

— melbourne —

market *fresh* news

SAVE THE DATE
VicFresh 2012
Saturday,
18 February 2012

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SPRING 11

Market Golf Day
- See back page

Spring Racing POS
- See Page 13



Use fresh flowers to brighten your outfit &
Win a \$350 shopping voucher!*

NEW raceday flower for Country Racing - Leucadendron Safari Sunset - See Page 13

Melbourne Market Authority
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Market *Fresh*[™]
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Calling all Golfers

join us at *Sanctuary Lakes*



for a great day of golf and recreation



register now

Golf Day

Tuesday, 25 October

see back page for details



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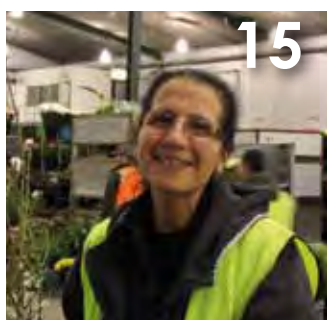
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Message from the...

CHAIRMAN

Recently you received an invitation from the MMA CEO, Allan Crosthwaite, for Footscray Road market tenants to take the opportunity to travel on a free bus and inspect the works at the Epping site.

This invitation was extended after the Hon. Denis Napthine, Minister for Major Projects, announced the Victorian Coalition Government will deliver a new market at Epping by the year 2014/15.

He also announced that it is the government's aim to deliver a modern and viable wholesale market with more affordable rents for market tenants than was previously planned.

Obviously there is still a lot negotiation to take place between the government and tenants on the final outcome. However it is now certain we are moving from Footscray.

This is why I am encouraging you at the first opportunity to catch the bus! So you know what is being offered at Epping which will enable you to start your business plans.

Give Megan a call at 9258 6103 or email at megan.sandiford@melbournemarkets.com.au to organise your seat on the bus.



Neil Lowe
Chairman



Message from the...

CEO

Melbourne and Victoria generally have benefited significantly from what the Melbourne Wholesale Fruit, Vegetable & Flower Market has to offer. The Victorian Government, to whom the market is responsible, is committed to ensuring that it continues to be a significant contributor to the State's economy. On 20 July 2011 the Hon. Dr Denis Napthine announced that the market will be relocating to the new site in Epping in 2014/15. The announcement by the Minister has provided certainty around the future direction of the market for the community.

Currently, the MMA has been organising Epping site visits which are available to all the market community. A relocation project team office will be established as well as the production of an MMA relocation newsletter to inform the market community of the construction progress, important meeting dates and general relocation issue progress.

There will be a myriad of relocation issues that will need broad market community input as we move forward and MMA is committed to the consultative process.

Work has continued on maintaining the current exceptionally low levels of theft in the market community. Several new initiatives designed to allow for considerably higher levels of detection are currently being trailed and investigated. To the credit of the market community the cleanliness of the market environment has improved, but there is still considerable work needed to maintain a clean working environment.

Recently, breaches of the By-Laws relating to rubbish dumping and reckless driving have been considered in the courts. The outcomes have resulted in convictions being noted against the offenders, the fines being

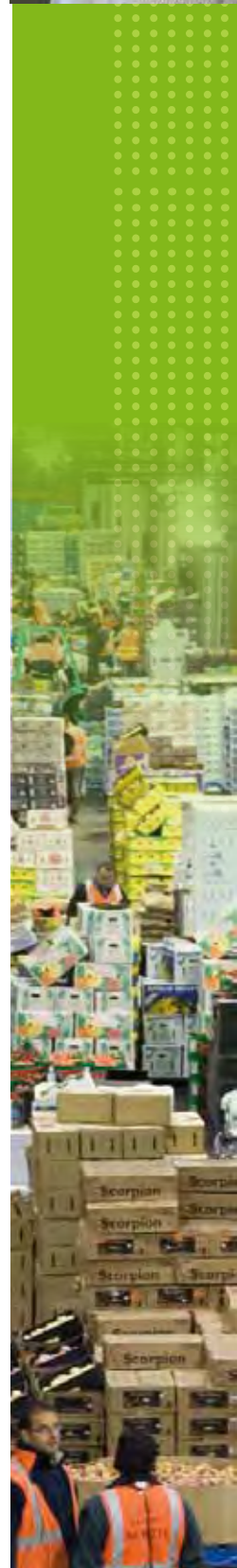
substantially increased and in addition to this; the offenders have to pay costs of \$1,650. Dumping rubbish and reckless and dangerous driving in the market has proven to be a very expensive activity for certain offenders.

