

melbourne marketfreshnews

*Introducing our new
CEO and Relocation
Project & Operations
Officer*

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SPRING 10



*Spring Racing POS -
See Page 11*

The Royal Melbourne Show 2010 - See Page 11

Melbourne Market Authority
Box 1, 542 Footscray Road
West Melbourne, Victoria 3003
T: 03 9258 6100
F: 03 9687 7714
www.melbournemarkets.com.au



*Market Fresh*TM
marketfresh.com.au





register now

Golf Day

Tuesday

26 October

see back page for details



Inside...

4 Message from the Chairman

6 Safety & Environment

- Forklift Safety
- Queensland Fruit Fly Update
- Protect Your Produce

8 Retailer of the Month

- Congratulations to the MarketFresh Retailers of the Month for June & July

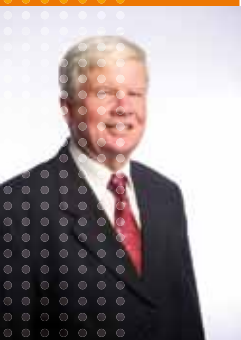
11 Events & Marketing

- Daffodil Day
- Demystifying Asian Veg
- Royal Melbourne Show
- Spring Racing Carnival and Spring POS
- NEW Recipe Brochure
- NEW Mango POS

12 Market Golf Day

- Information and Registration Form





Message from the...

CHAIRMAN

Satisfactory 2009/10 Financial Result

I am pleased to announce that for the year ended 30 June 2010 the MMA has recorded a very satisfactory trading result which shows a net surplus \$5.563 million.

This result was achieved as we endeavoured to put in place our major objective, which is to provide a commercially viable Wholesale Facility for the efficient distribution of fresh produce and to optimise the State Government's return on assets employed.

A very important factor for the MMA as Operators of the Melbourne Markets is to create a Business Model that supports Market businesses with competitive input costs, creating an environment that allows them to operate an efficient and profitable business.

I believe in the past 12 months we have listened to Market users' issues, together with the help and advice of the Market Advisory, Consultative and Policy Committees, and we have been pro-active in matters of agreement and worked together in an effort to achieve the goals and objectives.

Change to MMA Management

Allan Crosthwaite has been appointed as the MMA's Chief Executive Officer and will commence this role on 20 September 2010. Allan brings experience to the CEO's role as he has previously held CEO positions in a number of companies.

Allan's latest position was in the National Fishing Industry which has similarities to the MMA's position, in the area of ongoing communication with MMA stakeholders.

Darek Stec will also commence in a managerial role at the MMA in early September as the Relocation Project and Operations Officer. Darek has an engineering and relocation background and was previously employed with the Port of Portland. Darek will be the MMA contact for site issues.

Relocation

The State Government and Relocation Consultative Committees have continued to meet regularly in an effort to finalise the complex Delivery Business Model for the move to the new market at Epping.

It was encouraging to see Minister Tim Pallas walk the market and discuss directly with Market users their opinions on what should happen in the move to Epping. I understand the Minister is intending to walk the Market regularly and continue ongoing discussions with Market users.



Shane Schnitzler recently advised me that he would be stepping down as Chairman of the Proximity Warehouse Consultative Committee; John Horan is now Acting Chairman. Anthony Holman has also joined the Proximity Warehouse Committee. I would like to thank Shane for his contribution to the committee.

Below, you will find a list of current Consultative Committee members. If you have any queries I would encourage you to discuss the Market move with any of these members.

Also, feel free to ring me at any time if you think I can help you with any issues that could affect you now or in the future.

Neil Lowe



Overview Consultative Committee

Neil Lowe (Chairman)
Robin Westmore
David Wallace
Paul Ahern
Geoff Maguire
David Palmieri
Graham Duff (Chairman
New Market Consultative)
John Horan (Acting
Chairman Proximity
Warehouse Consultative)

New Market Consultative Committee

Graham Duff (Chairman)
Harry Kapis
Glen Thompson
Frank Prestia
Andrew Sculli
Damien Toscano
Mark Paganoni
John Boon
Vince Doria
Grant Nichol

Proximity Warehouse Consultative Committee

John Horan (Acting
Chairman)
Steve Grillo
Fred Pascale
Thomas Lamanna
Nick Conidi
Anthony DiPietro
Scott Robinson
Philip Nash
Joe Piedimonte
Anthony Holman



Forklift Safety

There can be up to 700 forklifts operating during peak trading at the Markets. To ensure the safety of all Market Users, employers and their employees are reminded of the following safety requirements when operating forklifts on this site:

