

COMMUNITY CONSULTATION

The annual budget and business plan includes consultation in accordance with the Local Government Act and Council's Public Consultation Policy.

Cr Angas returned to the meeting at 9.52am.

Cr Schilling returned to the meeting at 9.52am.

7.3.2 DEBATE AGENDA – MANAGER COMMUNITY PROJECTS**7.3.2.1****COMMUNITY GRANT APPLICATION – BAROSSA FARMERS MARKET INC
B3342****PURPOSE**

To consider an out of session Community Grant Application from Barossa Farmers Market Inc.

MOVED Cr Wiese-Smith that Council:

- (1) approve a Community Grant of \$3,000 (ex GST) to Barossa Farmers Market Inc towards the 'Barossa Farmers Market Membership Scheme' project, specifically for advertising;
- (2) require Barossa Farmers Market Inc to appropriately acknowledge The Barossa Council as a funding source for the project through social media, signage, website and promotional material.

Seconded Cr Haebich

CARRIED 2018-22/163

REPORTIntroduction

A Community Grant application was received from Barossa Farmers Market Inc (BFM) on 15 May 2020. The next Round of applications is due for consideration by the Community Assistance Scheme Committee (CASC) on 5 August 2020.

The BFM has indicated to officers that it would like this request for funding assistance to be considered earlier, due to the impact of the COVID-19 Virus on its organisation. The CASC Chair and Chief Executive Officer have agreed that the application be considered as soon as practicable and, as it is outside of the advertised CASC meeting schedule, be presented to Council for decision.

Discussion

The BFM is a community produce market, permanently located undercover in the Vintners Sheds at Angaston. It is a not-for-profit community organisation that is run by a board of volunteers and any profit that is generated is reinvested into Market initiatives. The Market offers a direct connection between producer and consumer and offers an opportunity for locals and tourists to experience the quality and provenance of Barossa food.

The BFM are seeking \$3,000 (ex GST) towards the "Barossa Farmers Market Membership Scheme" project. Information regarding the Scheme is contained in the Application, Attachment 1. BFM states that membership schemes are reciprocal through South Australian farmers markets, so by inclusion in the network, it stands to build a stronger base of regular customers, reduce its reliance on the tourist market, and build stronger connections through our regional community.

The BFM has already undertaken all preliminary work to establish the scheme and it was scheduled for roll-out in April 2020. The scheme was to be self-funded by the Market and implemented by the

incumbent General Manager who was to start on 1 April 2020. However, both of these planned implementations have had to be suspended and the Market has taken a significant hit in revenue due to COVID-19 circumstances.

BFM propose to allocate the grant funds towards partially supporting the cost of the scheme roll-out, particularly the advertising component of the project, outlined in the budget below. The Market will cover all remaining costs incurred in the project launch.

The estimated income and expenses for the project are:

7. BUDGET AND FUNDING

PROJECT INCOME	(Group's Contribution to Project)
Group Funds	\$ 6500
Fundraising Activities	\$ 0
Donations	\$ 0
In Kind (provide details)	\$ 0
Other (provide details)	\$ 0
Total Group's Contribution	\$ 6500
Council Assistance Requested	\$ 3000
TOTAL PROJECT INCOME	\$ 9500

PROJECT EXPENDITURE (Please provide an itemised list of expenses for the project)

Provision for contract project manager, 10 hours per week @ \$40 per hour	\$ 5000
Advertising	\$ 3000
Signage, POS and membership packs	\$ 1000
Website development for membership payments	\$ 500
TOTAL PROJECT EXPENDITURE	\$ 9500

As required by the Community Grant Guidelines, the BFM has provided details of what its cash holdings are earmarked for (page 4 of Application) and also other funding it has applied for:

- \$1,500 rapid response grant through Foundation Barossa – decision still pending
- Registered for South Australian Emergency support package – eligible for \$5,000, adjusted for \$5,000 already received from the South Australian Tourism Commission (not project specific, but designed to support organisations during the current financial upheaval)
- Qualified for Job Keeper payments for one casual employee and one permanent part-time employee.

Various officers have provided comment regarding the Grant application and project ([Attachment 2](#)).

Summary and Conclusion

BFM states that it is permanently self-funded, and prior to the current financial crisis, was ready to launch the project without the need for financial support.

The membership approach is a tried and tested one with other local and intrastate markets. BFM current reserve position suggests there is capacity for this project to proceed without immediate

Council contribution, notwithstanding that this has been a tough period for the Market and that it has a high tourist customer base.

Officers are supportive of the project and recognise the value of the Barossa Farmers Market to the Barossa community. However, there is concern with the equity of this Application being escalated for consideration outside of the CASC timeframes, when there may be other projects equally worthy that are waiting in line with Council's stated timeframes on the website. There may be opportunity to consider alternative funding support through the Barossa COVID-19 Recovery Plan which has allocated funds to business recovery.

As the funding request represents 30% of the project cost, Officers recommend that, should Council approve the funding, it be contingent on recognition of Council's support and requires acknowledgement of Council's contribution on the promotion of the project and any project deliverables.

There is \$3,162 (ex GST) remaining in the 2019/20 Community Assistance Scheme Budget (Community and Youth Grants). The final Round of applications for 2019/20 was considered at the 19 May 2020 Council Meeting.

ATTACHMENTS OR OTHER SUPPORTING REFERENCES

- Attachment 1: Community Grant Application and supporting documentation Ref: HPE P20/39325
Attachment 2: Staff Feedback Sheet – Ref: HPE 20/29789

COMMUNITY PLAN / CORPORATE PLAN / LEGISLATIVE REQUIREMENTS

Community Plan



Community and Culture



Business and Employment

Corporate Plan

2.4 Foster volunteering opportunities that are responsive to the needs of the Community.

4.6 Support the growth and sustainability of sporting, recreational and community clubs and organisations through provision of shared infrastructure, grants and opportunities to shape future use and development.

5.3 Support Barossa regional branding in our tourism activities and product.

6.4 Ensure that decisions regarding expenditure of Council's budget are based on an assessment of whole of life costs, risks associated with the activity and advice contained within supporting plans.

FINANCIAL, RESOURCE AND RISK MANAGEMENT CONSIDERATIONS

Financial Management Considerations

The adopted Budget for the Community Grants and Youth Grants for 2019/20 was \$25,500 (excl GST). There is currently \$3,162 (ex GST) remaining in the Budget.

		\$ (excl GST)
	BUDGET 2019-2020	\$25,500
	GRANTS APPROVED TO DATE	<u>\$ 22,338</u>
	FUNDS REMAINING	<u>\$3,162</u>
New Community Grant Application – received 15/05/20	Barossa Farmers Market - \$3,000	\$3,000
Funds remaining if Application approved		\$ 162

Risk Management Considerations