

PERTH
**CITY
FARM**



Annual Report
2024/25

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Acknowledgement of Country

Take time to close your eyes and plant your feet firmly on the ground where ever you are. Imagine yourself back many, many generations, touch the earth and plants close to you, listen - sense the animals and birds around you, to a time when the First People of this land lived as part of this whole living environment and treated it as their precious Mother. Their life depended on and was part of this Earth, as is ours.

We acknowledge, honour, respect and give thanks to the Custodians past, present and to come. May their wisdom, culture and spirit connection with these Wadjuk Noongar lands guide us.

About Perth City Farm

Mission

Provide space and opportunities in order to build community connections and educate and enable people to value and protect the natural environment by living more sustainably.

Purpose

To harness the power of nature and community connection, bringing people together to learn about sustainable living.

Vision

Perth is a community of people living connected, sustainable lives in harmony with nature.

Values



Inclusive:
We welcome all and include all.



Connected:
Everything we do builds connections between people and nature.



Positive:
We lead through positive action.



Kind:
We are kind to each other, ourselves and our planet



(08) 9325 7229



perthcityfarm.org.au



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ABN: 90364009655

People at Perth City Farm

Perth City Farm Board



Lana Snook
Chairperson



Rosanne Scott
Board Secretary



Gayle Cremer
Board Treasurer



Dr Lisa Cluett
Board Member



Steph Gregg
Board Member



Kate Wood
Board Member

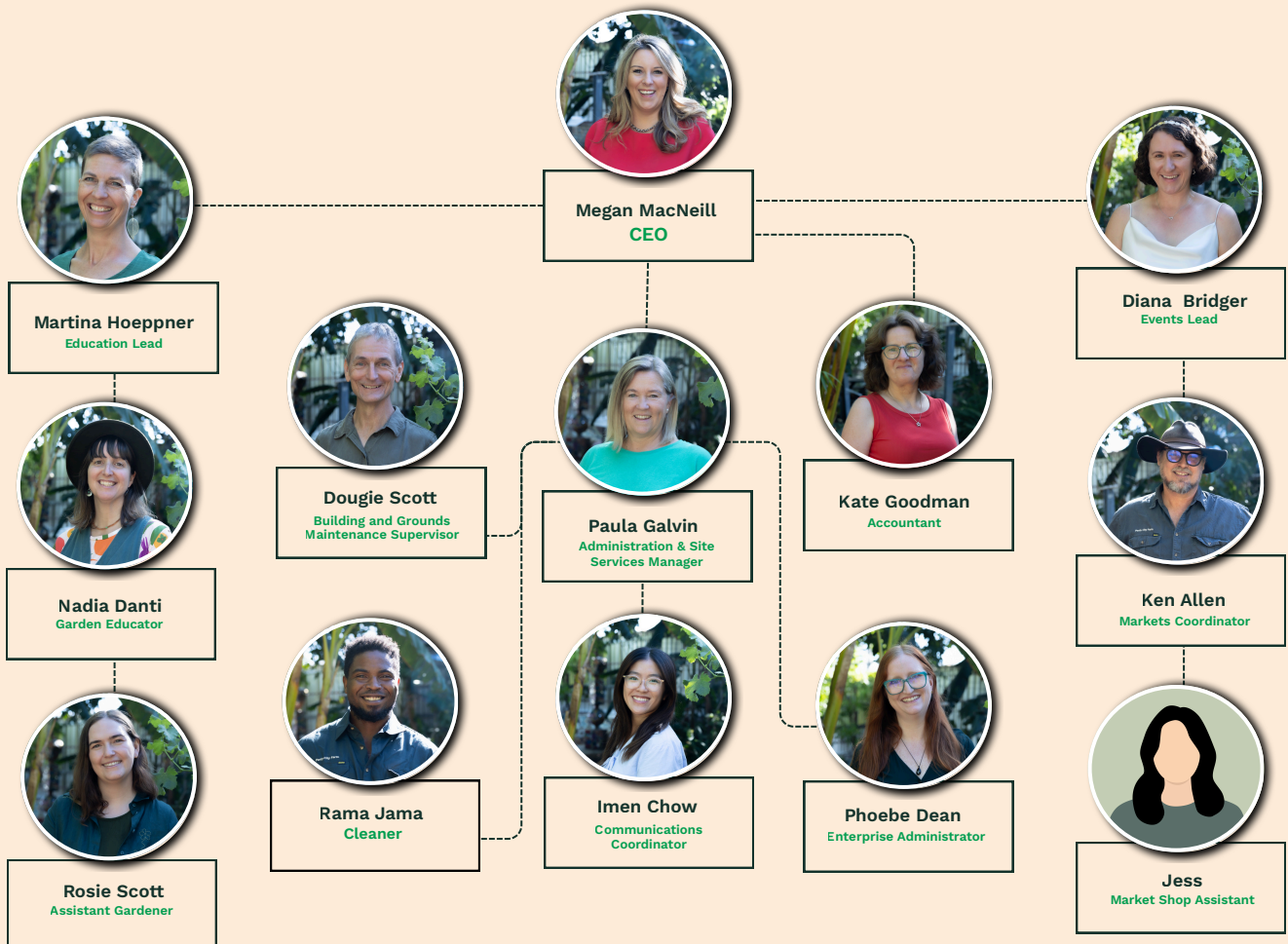


Kane Morriss
Board Member



Justin Payne
Board Member

Perth City Farm Team



Chair's Report



Lana Snook

This year reinforced why Perth City Farm matters.

In a busy and increasingly expensive world, the Farm remains a practical place where people can learn real skills, connect with community, and engage with sustainability in a way that feels doable.

From a board perspective, our focus this year has been on stewardship, ensuring Perth City Farm remains stable, mission-aligned and positioned strongly for the future. We have prioritised sound governance, careful financial oversight and strengthening the skills and experience around the board table to support the organisation through its next phase. We have also continued to support a balanced operating model where community impact is strengthened through sustainable income streams.

It has been a year of momentum and transition. I want to acknowledge the incredible work of our staff and volunteers who continue to keep the Farm thriving day-to-day. Managing a much-loved public asset comes with constant operational and maintenance demands, and I am continually impressed by the care, professionalism and energy the team brings to this work.