1. Ensure the forklifts are maintained regularly. This means at least annually as part of the MMA forklift registration requirements.
2. Ensure your employees have been trained and are licensed when operating a forklift. Have you checked?
3. Ensure the forklifts can be easily seen. Is their paintwork up to scratch ensuring they are visible at night? Are headlights on when operating in dark areas?
4. Keep yourself contained in the forklift for your protection, do not let your legs or arms hang out of the forklift.
5. Don't speed. Repeated failure to observe speed limits may see you restricted from your Market duties and your employer one forklift driver down.
6. Slow down at intersections and at the roundabouts.
7. Look behind you before reversing. Do you know who or what is behind you?
8. Exercise caution when operating a forklift around trucks, and keep a watch for reversing trucks. Have they seen you?
9. Safety vests are to be worn at all times whilst on Market land, even when operating a forklift.
10. Apply the park brake and switch off the forklift when not in immediate use.
11. Do not park forklifts or leave a forklift unattended on a designated pedestrian walkway. These walkways are for the safe passage of pedestrians.
12. Ensure you can see where you are going. Ask yourself – can I see where I am going?
13. Maximum height to be transported on the tyres is the equivalent to the height of the mast.
14. Under no circumstances, carry any passengers on any part of the forklift.
15. Do not push any loads along the roadway with the forklift. Loads must be lifted and carried on the forklift tyres.
16. No smoking when filling up the gas cylinders. Remember, gas is EXPLOSIVE!



Environment – Queensland Fruit Fly Update

MMA received a letter from DPI Plant Standards advising that their Queensland Fruit Fly (QFF) eradication program in metropolitan Melbourne has been successfully completed with all affected areas reinstated as being free of fruit fly.

Whilst this is great news, the Market community is encouraged to remain vigilant for the presence of QFF in any of the produce they may grow or trade through the Market. To this end the MMA will keep the signs around the Market and on noticeboards on display as a reminder. Plant Standards will continue to monitor the affected areas.

Thank you once again for your efforts and assistance during this eradication program.

Protect Your Produce

**Suggestions
to Protect
Your Produce**

**Is your
produce safe?**



Have you....

- Arranged with the wholesaler/ grower for produce to be delivered when you or your employee are at your parking bay to take delivery of the produce?
- Arranged with Wholesaler/ Grower for your produce to be clearly labelled and identified?
- Loaded and secured pre-ordered produce immediately when you arrived in the Market?
- Worked with your neighbours to watch your produce if left unattended?
- Investigated the option of electronic surveillance for your vehicle?



Be Vigilant

**Report anything
unusual to a MMA
Market Officer or call
the MMA Hotline
9258 6199 to
report any suspicious
behaviour.**



Congratulations to Retailers of the Month



June 2010

Signorelli Fresh, Balwyn

Having won the Retailer of the Year title in 2004, this business is back in the running. Brothers Andrew (right) and Stephen Signorelli now preside over a bright and busy shop.

With three-tier wall displays and island counters of fresh produce, the shop also boasts extensive displays of allied lines, including refrigeration.

Halogen lighting combined with warm timber linings make an inviting area, and after 12 years there, the shop has a large number of dedicated regular customers.

Price ticketing has been computer generated in-house, complete with the business logo and product illustrations produced by Stephen. There are also dedicated dispenser displays for such special items as fresh nuts and berry lines,

July 2010

Top Shelf Fruits, Forest Hill

Jason Russo's Top Shelf Fruits is now one of four with the same brand name and logo. With partners Joe Russo, Paul Palma, and Domenic Condello the others are at Macedon Square in Lower Templestowe, Ashburton, and Beaumaris. The Top Shelf brand has already featured in Retailer of the Month awards.

Jason's shop is now in its sixth year, having taken over an existing fruit and vegetable outlet, and has many regular customers who appreciate the price for quality offered by Top Shelf shops. By buying together, they ensure buying power as well as defined equal quality. The shop trades six days a week.





Guess who's the number one forklift choice in the Australian markets?

It really is no surprise that Toyota Material Handling sells more forklifts than any other company in the Australian Fresh Fruit and Vegetable Markets. With Australia's biggest range of forklifts and the commitment to customer service and after-sales

support you'd expect from the market leader*, we guarantee to deliver the best quality material handling solutions all year round, no matter what the season. So give us a call and get a fresh forklift deal today.



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Daffodil Day

On Friday 27 August 2010 four volunteers from the Cancer Council Victoria set their alarms early and came into the market to raise funds for Daffodil Day.

The girls toured the markets for two hours and raised a total of \$3002.20! Thank you to everyone who donated on the day.

The Cancer Council Victoria was overwhelmed by the response they received. "The generosity of the people at the Market is just fantastic and we appreciate it so much," said Daffodil Day Team Coordinator Bree Attwood.



L-R: Dr Jenny Ekman, Grant Flack, David Fussell (MMA) & Kevin Garcia

Demystifying Asian Vegetables

On Friday 3 September Dr Jenny Ekman, DPI Sydney, and Grant Flack, Executive Sous Chef at the RACV City Club, attended the Home Economics Victoria Annual Kitchen Assistants conference on behalf of the MMA.