The MMA marketing team has continued the great work in supporting the market community. The schools program has reached over 30,000 children this year and the feedback has been extremely positive for the program. The marketing team attended the Good Food and Wine Show again this year and their efforts meant that a large number of Victorians received a very positive message about eating fruit and vegetables to improve health outcomes. Marketing is currently gearing up for this year's spring racing carnival in support of the flower market and this year's campaign is shaping up to be the best to date.

Spring is just around the corner; let's hope it brings good fortune to all the market community. Spring also means footy finals, may your team be successful, especially the bombers!



Allan Crosthwaite
CEO



flood update

BRISBANE MARKET

In January 2011 the Brisbane Market faced a devastating flood which left most of its 77ha site underwater, in some parts up to 3 metres.

Some 7 months later the Market is now operating at full capacity, after what was a mammoth clean up effort with a repair bill costing the 150 tenants an estimated \$100 to \$120 million. Some businesses lost the bulk of their produce, others had cool rooms destroyed and some lost computers. More than 300 vehicles, including 200 forklifts, were also lost during the floods and 12,000 tonnes of waste were taken from the site after the first week.

Currently, Brisbane Markets are reviewing the various options to be ready for such an event should it happen in the future. The options being assessed include construction of levees, raising of certain areas within the site and progressions of other actions to mitigate the impact of flooding.



Flooded carrot crop at Capodieci Farm, Swan Hill

REGIONAL VICTORIA was also badly affected by the heavy rain in January. Many farms, homes, businesses and other infrastructure suffered heavy losses as a consequence of severe flooding in Northern Victoria.

One such case was that of Sam Capodieci & Daughters, growers from Swan Hill who sell their produce at the Melbourne Markets.

Their farm sustained a loss of 10 acres (4ha) of newly established carrots which had been planted only three weeks prior to the flood. Approximately \$97,000 in revenue was lost, but the total cost ran much higher due to the many incidentals needed to return the property back to normal production.

Although the affected land has now been replanted the flooding has left the soil in poor condition. There has been a notable change in soil structure and water retention is extremely low. This has required a change in management and cropping practices on the flood affected land which will take several years to rectify.

Fortunately, Sam and his family are like most primary production families - they are stoic about their recovery, their future and life goes on.

keeping the market clean

The MMA has been working together with Market users on keeping the market clean.

To this end the following measures have been put in place:-

- Additional waste collection points have been provided,
- Store tenants have an opportunity to ask for individual waste bins, and
- All market users are provided with an option of dropping off their waste directly to the Waste Management Area.

The Autobaler (a cardboard collection machine located in the NFC) has proved to be a success. The vast majority of NFC users collect and place their cardboard in the machine.

As a consequence, both the fruit and vegetable market and the NFC are now much cleaner and more product is being sent to recycling.

contractor registration

The MMA has introduced a compulsory registration process for contractors. The aim is to ensure that only qualified and certified trade people are able to gain access to the Market to carry out works or repair site assets and that they are fully aware of the MMA's requirements.

This should prevent unsafe contractor works – a potential for fire hazard or OH&S issues.

golf buggy registration

Golf buggy owners are reminded that all Market golf buggies must now be registered with VicRoads. Whilst this removes the owners' obligation of providing individual public liability insurance, each buggy must hold a roadworthy certificate.



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In 2010/11 **30,614** students attended the MarketFresh Schools Program (MFSP) which aims to teach children about the importance of fruit and vegetables in their daily diet and how the fresh produce reaches their home.



Each year the presenters are always amazed at how unfamiliar children are with many of the everyday fruit and vegetables, often having never seen, touched or tasted them. This year a new animated DVD was introduced showing the paddock to plate process of fruit and vegetables right through from its growing stage to harvesting, transport, market, retail store and then home.

The program would not be possible without the generosity of a number of industry groups, wholesalers, growers and retailers who kindly sponsor or donate produce to the program for the children to taste. We would particularly like to thank HAL and Australian Banana Growers who have continued to support the program despite reduced supply following Cyclone Yasi.

If you are interested in becoming a sponsor/donor or simply want to know more about the program please contact Sharyn Dunstan on 9258 6179.

As a new initiative in November 2011 the MFSP will be covering the Western District of Victoria.

visits to schools in regional victoria fy 2010/11 12,100 students



visits to schools in metropolitan victoria fy 2010/11

18,514 students



Thank you to all our sponsors:

Sponsors

- Australian Banana Promotions (HAL)
- Australian Mushroom Growers
- Fruit Growers Victoria
- Melbourne Avocado Committee
- Melbourne Citrus Committee
- Pacific Coast Eco Bananas
- ZESPRI International

Sponsors & Suppliers

- D & G Corrigan
- J & J M Schreurs
- Flavourite
- Fresh Growers - M. Motta
- Mildura Fresh
- Premier Fruits
- S & L Capodiec
- Strawberry Growers Victoria
- Wallace Vegetables
- VB Fruit

Suppliers

- Dykes Bros.
- Fruit Avenue
- Great Southern Fruit Growers
- Lamanna Bananas
- LA Produce
- Louis Melbourne
- Mushroom Mania
- Star Fruit

August 2011

Dear Sharyn

I would like to thank you and your team (Carolyn & Teisha) for enabling the students at Holy Spirit School to learn so much about the fruit and vegetables presented to them on your visit this week.