After seven years, we farewellled Kathleen Burton as CEO. Kathleen's thoughtful and practical leadership helped guide Perth City Farm through an important period of growth and consolidation. During her time at the helm, the Farm developed stronger systems, clearer strategic direction and a passionate, capable team built around the organisation's purpose and values. We are deeply grateful for everything Kathleen contributed to Perth City Farm and know she will remain a valued Friend of the Farm.

I also want to warmly welcome our CEO, Megan MacNeill. The board looks forward to working closely with Megan as we continue strengthening our operational foundations, sharpening our strategic priorities and building the partnerships and revenue needed to grow Perth City Farm's impact.

Looking ahead, we will continue strengthening our systems and reporting, diversifying income through education and venue hire, growing partnerships and fundraising, and investing in the site to ensure it remains safe, accessible and welcoming for the community.

Finally, thank you to our funders, donors, partners and the City of Perth, whose support helps keep Perth City Farm open and active for the community. We are proud of what has been achieved this year and optimistic about the opportunities ahead.

CEO's Report



Megan MacNeill

I want to begin by thanking Kathleen for her stewardship of Perth City Farm and for the work completed across the year to support the Farm's ongoing impact. I commenced as CEO in November 2025, and this report reflects both a year of delivery by the team and a period of leadership transition.

In my first quarter, my priority was to listen, learn, and build relationships. I met with key stakeholders across the organisation and community, including staff, volunteers, partners, hirers, and the City of Perth, to understand what is working well and where we need to focus next. In parallel, I began bringing new strategic partnership conversations into the fold, with a focus on strengthening the Farm's long-term sustainability.

Perth City Farm's site activity reflects our dual role as a charity and a social enterprise. Over the year we hosted a significant program of free and low-cost community activities, alongside paid venue hire and events that help fund our charitable purpose. Weddings remain our most significant revenue contributor and a critical pillar of the social enterprise model, and they will continue to be a priority. Looking ahead, we will place a stronger emphasis on growing higher-value, mid-week corporate venue hire, so our earned income is more consistent across the year and our community programmes can thrive.

