



Fruit & Vegetable Retailers Advisory Committee
MMA Boardroom, Epping
16 May 2018

In attendance: Paul Ahern (Chair), Leon Mugavin, Graham Gee, Tony Mecca, Mark Maskiell, David Whitcelo, Matthew Elliott, Jacinta Carboon & Georgie Christerson (Minute Taker)

Apologies: John Psarakos

Confirmation of Minutes from Previous Meeting: The Advisory **CONFIRMED** the Minutes from 15th November 2017 were a true and accurate record of the meeting.

MARKETING

- **Green Grocer National Brand Program:** The collaboration by the central markets and the chambers has progressed well. Discussion arose about the need to start engaging Green Grocers more to initiate interest in the program. The Program will be launched at Hort Connections conference in Brisbane in mid-June, 2018. An online digital magazine will be available for all Green Grocers to launch to distribute and other digital media assets. Market operators and Chambers will continue to proceed over the next 12-18 months to grow the total marketing spend.
- **Green Grocer Skills Training:** The Certificate II and Certificate III in Greengrocery is available for enrolments. Feedback from Retailers is that engagement about the course needs to be more of a “package deal”, be simplified and more contextual information to be provided. MMA Business Development Manager will speak to head of Marketing at Melbourne Polytechnic regarding this feedback. New Item: Phenomenom.com.au, launch of a new program to be implemented into schools to encourage healthy eating. MMA has reached out to Hort Innovation about the program but as yet hasn't had a response. Leon Mugavin said he will attempt to contact the Program Manager to discuss further.
- **Drug & Alcohol Education Program:** The MMA continues to receive anecdotal feedback regarding drug use in the Market. The MMA in partnership Melbourne Polytechnic held two courses, in November 2017 & April 2018. MMA discussed the need for implementation of policies at the industrial business level, which may include random testing drug & alcohol, which was well received by the Committee.
- **Environmentally friendly programs for retailers:** Retailers across the state will be working to phase out plastic bags in 2018 therefore targeted communication from the MMA with information would be useful. The MMA are investigating alternative options for the whole of market which includes biodegradable plastics that dissolve in hot water. The issue of waste disposal (including organics, cardboard, polystyrene) was discussed at the meeting, regarding Retailers bringing waste into the Market to use the on-site recycling facilities. This is a more cost-effective way for disposal. Further information to be provided when the scheme is finalised.

OPERATIONS

- **Ring Road Speed Limit:** Ring Road Speed Limit has been increased to 40 KLM per hour with supporting signage, there is a zero tolerance on excessive speed. Anyone travelling above this speed, will be issued with an infringement.
- **LED Lighting:** LED project is complete. An audit of the entire site was undertaken on the 9th April to determine any faults and low light areas. Two of the forklift crossover areas were identified as marginal and have now been upgraded.
- **Events Calendar:** The MMA has developed an Events calendar which highlights every significant event in the Market over a rolling 12-month period. The calendar is now available on the website. The calendar includes trading hours, special events, public holidays and important due date reminders. The more information distributed and visible to market users is beneficial for all.
- **Misuse of Parking bays:** The Market Relationship Officers and Security teams have been restructured, and are now a static observation platform instead of relying on vehicle and foot patrol operatives. CCTV cameras have been upgraded and will be continuously monitored which will allow for the immediate deployment of resources to problem areas, accidents and medical emergencies.
- **Site Cleaning:** As the schedule and type of cleaning across the site has increased, there has been a noted improvement.
- **Bollards:** The installation of the bollards on the buyer's walk is now complete, with 600 new bollards installed. Painting is still to be completed in the buyers walk, pedestrian areas will take a few months



to complete. The feedback was positive about the bollards, although it was agreed that the area can become slightly congested.

GENERAL BUSINESS

- **North East Link Authority – Ring Road Extension:** This item will continue to remain on the agenda. Further funding commitments are in the FY18/19 State and Federal budgets.
- **Dandenong Market:** Minister of Planning called this project in, (therefore taken out of VCAT's control). The panel committee starts week commencing 21 May 2018. Outcome to be advised at the next Advisory meeting.
- **Warehouse 7:** Due to sufficient demand to proceed, MMA is about to go to tender for a design & construction tender.
- **Early Buyers:** MMA & Committee noted that the current enforcement for early buyers is an ongoing issue, particularly those buyers who access between midnight and 2:30am. The MMA has been enforcing the current operating rules. Several Committee members expressed their strongly held opinion that trading hours need to commence earlier so as buyers can exit the Market in a timely manner (prior to 6am to avoid traffic congestion) to return to their shops, after having had the opportunity to use the Market to their best advantage. A proposal that the trading floor of the Market be open at 2:30am everyday was suggested and the Committee requested that it should be conveyed to the Wholesalers Advisory Committee. It was felt that this would encourage increased usage of the Market on a Tuesday and Wednesday. It was also noted that if this proposal was accepted, then the Retail Advisory Committee would strongly support the enforcement of these trading hours. While all acknowledged that trading hours don't suit everybody, what's important to the MMA, is acting in the best interests of the Market Community and the industry, overall. The MMA will undertake further investigation into trading hours and respond to the Committee in due course.
- **Retail Parking Bays:** The Committee requested that the MMA advise Wholesalers that all Retailer Parking Bays are to be vacated by 3am, as per the Operating rules, and that demerit points be issued for non-compliance.