

# Golden Plains Farmers' Market

## Community Survey 2018 results

In May 2018 a survey was circulated to community members and market goers seeking feedback about the service offering of Golden Plains Farmers' Market. The survey sought responses around how well the market is serving the community and its customers and how it might be improved.

The survey was promoted via Council and market Facebook pages, in The Loop and on the "Have Your Say" consultation page of the Golden Plains Shire Council website.

### Highlights

A greater number of people than expected completed the online survey, which had 124 respondents, demonstrating the value that the market brings to Golden Plains Shire and the surrounding region.

The majority of survey participants were Golden Plains Shire residents (75%) with the next most represented point of origin being the Geelong region with ten percent of survey responses. The remainder of survey participants predominantly came from Ballarat, Melbourne and Bellarine/Surf Coast.

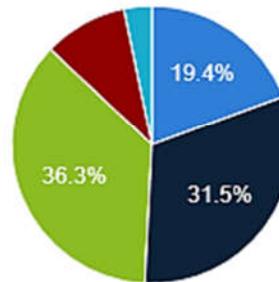
Fifty percent of respondents attend 'most' or 'every' market with approximately a third attending 'some', indicating that there is improvement to be found in encouraging more regular attendance.

The three top reasons given for attending the market were to 'buy direct from farmers', 'to buy local' and for 'fresh food' shopping reflecting the vital role the market performs for local business and residents. The part the market plays in building social capital in Golden Plains Shire must also be acknowledged with a third of survey participants reporting they attended for social reasons.

There is definitely room for improvement for the market as reflected by eighty percent of responses with most survey participants stating that they would like 'more variety of stalls' and a 'greater number of stalls'. Forty-three percent said they would like the inclusion of art and hand-made craft stalls.

The key role the market plays in delivering triple bottom line outcomes for its community is clearly demonstrated with the majority of respondents rating the Market a "High" for Business development, Community connection, Access to local fresh food, Social activity and Generating and retaining local spending.

## 1. How often do you attend the Market?



● Every market  
 ● Most markets  
 ● Some markets  
 ● Rarely  
 ● I have never attended

Every market	24
Most markets	39
Some markets	45
Rarely	12
I have never attended	4

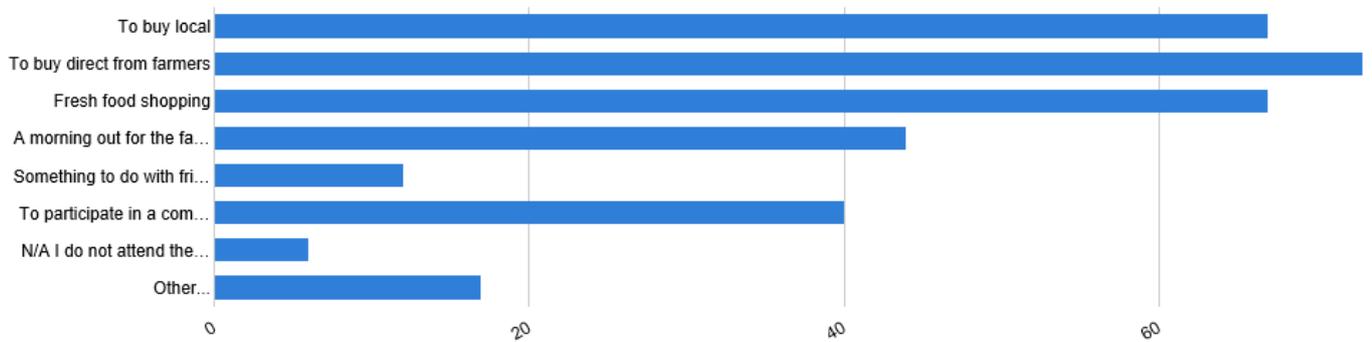
### Analysis:

The majority of people say they attend most (32%) or some (36%) markets with nineteen percent stating that they attend every market. This means we have some work to do in encouraging people to attend more regularly. It has been noted that some individuals have said they forget when the market is on and others have stated that they do not attend each month because it is always the same.