Work has commenced on improving key venue and community spaces, including the courtyard, the barn, and the art room, and we are progressing plans for a nature play area to make the Farm more welcoming for families and to increase day-to-day usability of the site. I want to thank our incredible team and volunteers, whose commitment and care keep Perth City Farm active, safe, and welcoming.

I also acknowledge Be Free Café as a valued on-site partner. The relationship has developed strongly, and we see clear opportunities to grow our collaboration in ways that benefit both the Café and the wider Farm experience.

As we look to the year ahead, our focus is on strengthening earned income, progressing priority site improvements, building purpose-aligned partnerships, and continuing to deliver practical sustainability education and community connection.

Thank you to everyone who supports Perth City Farm, whether through volunteering, attending events, hiring the venue, donating, or simply showing up and being part of this community.

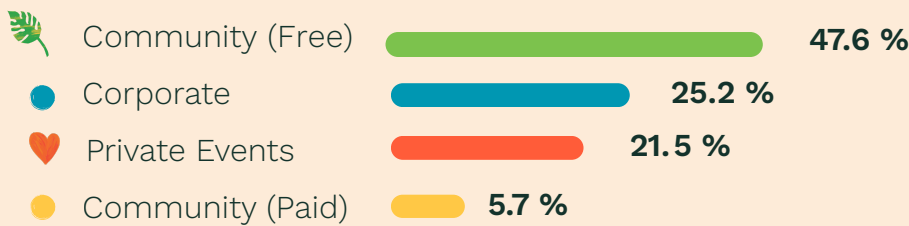
Year at a Glance

2024-25

Growing community, sustainability & connection in the heart of perth.



COMMUNITY IMPACT



THE FARM IN ACTION



455kg

Produce and flowers grown



52

Farmers' Markets



60+

Volunteers

COMMUNITY SUPPORT

\$7,352.53

donated through
GiveNow



OPERATIONS

60+ Compliance Checks Completed

0 Serious incidents

OUR COMMUNITY ONLINE



700
Followers



26k
Followers



14.2k
Followers



3,378
Subscribers

Venue Hire at Perth City Farm



Diana Bridger
Event Lead

Perth City Farm's site activity reflects our dual role as a charity and a social enterprise. Over the year we hosted 349 events and activations, including 166 free community programs and 183 paid venue hire bookings. Free programming is a major part of the Farm's weekly rhythm and purpose, keeping the site accessible and building connection through regular community groups and open activities.

Within paid venue hire, demand is strongly weekend-led, with Saturday and Sunday consistently the busiest days. Mondays are our lowest utilisation day and are best suited to smaller corporate use or group training. Weddings remain our most significant revenue contributor, with peak demand in October to November and March to May, while January is typically our quietest month.

Seasonality is also influenced by site comfort. Without air-conditioning or marquee cover, extreme summer and winter conditions can limit bookings and the visitor experience, contributing to quieter periods in January and July to August.

The data highlights opportunities to grow mid-week demand through clearer packaging and pricing, particularly on lower-utilisation days. We have occasionally used short lead-time pricing to fill gaps, but our focus is on sustainable, higher-value bookings rather than relying on last-minute offers.

These insights are shaping our focus for the coming year: protecting and growing weddings as a premium, values-aligned offering, improving the usability of our spaces, and increasing the value and consistency of mid-week corporate events through clearer packages and purpose-aligned partnerships.

CORPORATE

88 Events

- Events/meetings/training days
- Education days/Workshops
- Kitchen hire (food prep)
- Christmas Parties
- Music rave event
- Photoshoots



FOC COMMUNITY

166 Events

- Farmers Market
- Writer's Group
- Knitting Group
- Story Time
- Arty Farty
- City of Perth Story Time



PRIVATE

75 Events

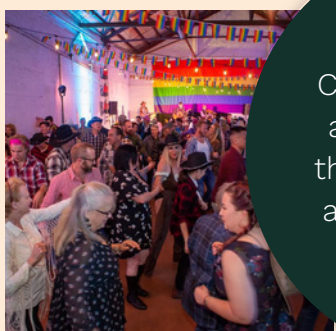
- Weddings
- Ball After Parties
- Birthday Parties
- Engagement



