and Achievements

- Successfully did a full committee change over whilst providing continuity to events
- Set out new purpose and mission for the year
- Set out a clear method for applying for community funding
- Promoted four events
- Revamped design
- New PA system
- New marquees and trestle tables
- Launched our 'incubator' program, allowing local students to trade to the public for the very first time with our guidance, insurance, marquee, and table provided.
- New signage to increase visitation
- New blackboards for selfie pictures, ambiance, and general signage.
- Hay bale seating in food courts
- Moved to protect our intellectual property with a trademark filing.
- Extremely positive response from bricks and mortar businesses
- Initial survey completed in 2022, key objectives and milestones will be measured post survey in 2023.

Financial Report

Treasurer's Report

This year we've made some noteworthy advancements in terms of finances.

Firstly, the 2023 calendar year is the first in recent times with no cancellations - however one market ran at half capacity due to a venue change. In the financial year ending 2023, however, only three events ran successfully with one being cancelled and refunded. This has put us in a reasonable position in terms of cash flow and allowed us to honour all of our donation commitments, invest in marketing, market equipment, and cover some of the significant additional expenditures that have come our way this year.

Starting the year our greatest concern was new State Government requirements to have First Aid at a cost of up to \$1000 per event, and new event permit fees of almost \$2000. Naturally, this puts a large strain on the ability to give donations, increasing our per-event costs substantially. Further financial risks then arrived in the form of increased insurance, and a requirement to now have qualified traffic management - quoted at \$1200 per event unless we rely on the Shire's events budget. It is estimated that an external supplier would have cost more than twice this much. It is our understanding that this is not ideal from their perspective, nor is it in ours. The Mansfield Bush Market seeks to be largely self-reliant and an asset to the community rather than a burden. Collectively, these new costs presented as a risk of \$2500 per event and could risk our viability completely. Fortunately we've been able to mitigate these risks through increased volunteer involvement.

We've been fortunate to be able to use volunteers for First Aid to the low-risk nature of our event. We have ensured that all of our volunteers will now hold sufficient qualifications to address these needs internally.

After a mildly tumultuous year, we are optimistic that the shire will review the spirit of which the fees are intended and provide an exemption. We are hopeful that this matter will resolve forthwith.

This year we have decided to invest into the visitor experience by way of a 'Market Consumables' category on our profit and loss statement from which we pay for items and services that make our market unique. Some examples include purchasing hay bales for seating which has been well received, live music, handing out helium balloons to children on the King's Birthday weekend, supporting raffles from other non-profits on site, or purchasing easter eggs to hand out at easter. Our goal is to create a memorable experience through this investment and the return on spend in terms of feedback from locals and visitors, reported stallholder takings, and community feedback on social media has been excellent. Over the four markets in this financial year the cost has worked out to about \$475 per market which we feel is reasonable given the income and opportunity to grow the events visitation. To balance this we've also reduced costs in other areas, replacing costly and time consuming line marking with reusable plastic cones, relying more on volunteer skills and less on external suppliers, and removing unnecessary expenses such as the market mobile phone plan and website maintenance fees. In the spirit of effective conflict management, Issimo

resolved at the start of 2023 to waive all software fees for the Bush Market, and to add a rule preventing procurement of any sort from committee members.

In terms of financial practice we have put steps in place and increased the standard of our record keeping, for example, implementing Xero accounting software which allows us to greatly improve reporting. We can now generate profit and loss statements, balance sheets, hold an asset register, and track asset depreciation. One example is that we now have a Mansfield Bush Market debit card from Bendigo Bank which reduces the tendency to reimburse volunteers with cash or transfers, tracking where money was spent with more certainty and creating further transparency into the use of funds for auditing purposes. We have decided not to keep a cash float at this time.

We are very proud to have donated over \$12,000 to community groups in both small and large ways. This represents over half of the revenue taken in the 2023 financial year, and overall we have posted a small loss of \$3000 for the year, approximately the amount of the new event permit and first aid fees. We believe that with a resolution of these issues our organisation will hold a balanced budget or otherwise be required to provide less funding to community groups next year.

It is vital going forward that we continue to increase our integrity around finances, communicate well with the community about where funds are being used, and continue to build on the trust we have gained this year. I have made enquiries regarding formal auditing and several accountants have told us that we have no requirement to pay for an audit at our size, I am confident that by the next annual report we will be able to find an auditor willing to accommodate the request and present audited financial statements from a reputable accountant. The suggestion has been, generally, that we will need to find somebody willing to do it on a pro-bono basis or at a reduced fee for it to be of sufficient value to our organisation.

