Amberley Farmers Market Strategic Plan 2022–2027

Mission

To operate a world-class farmers market in the Hurunui District that contributes to the success of local food growers and producers, and creates vibrant community gatherings. To organise a regular event which is looked forward to by both stallholders and customers every Saturday morning. Listening to, and learning from, stallholders and customers to shape a valued farmers market where vendors prosper.

Core Values

- Quality
- Local
- Friendly
- Inclusive
- Fair Trade
- Community Spirit

Vision

By 2027, the market will be larger and busier than in 2022, with more stallholders selling more regularly and more customers shopping more regularly. It will be a well-known destination in North Canterbury, recognised as an authentic farmers market, and keenly anticipated each week as a Saturday morning destination for locals and visitors. It will be profitable for stallholders and acknowledged for providing an important social function in the local community.

Strategic Goals

1. Ensure a viable and profitable environment for stallholders

- Consider stallholder needs in all decision-making
- Encourage new stallholders and nurture young talent
- Stay aware of trends and developments that enhance market success

2. Develop and maintain valued relationships

- Listen to stallholders and customers, and respond to changing needs
- Foster collegial relationships and protect the well-being of all market users
- Encourage positive attitudes

- Build relationships with local iwi
- Strengthen ties with Hurunui District Council as both landlord and community partner

3. Offer customers a social space that enhances community

- Guide development of the market's location to maximise social potential
- Promote the market as a regular social destination
- Maintain an extensive and diverse range of products

4. Be highly visible and well known

- Maintain effective branding, advertising, and signage
- Undertake regular promotions and special events
- Support local promotional initiatives

Action Plan

2022–2023

- Establish a "Home of the Amberley Farmers Market" sign on site
- Rebrand signage and promotional materials with new logo
- Work with HDC to ensure a valued relationship
- Investigate funding sources
- Revise and implement updated constitution
- Develop and implement a code of conduct for stallholders

2023–2024

- Install a sealed seating area in the grassed part of the HDC site with benches and paving
- Include infrastructure for sun umbrellas in summer and gas heaters in winter

2024–2025

- Extend paved area of front car park to provide more stallholder space
- Lobby HDC, develop construction plan, and raise funds