COMMUNITY

20 Events

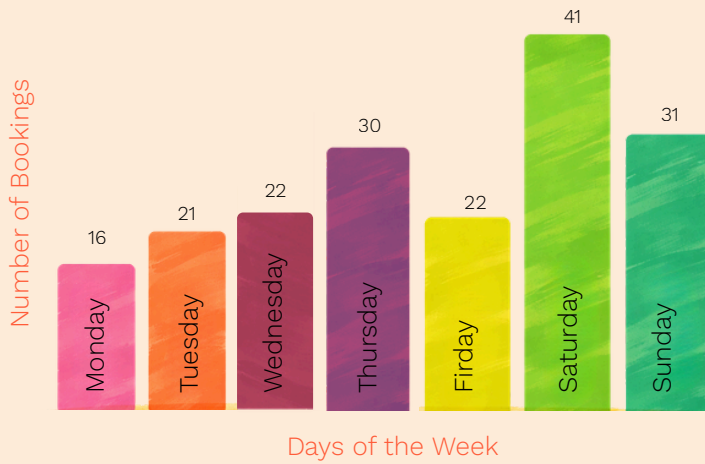
- Exhibitions
- Community events/fundraisers



Community events account for more than 50% of events at Perth City Farm



Most popular Days booked between
Oct 2024 - Sept 2025



Diana Bridger
Event Lead

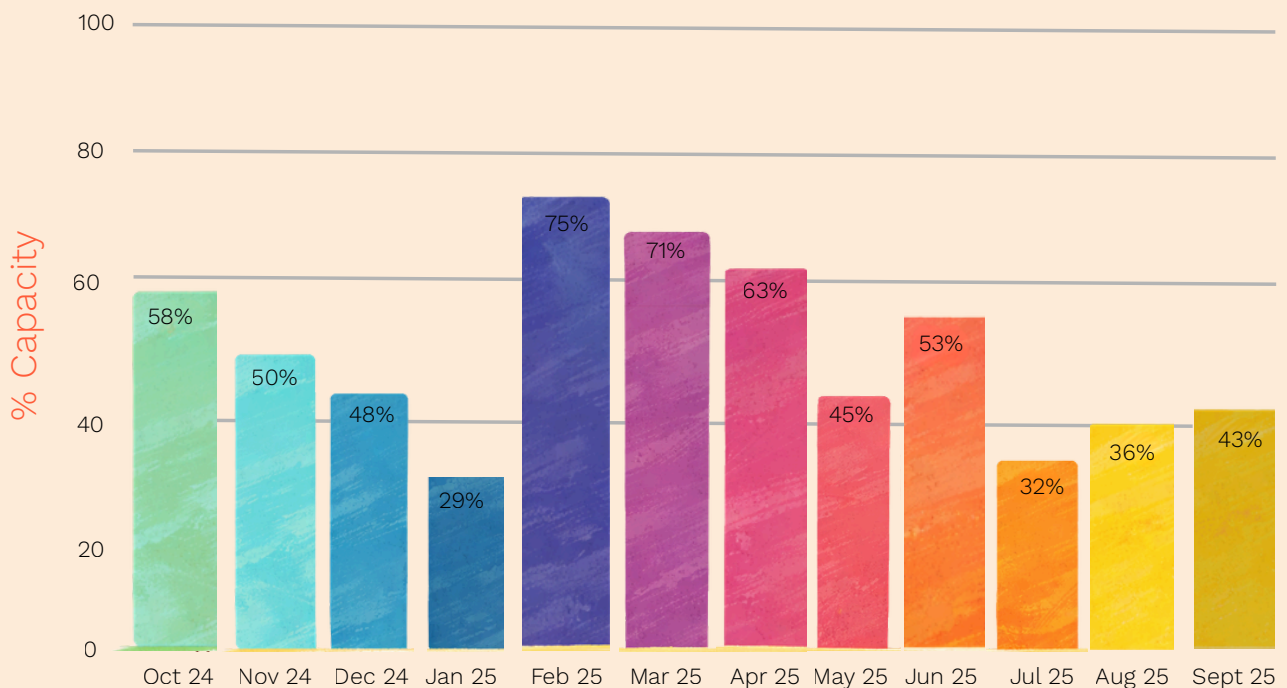
Perth City Farm continues to operate as both a charity and a social enterprise. In 2024–25, the Farm hosted 349 events and activations, including 166 free community programs and 183 paid venue hire bookings. Free programming remains central to the Farm’s purpose, supporting accessibility and regular community connection.