### Potential Actions:

- Distribute market calendars
- Create a Facebook event for each market as a reminder
- Recruit more varied stallholders

## 2. Why do you attend the Market?



To buy local 67

To buy direct from farmers 73

Fresh food shopping 67

A morning out for the family 44

Something to do with friends 12

To participate in a community gathering 40

N/A I do not attend the market 6

Other... 17

### Other responses

stallholder 12

The atmosphere is wonderful 1

To enjoy the atmosphere and find some new products 1

To only buy from GPS sellers 1

xxx

2

**Analysis:**

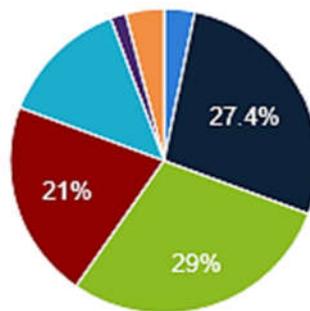
The reason stated by most people in this multi-selection question about reasons for attending the market was 'to buy direct from farmers' (60%) followed by 'buying local' (54%) and for 'fresh food shopping' (54%).

Twelve of the seventeen 'other' responses were from stallholders meaning that nearly four percent of those participating in the survey attend the market as their place of business.

The results reflect the important role that the market plays in our community by providing a retail point of sale for local business and access to fresh, local food for shoppers. The market is also serving the community by creating an opportunity for social connection with nearly a third of all respondents stating they attend for social activity.

### 3. Approximately how much money do you spend at each Market?

[Chart options »](#)



● \$0 - 14   
 ● \$15 - 29   
 ● \$30 - 49   
 ● \$50 - 79   
 ◀ 1/2 ▶

\$0 - 14	4
\$15 - 29	34
\$30 - 49	36
\$50 - 79	26
\$80 - 149	17
\$150 +	2
N/A I do not attend	5

#### Analysis:

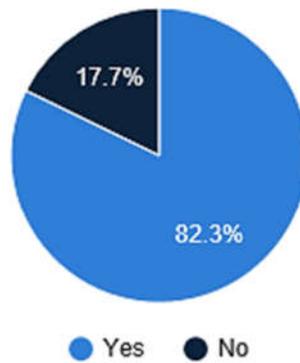
The average spend at the market by survey participants is \$51 with twenty-nine percent saying they spend \$30-49 followed closely by twenty-eight percent stating they spend \$15-29.

This is important information for attending stallholders. If on average visitors are spending between \$15 and \$49 it indicates that most shoppers are not there to purchase big ticket items. This supports anecdotal evidence from stallholders who state that the average price point for shoppers at the market is low compared to other markets they attend.

#### Action:

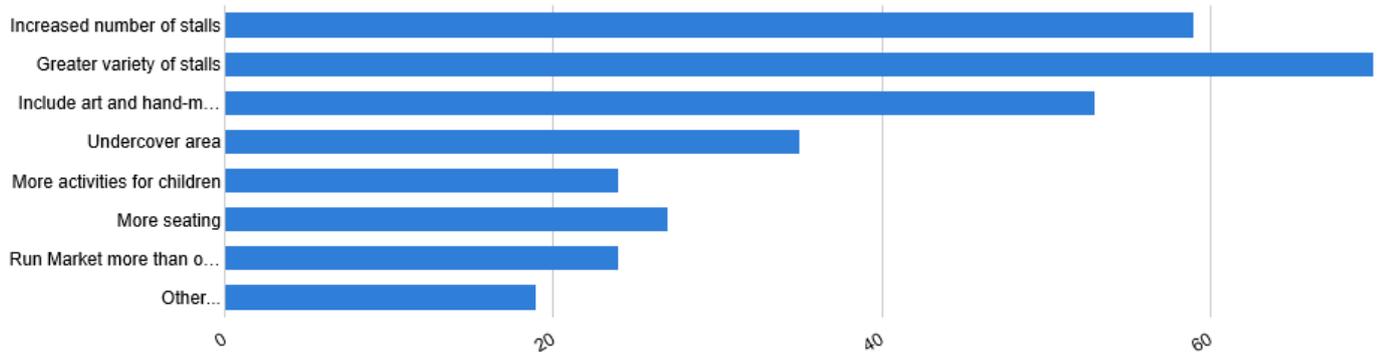
Recruit stalls that sell lower price point items and encourage all stallholders to carry some lower priced products.

#### 4. Do you think the Market could be improved?



Yes	102
No	22

#### If yes, how would you improve the Market?



Increased number of stalls	59
Greater variety of stalls	70
Include art and hand-made craft stalls	53
Undercover area	35
More activities for children	24
More seating	27
Run Market more than once a month	24
Other...	19

#### Analysis:

We've certainly got some room for improvement with just over eighty percent of survey respondents thinking the market could be improved.

The three top responses suggested for improvements in this multi-select question were:

1. Greater variety of stalls (57%)
2. More stalls (48%)
3. Include art and hand-made craft stalls (43%)

We are always looking for new and different stallholders that fit within our farmers' market guidelines. It is a constant challenge to find stallholders that stock products with a point of difference to existing stalls.