We have shared the value of an incursion like this with the rest of our staff, so don't be surprised to get quite a few more bookings. The content and overall presentation and organisation of the day made it a pleasure to be part of.

On behalf of the parents and staff a big thank you to all concerned, particularly the farmers who donate the fruit and vegetables.

Please find enclosed some letters from the students who also wanted to personally thank you.

Best wishes

*Frances Miller
Level Co-ordinator*

good food & wine show



Presenter Jo Richardson cooking up a storm with
Luis Gazzola, Vegetable Growers Association

This year the MMA's MarketFresh stand at the Show was redesigned to provide increased interaction with the public, promote healthy eating with fruit and vegetables and encourage people to shop at their local greengrocer.

This included a kitchen demonstration area with seating for guests to observe cooking demonstrations and produce preparation tips with presenters and Les Toques Blanches executive chefs and a greengrocer display showcasing a selection of fresh fruit and vegetables available from your local greengrocer. A "Day in the Life of a Greengrocer" banner gave a timeline of a greengrocer's work day.

Members from the Vegetable Growers Association were on hand to assist in cooking demonstrations and answer queries from the public.

A big thank you to our sponsors:-

Celery Growers Association
ZESPRI Gold Kiwifruit
Vegetable Growers Association
Premier Fruits
Star Fruit
Avanti Fresh Produce