Venue hire demand is strongly weekend-led, with weddings continuing as the primary revenue driver and peak periods in October to November and March to May. Mondays remain the lowest utilisation day, highlighting an opportunity to grow mid-week corporate bookings.

Seasonality and site comfort influence demand, with quieter periods in January and winter months where extreme temperatures can impact the visitor experience.

These insights are shaping our focus for the coming year: strengthening our premium wedding offering, improving the usability of our spaces, and increasing the value and consistency of mid-week corporate events through clearer packages and partnerships.

Barn + Art Room Capacity (Oct 2024 - Sept 2025)



Education at Perth City Farm



Martina Hoepfner
Education Lead

Education is Core to PCF's Impact



3,161

PEOPLE REACHED IN 2024-2025



Education Impact 2024 - 2025



Corporate
Volunteering
Groups



30% +
Revenue
Growth

2

New Flagship
Courses:

5- Day Permaculture Living
10- Day PDC

Perth City Farm's education programs continued to grow in reach and impact, engaging 3,161 participants across workshops, school programs, corporate volunteering and public events. The increase reflects strong demand for practical, hands-on learning centred on sustainability, food systems and community connection.

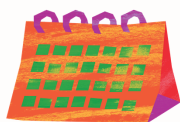
A key highlight was the delivery of the Farm's first 10-day Permaculture Design Course since the 1990s, alongside the first 5-day Permaculture Living Course, reinforcing Perth City Farm's role as a leader in permaculture education.

Outreach also expanded through participation in major public events, including the Cultural Centre's BLOOM Festival, Perth Garden Show and the Easter Market at Elizabeth Quay, introducing new audiences to the Farm's work.

Corporate volunteering and school bookings continued to grow, while a trial Nature Playgroup provided valuable insights for future program design.

Looking ahead, education will be strengthened through new initiatives, including a display balcony garden to support apartment-based growing and the launch of a dedicated school excursion program in 2026.

A Milestone Year for Permaculture



- First 10-Day Permaculture Design Course since 1990s
- First ever 5-Day Permaculture Living Course

WHAT WORKED

- Steady growth in school bookings
- Growth in corporate volunteering
- Strengthened revenue diversification

WHAT WE TRIALLED

- Nature Playground pilot
- Broke even with Rotary grant
- Provided valuable design insights for future programs

LOOKING AHEAD

• Balcony Garden Display

Supporting apartment-based growing in the City of Perth

• School Excursion Program Launched January 2026

Dedicated days + tailored offerings
Access for children from all backgrounds

Market Garden



Nadia Danti
Garden Educator

Perth City Farm Farmers Market is a weekly fixture for the community, bringing people together to shop locally, connect with growers and producers, and support Perth City Farm's charitable purpose. Over the year we delivered 52 markets with no cancellations, providing a reliable, welcoming space in the heart of the city.

This year our focus was on customer experience and keeping the market consistent, practical and friendly. Alongside fresh produce and local favourites, the market supports low-waste living through our refill shop, offering pantry staples and household cleaning supplies so people can buy only what they need and reduce packaging waste. This aligns closely with Perth City Farm's broader sustainability and permaculture ethos, and it is an area we are keen to grow over time.

In the Garden (OCTOBER 2024 - SEPTEMBER 2025)



Compost

COMPOST MADE
3000L (3m3)

WORM CASTINGS MADE
100L



Volunteers

The market also benefitted from small-scale programming that lifted the atmosphere without adding significant cost or complexity. We focused on activating the site with local talent, with a growing mix of performers contributing to a more vibrant visitor experience, and the Morris Dancers proving especially popular.

Workshops are also run during some market days, giving visitors more reasons to stay, learn and participate. Be Free Café continues to be a busy on-site hub and plays an important role in dwell time, making the market feel like a broader community morning rather than a quick in-and-out shop.

Keeping the Farm Safe, Functional & Ready for the Future

Behind-the-scenes work that keeps Perth City Farm operating as a safe public space and community asset.