It's important to note that simply growing the number of stalls without simultaneously attracting more visitors is a high risk business proposition, as the available visitor spend is split between more stalls, resulting in reduced stallholder profits. To maintain a quality market with regular, reputable stallholders it must be financially viable for stallholders to attend.

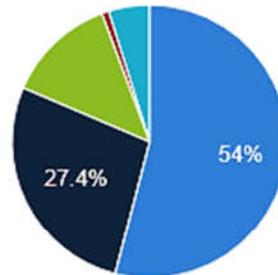
#### Potential action:

It's of paramount importance that we reflect the communities' vision for the market. The least risk averse way to increase product diversity and increase the number of stalls at the market is to include art and hand-made craft. This action would need to be supported by a marketing and advertising campaign to attract more visitors.

Requests for more seating, undercover area and activities for children will in part be addressed by the Bannockburn Heart Development. Once the development is complete we will reassess the requirement for these features and act accordingly.

## 5. What day and time would you prefer for the Market?

Chart c



● Keep it the same (Saturday 8.30am - 12.30pm)
 ● Saturday 10am - 2pm
 ◀ 1/2 ▶

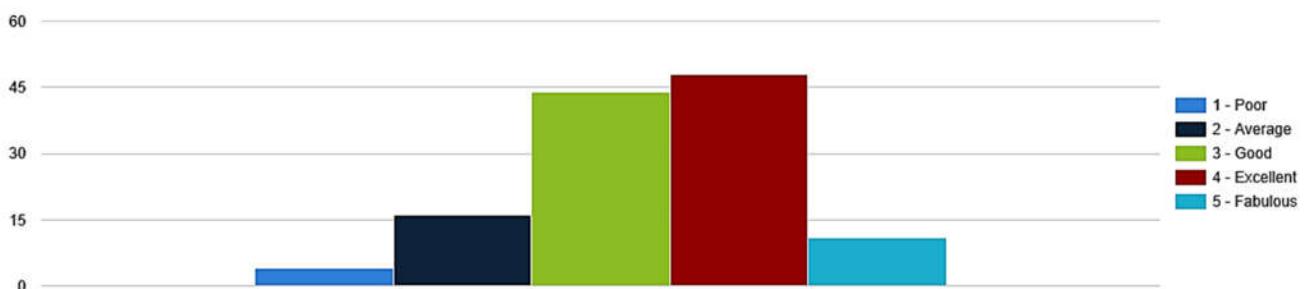
Keep it the same (Saturday 8.30am - 12.30pm)	67
Saturday 10am - 2pm	34
Sunday 10am - 2pm	16
Thursday evening	1

### Analysis:

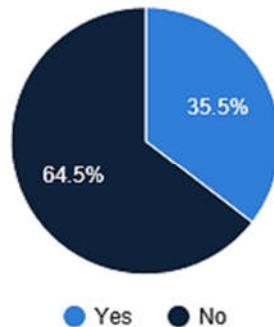
The majority of survey participants (54%) stated they would like the market hours to remain the same so there will be no change to market operating hours at this stage.

Twenty-seven percent responded that they would like the market to start at 10am and finish at 2pm. There is anecdotal evidence that the majority of these responses are from individuals that have a family sporting activity on Saturday mornings and are therefore not able to attend the market. This will be taken into consideration should there be any opportunity to extend market hours beyond the current offering.

## 7. Overall, how would you rate the market between 1 and 5?



### 8. Would you like to receive the Market e-newsletter?



Yes	44
No	80

### 9. Where do you live?



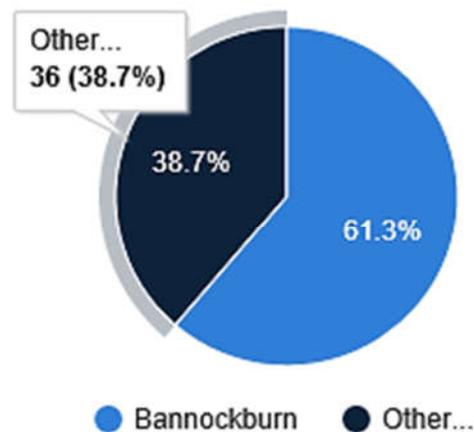
#### Analysis:

Seventy-five percent of people surveyed were from Golden Plains Shire demonstrating that the community is actively engaged with the market. Ten percent of respondents were from the Geelong region, with the remainder coming predominantly from Ballarat, Melbourne and Bellarine/Surf Coast.

#### Action:

We will need to source and allocate funds to advertising and marketing to promote tourism and increase visitation from outside of Golden Plains Shire.