Chefs provided through Les Toques Blanches
Association of Executive Chefs



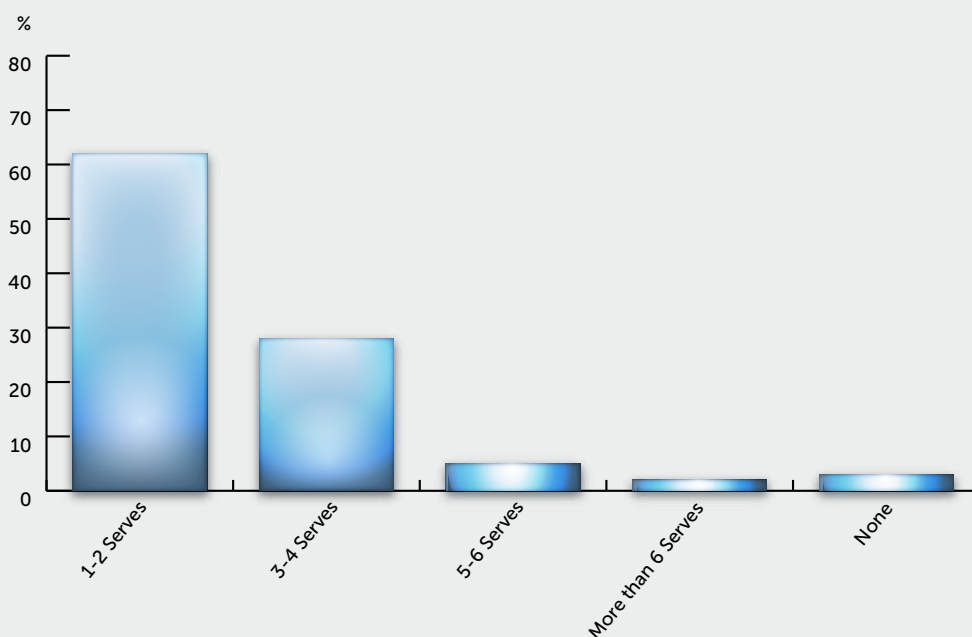
Greengrocer Display

CONSUMER BUYING SURVEY - FRUIT & VEGETABLES

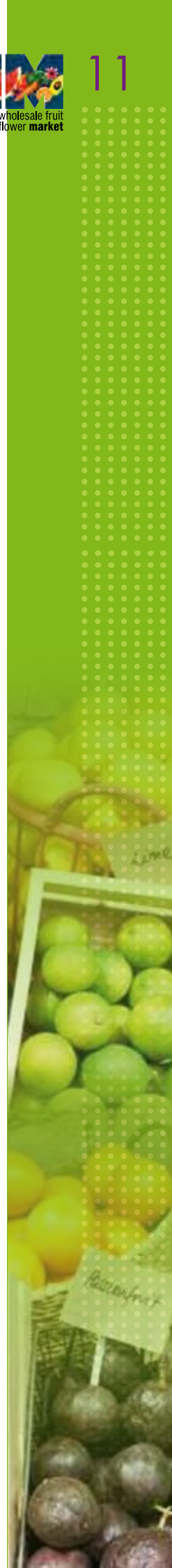
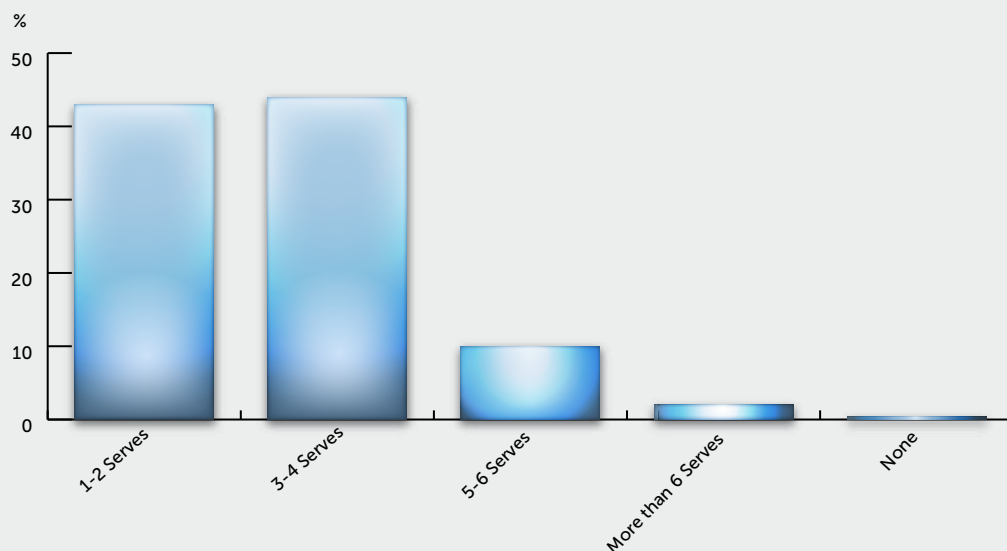
At the recent Good Food & Wine Show a total of 937 people were asked to complete a survey on consumer buying habits, asking such questions as where they purchase their fruit and vegetables, what they look for, how much fruit and vegetables they consume etc. Below is a sample of this survey. If you would like the complete results, including demographics of those surveyed, please contact Rebecca Smith on 9258 6180 or email rebecca.smith@melbournemarkets.com.au.

It should be noted that a large percentage of visitors to the show have an interest in food, cooking and wine and therefore the data is a representative sample of those visitors.