What we focused on

- Strengthening equipment safety procedures
- Ensuring food handling and kitchen compliance
- Maintaining up-to-date testing, servicing and inspections

Key actions

- Strengthened equipment governance through new safety procedures and restricted use protocols
- Regular safety checks of kitchen equipment
- Verified food handling certificates for all relevant staff and volunteers



Site & Infrastructure Improvements



- Replacement of garden shade cloth and protective domes
- Relocation of the coolroom to support the Nature Playground
- New cross-back chairs added to support venue hire packages
- Ongoing maintenance of kitchens, electrical systems and fire safety equipment



Strong operational foundations enable everything from community programs to weddings and education delivery.





Paula Galvin
Site Manager

Looking after a shared community space

Throughout 2024–25, Perth City Farm continued to strengthen its safety, compliance and operational systems to support safe, accessible community use of the site. While minor incidents occurred, each resulted in immediate improvements to procedures and infrastructure, reinforcing a culture of safety and care.

Regular testing, servicing and maintenance ensured the site remained compliant with regulatory requirements, while targeted upgrades improved both functionality and visitor experience. Together, these efforts support Perth City Farm’s role as a trusted community asset and a safe place to learn, gather and connect.



CERTIFICATIONS & COMPLIANCE CHECKS COMPLETED

Supporting safe delivery across education, events and community programs

Compliance & Clearances



Police Clearances — 5



Working with Children — 3



Food Safety — 14

Health & Safety Training



Full First Aid — 6



CPR — 2



Mental Health — 2

COMPLIANCE & SAFETY MAINTENANCE

Q1 (Oct–Dec 2024)

- Fire safety servicing
- Gas + backflow servicing
- Electrical testing (incl. thermographic)

Q2 (Jan–Mar 2025)

- Emergency lighting + RCD testing

Q3 (Apr–Jun 2025)

- Kitchen maintenance (grease trap, oven, fridge)
- Fire safety servicing

Q4 (Jul–Sept 2025)

- Electrical test & tag

This work supports the safe delivery of 300+ events, education programs and daily community use.

Saturday Farmer's Market

Perth City Farm Farmers Market is a weekly fixture for the community, bringing people together to shop locally, connect with growers and producers, and support Perth City Farm's charitable purpose. Over the year we delivered 52 markets with no cancellations, providing a reliable, welcoming space in the heart of the city.

This year our focus was on customer experience and keeping the market consistent, practical and friendly. Alongside fresh produce and local favourites, the market supports low-waste living through our refill shop, offering pantry staples and household cleaning supplies so people can buy only what they need and reduce packaging waste. This aligns closely with Perth City Farm's broader sustainability and permaculture ethos, and it is an area we are keen to grow over time.

Volunteers are essential to the market's smooth delivery, particularly for the tight pack-down schedule at lunchtime, and stallholders regularly support one another to help the market close on time.

Looking ahead, we will remain customer-led, strengthen regular stallholder participation, and continue building the market's path toward breakeven.



Ken Allen
Farmer's Market



What customers come for



Also popular: dry/canned goods, yoghurt (Greek), cheeses, activated nuts.

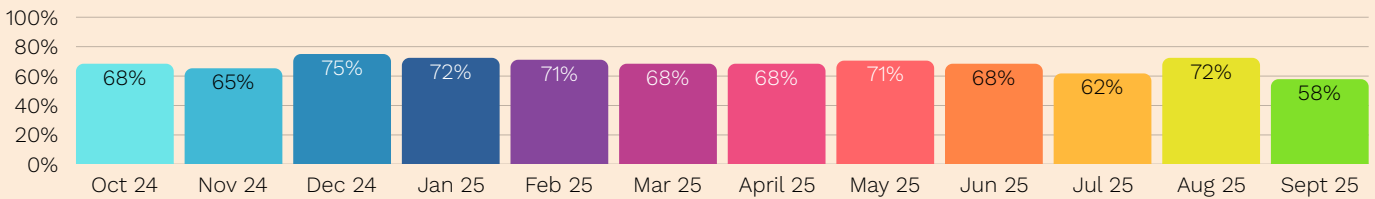
Impact Snapshot

52 MARKET DELIVERED

0 CANCELLATIONS

**REFILL SHOP
SUPPORTING
LOW-WASTE
LIVING**

Market Stall Occupancy



Visitor Experience

The market also benefitted from small-scale programming that lifted the atmosphere without adding significant cost or complexity. We focused on activating the site with local talent, with a growing mix of performers contributing to a more vibrant visitor experience, and the Morris Dancers proving especially popular.