The interactive session involved a presentation by Dr Jenny Ekman on the types, uses and nutritional values of a large range of Asian vegetables. This presentation was followed up by a cooking demonstration by Grant Flack.

The aim of the presentation was to introduce a variety of Asian vegetables to kitchen assistants who work in secondary schools. The focus was not only on the nutritional value but also on how simple and easy it is to cook with these vegetables. The hope is these kitchen assistants will then take what they've learnt and use it in the classroom with their students.

Overall the presentation was extremely well received. We'd like to thank Dr Jenny Ekman and Grant Flack for taking time to come and present on our behalf.

A big thank you to the following people who provided produce for showcasing at the event:-

South East Asia Produce
Tu Do Asian Vegies
Hai Ha Supplies

Meadowhill Marketing
Lou Gazzola Farms



available now - Mango posters & recipes for Busy People

It's Show Time!

The MMA is heading back to the Royal Melbourne Show. The year we are exhibiting in the Victorian Government Pavilion promoting the MarketFresh brand, highlighting the Schools Program.

The stand includes:

- Interactive games and activities for children and families promoting fruit and vegetables.
- Fact sheets and recipes.
- An overview of the Wholesale Fruit, Vegetable & Flower Market.
- Live access to the MarketFresh website with demonstrations on how to locate your local greengrocer or florist.

Come and visit us in the Victorian Government Pavilion open 10.00am to 6.00pm daily at the Royal Melbourne Show from Saturday 18 September to Tuesday 28 September.



events & marketing



Spring Racing Point of Sale

Spring has sprung and the Spring Racing Carnival is just around the corner.

Florists can pick up this year's Spring Point of Sale Material from the National Flower Centre on Tuesdays and Thursdays commencing 4.30am on Tuesday 14 September 2010.

This year the kits include a general spring flowers poster as well as the more traditional spring racing posters. They also include a set of bookmarks promoting the race day flowers.

With some fresh new faces and lively photographs these posters are sure to add a bit of colour to any store.

Australia's Peak Harvest Produce Calendar

- The perfect Xmas gift at \$19.99
- High profit margin
- Increased produce sales all year
- Promote your own store

For further information text

PEAKHARVEST TO 193333 (cost 25c)
Service provider TXT2GET 1800TXT2GET
Under 18's need account holder



Golf Day Registration

Please complete all details and return with payment to:

Rebecca Smith, Golf Day Co-ordinator, 92586180
MMA, Box 1, 542 Footscray Rd, West Melbourne
OR by fax 9687 7714 with credit card details by
Friday, 8 October 2010

(Please note numbers are limited and payment must be received to book your place)

Name:

Company:

Address:

Phone:

Mobile:

Individual

Require placing into a team: Yes ☐ No ☐

Handicap:

Teams

Member of a Team: Yes ☐

Team Name:

Player 1:

Handicap:

Player 2:

Handicap:

Player 3:

Handicap:

Player 4:

Handicap:

Payment details:

Please find enclosed a cheque / money order payable to the Melbourne Market Authority or credit card details for the amount of \$ _____ being for _____ player/s.

Visa ☐ Mastercard ☐

☐☐☐☐ ☐☐☐☐☐☐☐☐☐☐☐☐☐☐

Card Expiry: ____/____

Signature:

EVENT SPONSORS:



Market Golf Day

26 October 2010

LOCATION:

WATERFORD VALLEY GOLF COURSE, KNOXFIELD
(30-35 MINS FROM MARKET)

COST:

\$75.00 per person (incl GST)

REGISTRATION:

9.30am - 10.15am

TEE OFF:

10.45am

As a valued Melbourne Markets customer, you are invited to be part of the annual Market Golf Day to be held on Tuesday, 26 October 2010 at the Waterford Valley Golf Course, Bunjil Way, Knoxfield **(Melway 73 E8)**.



If you would like to be part of this fun day, please fill in the booking form attached and return with your payment by Friday, 8 October 2010.

Cost includes green fee, golf buggy and refreshments throughout the event, concluding with a hot roast buffet, winners' presentation and great prizes.

Competition will be Ambrose with a shotgun start. Each player is required to have a minimum of 2 drives.

This year we are supporting the Challenge Foundation (supporting kids with cancer) through wholesalers sponsoring each of the 18 holes. There are only a few holes left so if you would like to take up this opportunity, please contact Michael Dennehy (All Produce Traders) on 0418 377 702.

Number of teams is limited so don't delay in registering your players for this annual event, proudly brought to you by the MMA and business partners, Toyota Material Handling and National Point of Sale Systems.



challenge
supporting kids with cancer

PRIZE SPONSORS:

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All Produce Traders

Apack Florist Supplies
Vegetable Growers Assn