Average serves of fruit consumed every day



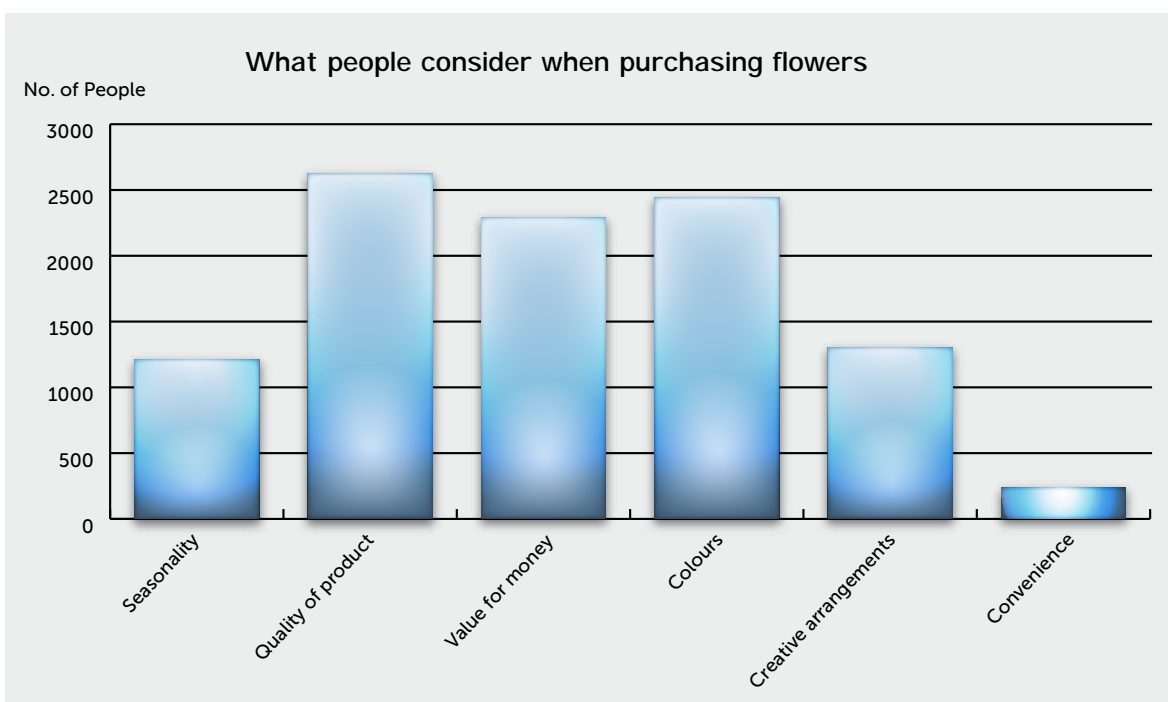
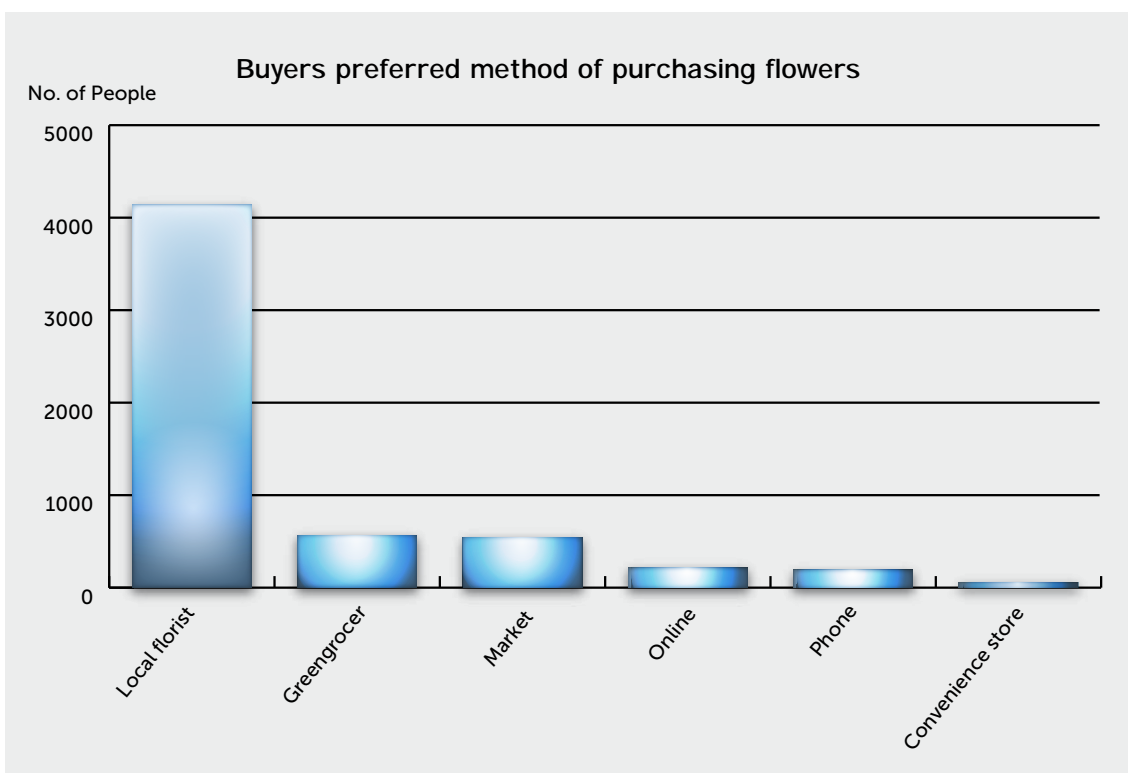
Average serves of vegetables consumed every day



CONSUMER BUYING SURVEY - FLOWERS

At the 2011 Melbourne International Flower & Garden Show a total of 4,637 people were surveyed on their buying habits, determining what people consider when purchasing flowers, preferred method of purchasing flowers, how often they buy fresh flowers etc. Below is a sample of this survey. If you would like the complete results, including demographics of those surveyed, please contact Rebecca Smith on 9258 6180 or email rebecca.smith@melbournemarkets.com.au.

It should be noted that a large percentage of visitors to the show have an interest in flowers and therefore the data is a representative sample of those visitors.



Spring Racing Campaign

This year the Spring Racing Carnival is being launched in early September with the first raceday flower event commencing with the Melbourne Cup Carnival Preview Day on Sunday, 2 October 2011.

Florists can pick up this year's Spring Racing Point of Sale Material from the National Flower Centre on Tuesdays and Thursdays commencing 4.00am on Thursday, 8 September 2011.