Workshops are also run during some market days, giving visitors more reasons to stay, learn and participate. Be Free Café continues to be a busy on-site hub and plays an important role in dwell time, making the market feel like a broader community morning rather than a quick in-and-out shop.



75% stallholder
utilisation during
2024 - 2025 FY

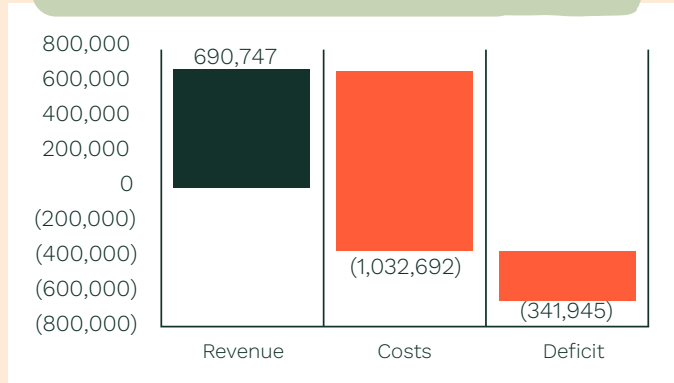


Financial Commentary

Financials

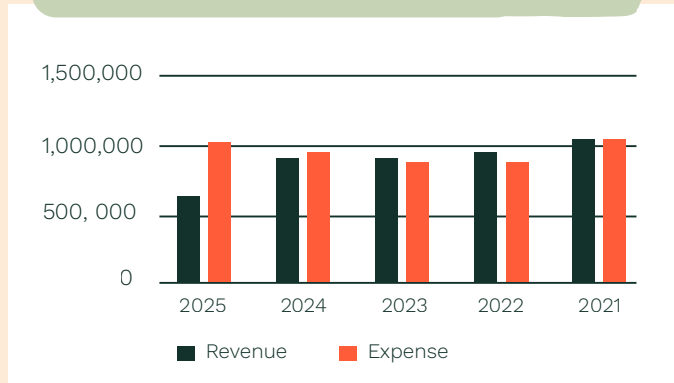
The operating result for the financial year ended 30 September 2025 was an operating deficit of \$341,945.

REVENUE TO NET RESULT

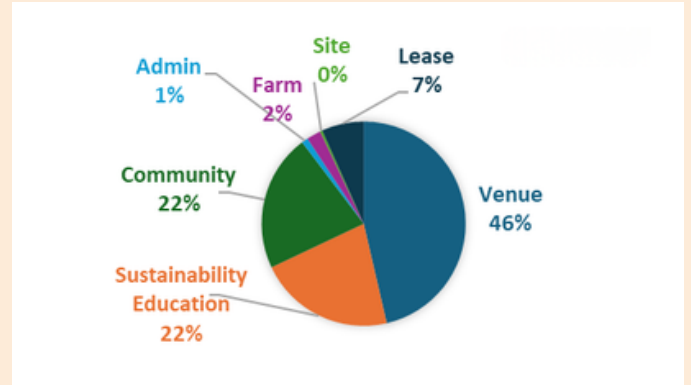


This deficit is significantly larger than recent years. The year ended 30 September 2024 we finished close to break-even.

REVENUE & EXPENSES 2025 - 2021



Revenue

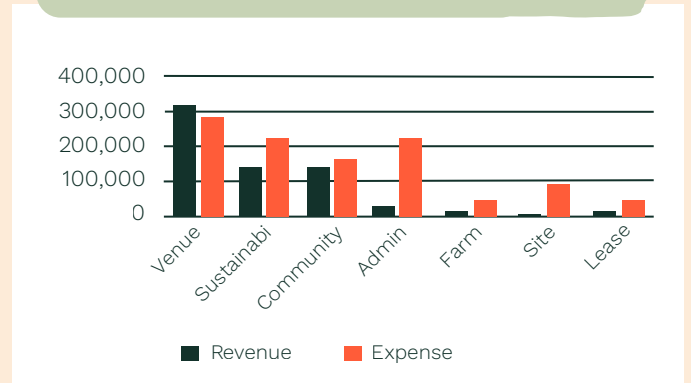


The deficit was largely driven by lower-than-expected income, with the biggest impact coming from Sustainability Education. Planned growth did not land during the year, particularly in corporate packages/team-building and overall workshop volume.

