



## **Fruit & Vegetable Retailers Advisory Committee**

**MMA Boardroom, Epping**

**7<sup>th</sup> September 2016**

**In attendance:** John Psarakos, Leon Mugavin, Graham Gee, Tony Mecca, Bill Lewis, Mark Maskiell, Kirsty Harvison David Whitchelo, Matthew Elliott, Sally Devlin (Minute Taker)

**Apologies:** Paul Ahern (Chair)

### **Item 1: Minutes from Previous Meeting**

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The advisory **AGREE** the minutes are confirmed as a true and accurate record of the meeting. Broken link to the minutes on MMA website to be fixed this week.

### **Item 2: Actions from Previous Meeting**

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- **MarketXchange App Development Update:** The MMA is continuing to talk with the app developer. Potentially a beneficial tool for retailers.
- **Marketfresh Website:** The new Marketfresh website is now live.
- **Early Access:** This issue is ongoing. The MMA are working through the data on those accessing the market early to determine the broader issues at play. Agreement between the committee members and the MMA that there is a need to address the reasons businesses are needing to gain early access, not only focus on consequences for breaking the rules.
- **Pallet Fines & Speeding Fines:** The MMA is responding to feedback that these fines are not being clearly communicated to market users. The MMA is working with PAM and the MRO team to ensure this is rectified.
- **Stephanie Alexander Kitchen Project:** No further update from the previous meeting.
- **Warehouse 5&6 Vacant Space:** The 4 tenancies that became available at the end of August have all been successfully leased. Warehouse 5 & 6 remain at 100% occupancy.
- **Warehouse 7 Update:** The MMA has received a good level of interest in the smaller tenancies but not yet enough interest in the larger spaces to warrant proceeding with the development. The MMA will continue to register interest and promote the opportunity to market users.

### **Item 3: Market Hours Review**

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Consultation with market groups is now underway. McKinna et Al have been appointed to carry out the research. McKinna have so far only received a small number of responses from outside of the market.

The next step will be a simple survey, which is due to be sent out via SMS. The survey will not constitute a 'vote' on the market hours but will be used to gather a deeper understanding of the views of market users.

### **Item 4: Green Grocer Support Program**

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- Six providers have been issued with the RFQ in late August, with submissions due in September and an outcome likely to be reached by end of September in regards to a provider.
- A process of engagement with stakeholders (including CMAA, FMA and a sample of greengrocers) will then take place to gather further data on their interests and needs. This data will be analysed to determine if the project will continue to the development stage or not.
- If the project proceeds, the hope is to have the Program ready by end of June 2017 so businesses can include participation in their budget planning for the 2018 financial year.

#### Item 5: Market Operations

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- **Recycle Transfer Centre:** The new Recycle Transfer Centre is now up and running, although it is noted that the use of the Centre by retailers will be minimal.
- **Misuse of Parking Bays:** The MMA is continuing to improve the enforcement of the operating rules in regards to parking bays. A small number of people remain on the waiting list without allocated bays.
- **Undercover Walk Ways:** The MMA is continuing to investigate the potential for additional infrastructure in response to feedback regarding undercover walk ways. An outcome has not yet been reached.
- **Truck Curfew:** The 12 month truck curfew trial has finished at the end of August. Little feedback has been received by the MMA from the market community hence the MMA will not be proactively targeting this issue going forward.

#### Item 6: General Business

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- **40 Years of Service Program:** 40 years of service entitles individual to a free access card. Process will be that the Advisory signs off the application in collaboration with the MMA to confirm period of service.
- **Lighting:** The advisory **REQUESTED** that the MMA look in to improving the lighting available under the parking canopies. Concern that the lighting under canopies is not bright enough to adequately inspect produce.
- **Transfer of Parking Bay Rights:** The advisory raised concern about parking bays not going with the sale of a business. The advisory **REQUESTED** that the MMA consider allowing bays to be transferred to new owners at MMA discretion.
- **Social Media Assets:** The MMA raised the idea that current social media assets (such as the MarketFresh website) could be better used to promote product and engage market users. Main barrier is lack of a social media savvy resource to assist with content. Graham Gee to work with the MMA on this.
- **School Holiday Kids Program:** Feedback from the Advisory that retailers are still asking for kids to be allowed on site during school holidays. September holidays possibly a better time to implement than at Christmas. Idea also discussed about designated kids days for the market tours. The advisory **REQUESTED** that the MMA look in to the options and implement something for the coming holidays.
- **Price Volatility:** Concern raised by the Advisory about an increase in price volatility in the market. Wholesalers are holding up prices at the start of the week in an attempt for greater profits then dropping prices sharply at the end of the week to clear stock. This is effecting retail pricing and profit margins for retailers. The MMA noted these concerns.
- **Collaborative Marketing Initiatives:** Following the success of the Queen Garnet Plum marketing campaign, the Advisory **REQUESTED** that the MMA investigate opportunity to coordinate targeted marketing campaigns on selected lines with joint investment between growers, wholesalers and retailers. Greater alignment of interests between the groups seen as an important factor to increasing product demand and generating a higher perceived value.