The kit includes 2 x A2 posters, 2 x A3 posters and a set of DL flyers promoting the race day flowers.

The promotion also includes the opportunity for your customers to win prizes by visiting our facebook page and entering a competition which involves uploading a photo of themselves wearing flowers. Visit www.facebook.com/GetMarketFresh for full competition details.



spring racing



Country Racing Victoria

As a new marketing initiative the MMA has established a partnership with Country Racing Victoria.

With 46 clubs throughout Victoria this partnership will provide an opportunity for the MMA to promote flowers to regional areas through racegoers, trainers, breeders, owners and the broader community. Raceday flowers will also be featured on their website and facebook page (with links through to MarketFresh) and in a range of printed material.

The Leucadendron Safari Sunset has been chosen as the official flower for the Country Racing Victoria Spring Carnival in the Country.



FINE FOOD INDIA

THE INTERNATIONAL FOOD, DRINK, EQUIPMENT, HOSPITALITY & RETAIL TECHNOLOGY EXHIBITION

Following on from the established brand of Fine Food Australia and New Zealand, is the inaugural FINE FOOD INDIA, showcasing the latest international food, drink, bakery and equipment trade event for the retail, foodservice and hospitality industries.

This 3 day event will showcase a diverse mix of both national and international exhibitors to be held from 5-7 December 2011.

As part of this event, the LUVE Group (assisted by local company Kirloskar) are looking for interested wholesalers/growers to be involved in an exhibition space that would showcase a combination of commercial refrigerators with fresh produce, providing leverage into the Indian and international markets.

If you would like to know more, please contact:

John Mignano

LUVE Group

0419 325 222

Food Safety Templates

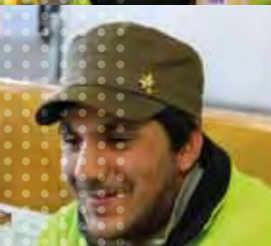
ATTENTION GROWERS & WHOLESALEERS

On 30 June 2011 the Department of Health - Victoria announced that registration for Fresh Produce Wholesalers FSP Template No.23 and Fresh Produce Growers/Sellers FSP Template No.24 was revoked.

What this means is that all Class 2 businesses using these templates will need to change over to a different template when their registration is next renewed. A Class 2 business is classified as those that cut, process or value add fresh produce. These businesses are still required to have a Food Safety Template.

Wholesaler businesses that sell only whole produce are now exempt from requiring a Food Safety Template.

For further information log on to www.health.vic.gov.au/foodsafety or contact Karen Marsh - Department of Health on 03 9096 1457.



Daffodil Day



On Thursday, 25 August 2011 four staff members from the Cancer Council Victoria set their alarms early and came into the market to raise funds for Daffodil Day, this year celebrating its 25th anniversary on Friday, 26 August.

The girls toured the markets for over two hours and raised a total of **\$2,986**! Thank you to everyone who donated on the day.



The *Who's Who* of the Market - **Therese Dahaby**

Therese Dahaby has been coming to the Flower Market for over 20 years.

Immigrating with her family from Egypt in 1965, Therese grew up in Essendon with her 2 brothers and 3 sisters.

She started her career as a secretary, but it was while she was helping out some friends at their florist shop that her passion for flowers began. "I saw the arrangements in their shop and they were not saying anything about the flowers, you see everything has to talk to me."

So pursuing her creative streak (which she says she inherited from her mother, a fashion designer) Therese opened Alitalia Florist, located in the northern suburb of Fawkner. When she started buying from the Market she was introduced to the growers by Joe Pedimonte, a friend and local supermarket owner.

Therese's business specialises in wedding designs and events but

says that nothing is too big or small, and she enjoys creating something special for each client. She is very loyal to her customers and they are very loyal to her, some have been coming to her shop since it opened 24 years ago. She even has some regular overseas customers and one client in Geelong.

Her other passion is her family. She has three sons (one, Aldo, works with her at the shop) and four grandchildren, whom she regularly babysits, even sometimes whilst at the shop! She loves to cook, going to the gym and anything to do with nature.

Therese enjoys coming to the Market, coming in 3 days a week to chat with growers and select her flowers. In peak periods, she will come in every day for 2-3 weeks. She also values the Point of Sale given out by the MMA, and regularly collects the posters and other material for Valentines Day, Mothers Day and Spring Racing.

Recently, Alitalia Florist was one of 14 florists who were invited to showcase their arrangements as part of the Market stand at the Melbourne International Flower & Garden Show. As a result, Therese says she had many phone calls and enquiries and was thrilled with the feedback and increased business she received.