Venue Hire showed improvement after pricing and package changes implemented in January 2025, with higher average booking values.

Other income areas—café lease, market stall, donations, grants and interest, remained steady but couldn't offset the Sustainability Education shortfall.

PROGRAMMES

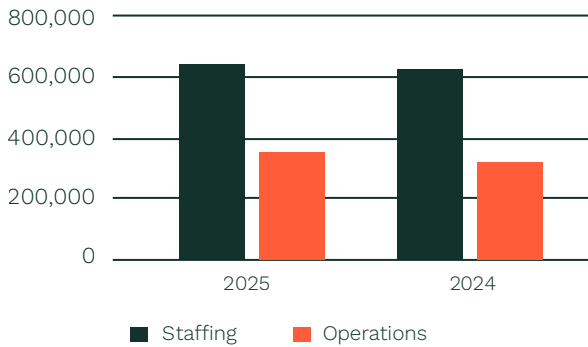


Other income areas were steady, but not enough to offset the shortfall. Venue Hire remained an important contributor, and income from leases and other trading activities continued to support day-to-day operations, alongside donations, grants and interest.

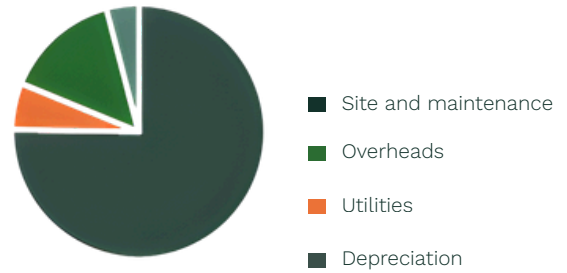


Costs

COSTS

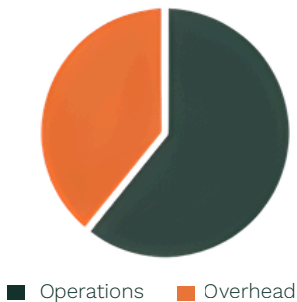


OPERATIONAL COSTS



On the cost side, overall expenses were higher than planned, with the main pressure coming from employment-related costs and recruitment. This included unbudgeted recruitment costs and changes to our staffing model to ensure we have the right capability across the organisation.

STAFFING



Kate Goodman
Accountant



Gayle Cremer
Treasurer

Operational costs were broadly in line with expectations, reflecting the ongoing utilities, maintenance and site costs required to run and care for the Farm.

Looking ahead

While the result is disappointing, it gives a clear focus for the year ahead: rebuilding Sustainability Education activity, especially corporate and group offerings, strengthening sales and scheduling across programs, and keeping a close eye on staffing and operating costs. The organisation also secured DGR status during the year, opening up new funding opportunities.

Financial Position

The year closed with \$496,171 in cash and term deposits, \$196,949 in income received in advance (for programs to be delivered next year), and \$57,175 in bonds, providing a base of stability moving forward. Our audited financial statements are available on the ACNC website.



Actions for 2025 - 2026



Protect and grow weddings (high-value revenue):

Maintain our premium, values-aligned wedding offer and continue targeted promotion through our wedding expo activity to sustain a strong pipeline.

Lift mid-week corporate yield:

Refine pricing and packaging, build repeatable corporate offers (training, team days, purpose-led experiences), and strengthen purpose-aligned partnerships to increase consistency and value.



Improve space usability and comfort:

Prioritise practical upgrades to the courtyard, barn and art room to improve the guest experience and support more reliable year-round bookings.



Keep community access at the centre:

Continue delivering a strong calendar of free and low-cost community programs that keep the Farm welcoming, active, and connected to community need.