## Which town in Golden Plains Shire?



Bannockburn 57

Other... 36 ([view](#))

### Other responses

Batesford	1
I live on a farm	1
Inverleigh	8
Lethbridge	6
Maude	4
Meredith	5
Smythesdale	2

Sutherlands creek 1

Teesdale 6

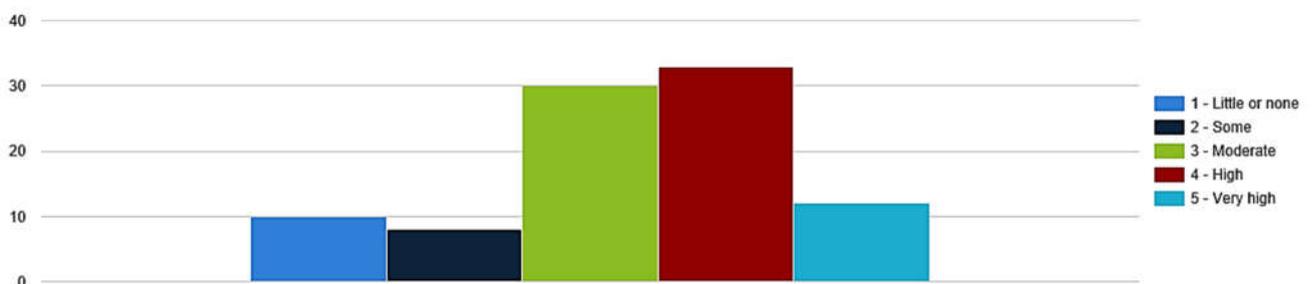
Thanks 2

**Analysis:**

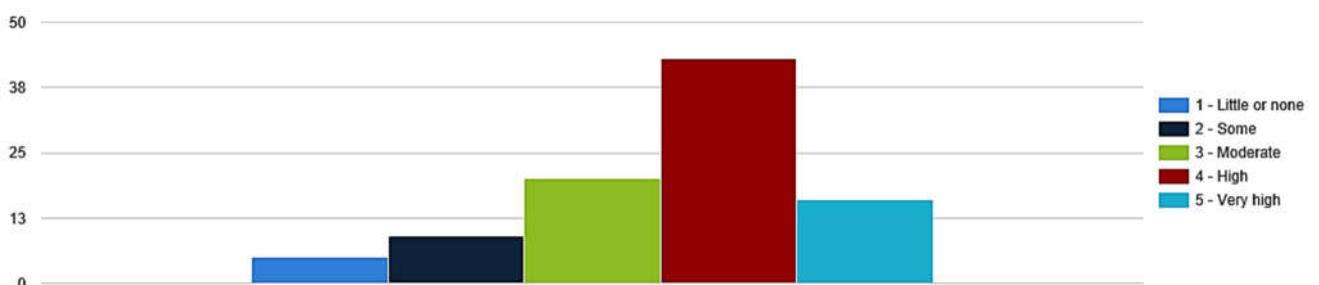
Sixty percent of survey participants that were residents of Golden Plains Shire lived in Bannockburn and forty percent were from the towns as listed in the table above.