The Market is Therese's second home and we surely welcome having her here.



Therese Dahaby of Alitalia Florist



Alitalia Florist, Fawkner

Market Visit - Epping Secondary College



On Thursday, 21 July, 18 students from Epping Secondary School visited the Melbourne Markets.

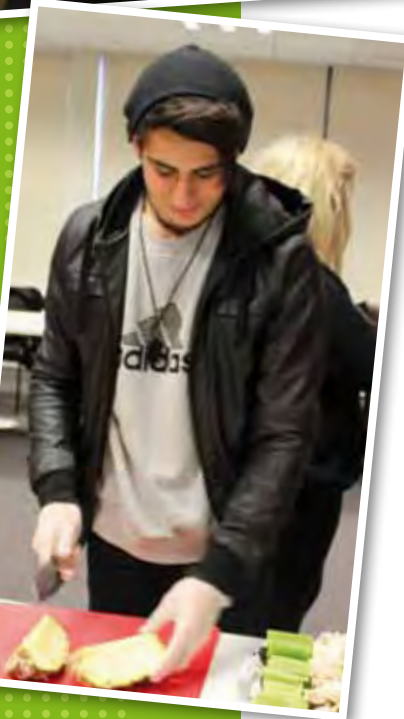
The students were taken on board the tourist train to visit both the Fruit & Vegetable Market and the National Flower Centre, sampling produce and meeting some of the traders.

The visit concluded with a MarketFresh Schools session which included cutting techniques and tasting a range of fresh produce.

The students were given the opportunity to enter a competition to describe their visit to the Market,

Congratulations to Rebecca Wilson and Anthony Condello, for their fun and informative winning entries. Both were awarded a \$100 voucher to their local greengrocer.

Their entries are as follows:



On the 21st of July 2011 Epping secondary pathways students went on an exhilarating excursion to the Melbourne Market at West Melbourne. It took approximately 35 to 40 minutes to get there via bus. We all had to be at school no later than 5.00am or we would be left behind. On the way to the Melbourne Market we were all so tired and most of us were also grumpy but we ended up getting over that once we arrived.

The first thing we did when we got there was get an introduction by Jan, Teisha and Caroline on what we are going to do during the time being there, we all had to put on fluoro yellow and orange safety vests whilst being in the building and on the mini train. It was freezing sitting down on the mini train and my eyes started to water but I got over it and actually started to pay attention to what the lady had to say. Under cover where all the fruit and veg was, was so freakin big I couldn't believe it with my own eyes, I would never of thought somewhere where fruit and veg gets sold would be HERE!

As we were touring around all I could see was fruit, fruit and more fruit and also a lot of men on forklifts driving around fast and crazy as.

Everyone seemed like they enjoyed being up that early and it looked like they were jubilant with their jobs, it was good to see so many people smiling.

We stopped at someone's stand full of fruit and each got a fresh, picked red shiny apple, I ate mine straight away and it was delicious, fresh, juicy and extremely 100% perfection.

Jan dropped us off at another store where the owners were Chinese. A man came out named Alby Chin and was speaking to us about his past and his family's past. It was very interesting listening to someone talking about their family history and the way they all contributed to make his life healthy and happy.

After having a funny, cool talk with Alby Chin we then headed off to the flower market that wasn't too far away. After arriving at the flower market that wasn't as busy and packed as the fruit and veg market we went to a little café. People brought drinks, food and the market brought us toasted sandwiches that were gone in a second.

continued on next page

By this time it was around about 7 or 8 o'clock and it looked like everyone was exhausted and tired but it didn't stop there. We all then went back on the mini train and went to this little building where we ended up being chefs for about an hour or two. We all tried pineapple and all sorts of fruits. It was very tasty and gave me a little bit of energy.

The fresh food market excursion was fun and tiring at the same time but it was all worth it.

Rebecca Wilson

On Thursday the 21 of July pathways year 10 were involved in the Melbourne Market excursion!

This day started super early having to take up at 4.00am. Wow! It was quite a big task being at school by 5.00am but we all arrived successfully. We hoped on the bus and began to head towards the Melbourne Market. We arrived at approximately 5:45am. When we got there we were greeted by Jan who gave us a little insight on what was planned for the morning. We then jumped into a big white carriage cart and began to enter the fresh food world!

Once we entered I was amazed to see so many working people. We were told there was over 2000 workers and 500 forklifts in use. We toured for about 15 - 20 minutes until we came to a stop, we were then given apples for some morning tea.

I thought to myself 'why the hell would we want to eat apples at 6:15 in the morning?', but like everyone else I took a bite of the apple and I must say it was the best apple I had ever eaten in my life!