Profit and Loss

Profit and Loss

Mansfield Bush Market Inc
For the year ended 30 June 2023

	2023
Trading Income	
Interest Income	1.43
Other Revenue and Refunds	(8,252.77)
Sales	29,237.06
Total Trading Income	20,985.72
Gross Profit	20,985.72
Operating Expenses	
Bank Fees	40.80
Consulting & Accounting	700.00
Donations	12,187.63
First Aid Services	902.00
Freight & Courier	443.25
General Expenses	2,517.50
Insurance	3,482.01
IT Service Fees	668.64
Legal expenses	273.95
Light, Power, Heating	236.49
Market Consumables	1,947.19
Motor Vehicle Expenses	62.40
Telephone & Internet	230.98
Utilities	241.74
Total Operating Expenses	23,934.58
Net Profit	(2,948.86)

Balance Sheet

Balance Sheet

Mansfield Bush Market Inc
As at 30 June 2023

	30 Jun 2023
Assets	
Bank	
Trading Acct	5,978.98
Total Bank	5,978.98
Fixed Assets	
Market Equipment	8,392.94
Total Fixed Assets	8,392.94
Non-current Assets	
First Aid Equipment	364.41
Total Non-current Assets	364.41
Total Assets	14,736.33
Liabilities	
Current Liabilities	
Rounding	0.05
Total Current Liabilities	0.05
Total Liabilities	0.05
Net Assets	14,736.28
Equity	
Current Year Earnings	(2,948.86)
Equity opening balance	17,685.14
Total Equity	14,736.28

Donations

Donations Transactions

 Reorder columns

Mansfield Bush Market Inc

For the period 1 July 2022 to 30 June 2023

Date	Source	Description	Reference	Debit	Credit	Running Balance	Gross	GST
Donations								
16 Jul 2022	Spend Money	Rosehaven - Rosehaven donation		400.00	-	400.00	400.00	-
1 Sep 2022	Spend Money	Whitley Plumbing - Donation to Benalla Aviation Museum		923.50	-	1,323.50	923.50	-
1 Sep 2022	Spend Money	A Third Hand Volunteers - A Third Hand Volunteers Donation		120.00	-	1,443.50	120.00	-
11 Nov 2022	Spend Money	Benalla Aviation Museum - Donation		2,500.00	-	3,943.50	2,500.00	-
24 Feb 2023	Spend Money	A Third Hand Volunteers - Set up road signs, Bush Market 28 January 2023	23/1	150.00	-	4,093.50	150.00	-
8 Apr 2023	Spend Money	Rosehaven - Donation		500.00	-	4,593.50	500.00	-
13 Apr 2023	Spend Money	High Country Quilters - Donation to High Country Quilters		2,000.00	-	6,593.50	2,000.00	-
27 Apr 2023	Spend Money	Mansfield Kindergarten - Donation to Mansfield Kindergarten -ASP2608K - Set of 3 Rectangular Trestles -DMP1308 - Wonky Walker Balance Bar 121cm with Rubber Cleats - S1075 - Walk board 240cm Wooden Donation to Mansfield Community Cubbyhouse - WY18K - Trike and Road Sign Bundle Ordered from MTA - Modern Teaching Aids at teaching.com.au (ordered by Mansfield Kindergarten and reimbursed)		3,944.13	-	10,537.63	3,944.13	-
31 May 2023	Spend Money	A Third Hand Volunteers - Set up Road signs, Bush Market 8 April 2023		150.00	-	10,687.63	150.00	-
9 Jun 2023	Spend Money	Mansfield Mens Shed - Donation		500.00	-	11,187.63	500.00	-
12 Jun 2023	Spend Money	Jamieson Wildlife Rescue - Donation		1,000.00	-	12,187.63	1,000.00	-
Total Donations				12,187.63	-	12,187.63	12,187.63	-
Total				12,187.63	-	12,187.63	12,187.63	-

Volunteer and Staff Recognition

As part of the new model we'd like to thank all of the additional volunteers who assisted in 2023. We would like to extend our gratitude to all those who assisted including:

Mansfield Community Cubbyhouse

Mansfield Kindergarten

Mansfield Quilters

Mansfield Men's Shed

Mansfield Social Table Tennis

Mansfield Apex

A Third Hand Volunteers

Rosehaven

Veronica and Stephen Cooper

MACE (for providing space when needed)

The Errol St Traders (for providing space in the carpark in June)

And others who assisted put on events this year.

We wish to formally note a significant contribution from Issimo. As all three committee members work at local business Issimo, which provides software for markets, a substantial amount of volunteer activities occur within the Issimo team's paid hours at the company's expense. Many design, management, and admin time getting incorporated into the Issimo work schedule for efficiency, on a pro-bono basis. Due to a conflict of interest Issimo has waived all service fees including those of the Issimo Markets platform and is happy to have contributed to this community organisation in the form of an 'in-kind' donation.

Membership

Committee Members

- Nick Cooper - President / Media Officer
- Bonnie Clark - Vice President / Market Coordinator
- Jay Cooper - Secretary / Treasurer

Members

- Bev Close (life member)
- Nick Cooper
- Bonnie Clark
- Jay Cooper
- Jeni Flemming
- Andrew Webb
- Jodie Webb
- Justin Meadows
- Hayley Robinson
- Bill Trotter

Media

As a celebration of the hard work for 2023 included are some images of the event. We hope that these will be of interest to members many years down the track when looking at the archives!