**Rate the Market on the following:**

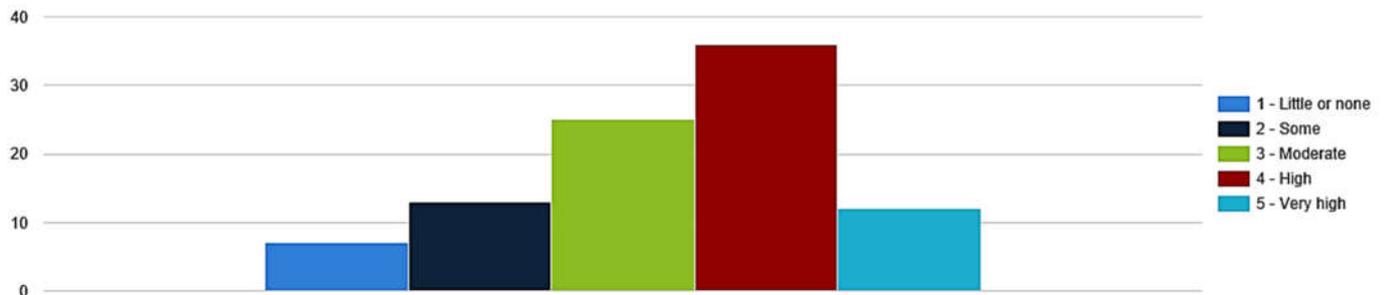
**Local business development**



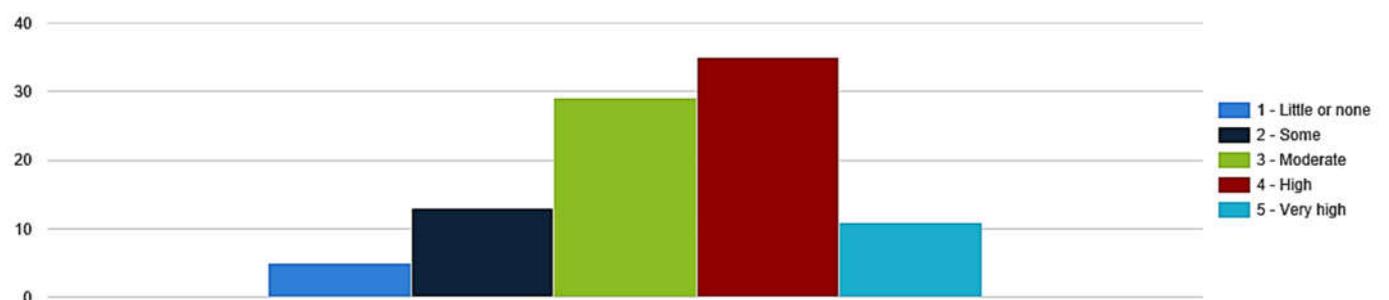
**Community connection**



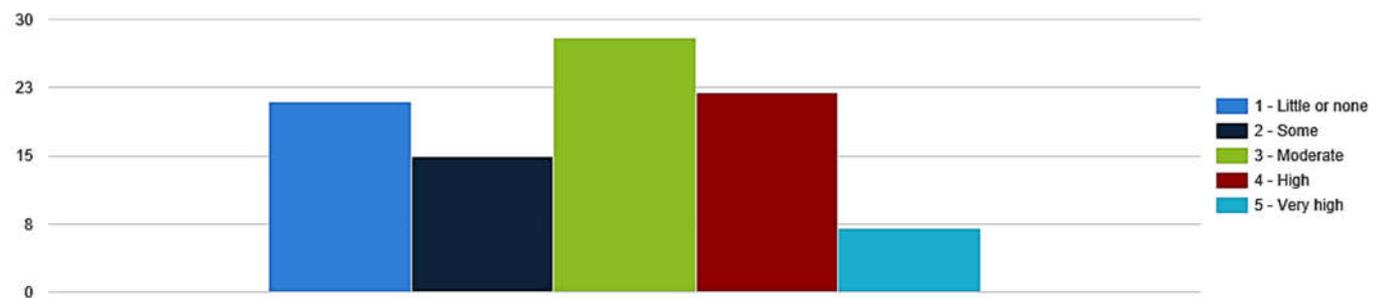
## Access to local fresh food



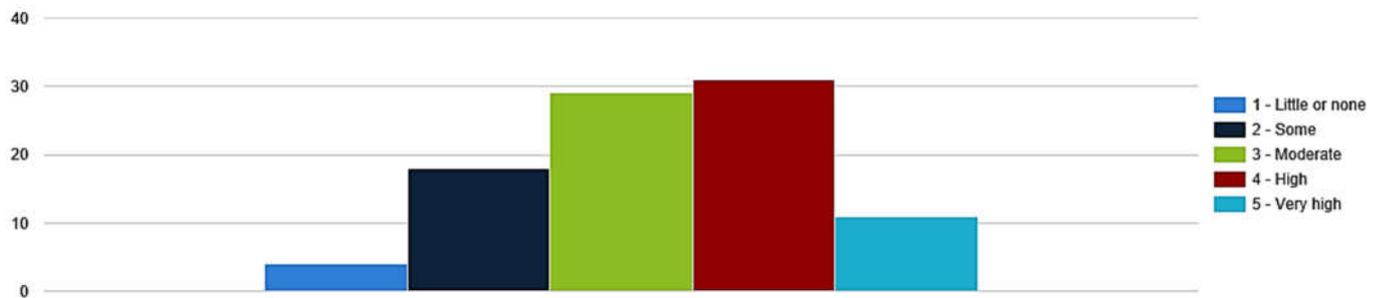
## Social activity



## Tourism



## Generating and retaining local spending



### Analysis:

The majority of respondents gave the Market a “High” rating for the following:

- Business development,
- Community connection,
- Access to local fresh food,
- Social activity,
- Generating and retaining local spending,

The Market was rated by the majority of survey participants as “Moderate” followed by “High” for Tourism.