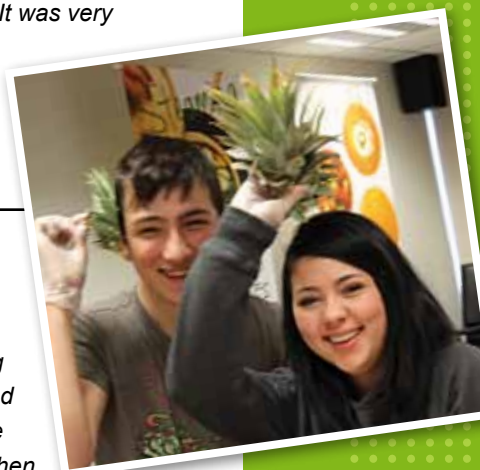
It was juicy and just had a great mouth-watering taste. We then continued though the market and came to another stop about 20 or so minutes later. We were introduced to a man named Alby Chin. He told us that his family had been working in this business for over three generations which is defiantly quite a long time. He continued to tell us a few stories then we said our goodbyes and continued on our tour.

We headed down to the flower market area where there was also quite a few workers. We didn't really walk around and look at the flowers as we were that cold we just wanted to enter the café and warm up a little. We stayed in the café for about 40 or so minutes, throughout that time we got to speak to each other about our experiences so far. We were also greeted with some sandwiches for some breakfast!

Once we left the flower market we then approached the conference room where Teisha and Caroline had prepared some fruit and vegetables for us. They spoke about some recipes and how to make veggies more fun. After those explanations a few students where asked to step forward and attempted to cut a pineapple similar to the demonstration that was previously shown. Everyone that participated did quite a good job leaving the teachers and staff quite impressed. We finished up with a thank you speech and began to head home.

It was quite a wonderful experience to understand how this business operates and I would like to thank the staff at the Melbourne Markets including Rebecca, Teisha, Caroline, Jan and Alby for letting pathways and myself be involved in this program.

Anthony Condello



Don't dump it FOODBANK it!



FoodBank Victoria (FBV) is an essential food resource for the welfare sector and is the largest hunger relief charity in Australia. It is a unique not-for-profit, non-denominational organisation that distributes to those in need via more than 620 registered agencies throughout Victoria.

Distribution of donated produce will be in association with Second Bite, a not-for-profit organisation that collects surplus food and redistributes it to over 55 food relief charities that provide meals to homeless and disadvantaged people.

How does it work?

If you have produce that is reaching the end of its selling life or is in excess of usable demand and is still safe for human consumption, don't waste it, load it on your forklift and deliver it to trading stands 631- 632 any Monday, Wednesday and Friday. A FoodBank representative will accept the produce, take down your business details and you will receive a Charitable Tax Receipt at the time of the transaction.

What are the benefits to the Melbourne Market Community?

- As a deductible gift recipient charity, FBV will provide charitable tax receipts ensuring every donation is tax deductible.
- FoodBank Victoria can reduce your cost of disposing or dumping of produce.
- Limit your carry over stock thus reducing product breakdown and losses.

Product Requirement

All produce that is deemed fit for human consumption either in carton; crate, pallet or bulk bin is acceptable.

FoodBank Victoria takes responsibility for the prompt return of all packaging equipment items – pallets, crates, bins.

FBV operates Chep and Loscam pallet accounts.

Don't dump it – FoodBank it!
You'll make a difference in many lives.

Contacts:

FoodBank Victoria
Mike Cannon
Ph: 9362 8300
M: 0417 343 574

Melbourne Market Authority
David Fussell
M: 0439 579 444





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

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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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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, 14 October 2011.

(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

25 October 2011

LOCATION:

SANCTUARY LAKES GOLF COURSE, SANCTUARY LAKES
(25 MINS FROM MARKET)

COST:

\$75.00 per person (incl GST)

REGISTRATION:

9.00am - 9.20am

PRE-GOLF COMP:

9.30am

TEE OFF:

10.30am

As a valued Melbourne Markets customer, you are invited to be part of the annual Market Golf Day to be held on Tuesday, 25 October 2011 at the Sanctuary Lakes golf Club, Greg Norman Drive, Sanctuary Lakes VIC 3030, **Melway Ref 208 A6.**

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, 14 October 2011.



Cost includes green fee, golf buggy, breakfast, lunch pack served on course, concluding with The Sanctuary Deluxe Grill, winners' presentation and great prizes.

Competition will be Ambrose with a shotgun start. Each player is required to have a minimum of 3 drives (one being on a Par 3) and maximum handicap is 21.

This year we are again supporting the Challenge Foundation (supporting kids with cancer) through 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 CMI Hino.



challenge
supporting kids with cancer

