

**Fruit & Vegetable Retailers Advisory Committee**  
**MMA Boardroom, Epping**  
**22 August 2018**

**In attendance:** Leon Mugavin, John Psarakos Tony Mecca, Mark Maskiell, David Whitchelo, Matthew Elliott, Malcolm Lum, Lauren Kitchener, Jacinta Carboon (via phone) & Georgie Christerson (Minute Taker)

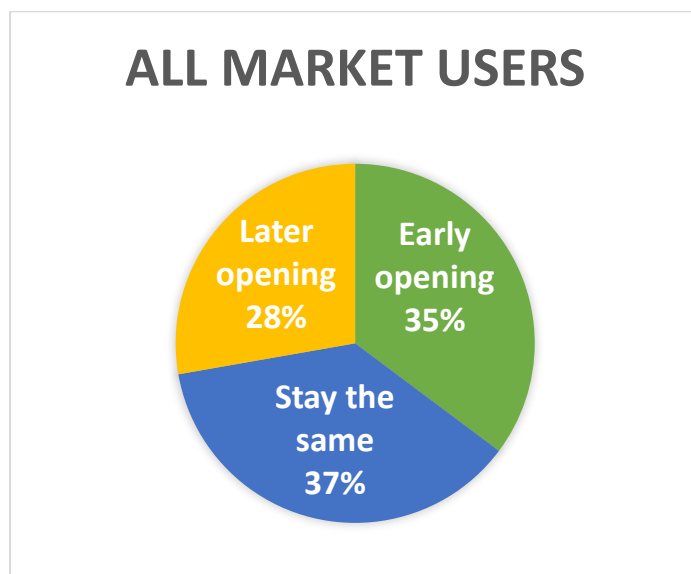
**Apologies:** Paul Ahern (Chair) & Graham Gee

**Confirmation of Minutes from Previous Meeting:** The Advisory **CONFIRMED** the Minutes from 16<sup>th</sup> May 2018 were a true and accurate record of the meeting. There was also a Retailers Advisory Meeting held specifically on Market Hours, although no minutes were recorded on 13 June 2018.

**MARKET HOURS**

- **Market Hours: Survey Findings:**

Matt Elliott, MMA Business and Commercial Manager presented the Market Hours findings from the survey issued to all market tenants, via a detailed PowerPoint presentation. Consistent opening times were suggested because of the feedback received from the survey. The response rate was well received in comparison to previous years. The overall response rate 54% stand holders, 57% store holders and 37% buyers. On average, these amounts washed out to 42% of the market users. Noting: the response rate was significantly better than in previous years, and greater representation from the market community. The findings were a 3-way split across the market. The graph below displays the survey results.



- **Committee Feedback/ Preferences:**

Within the Retailers Committee meeting, the overall decision was divided between the opening hours. The 3am start was agreed that it wasn't an ideal solution especially for the unloaders, particularly the ones from interstate, being quite problematic. A 3:30 am start was suggested 5 days a week and will be trialled for a 90-day period, preferably following on from the September school holidays in October. As an industry, we need a balance to suit all market tenant requirements. The suggestion was discussed about the hours changing during the daylight savings period. Decision and announcement to be made within a week of this meeting.

**MARKETING & BUSINESS DEVELOPMENT**

- **Green Grocer National Brand Program:** The collaboration by the central markets and the chambers has progressed well. Discussion arose about the need to keep engaging Green Grocers to initiate interest in the program. The Program which was launched at Hort Connections conference in Brisbane in mid-June, 2018.



An online digital magazine is now available for all Green Grocers 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. We continue to work at a National level and the MMA are currently working through the challenges of Fresh State deciding not to continue to contribute to the funding on this initiative. The MMA confirmed “A Better Choice” website is now live <https://www.abetterchoice.com.au/>

- **Email Received from Belinda Dellios, The Fruits of Life:**

The CEO of MMA received an email from Belinda Dellios regarding the Fruit & Vegetable – National Retailer and the Green Grocer Training Skills Program. Matt Elliott from MMA will personally follow up Belinda to discuss the efforts the MMA are currently working through in terms of advertising and the National Retailer Program.

- **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 a more attractive “package deal”, be simplified and more contextual information to be provided. MMA Business Commercial Manager confirmed to speak to head of Marketing at Melbourne Polytechnic regarding this feedback. The Committee & MMA discussed that interest in the program to date has been disappointing, and we will continue to build on promoting it. MMA have a meeting with Melbourne Polytechnic in two weeks and will provide feedback about the program.

## **OPERATIONS**

- **Misuse of Parking bays:** The Market Relationship Officers (MRO’s) and Security teams are continuously monitoring the misuse of parking bays in the market, by CCTV and foot patrol operatives. MMA are still working through these issues of the parking bays being misused. A number plate recognition procedure is being considered.
- **Waste Management:** Market tenants who would like a solution to dispose of their waste, the MMA have provided an effective recycling solution. For those market tenants who separate their waste prior to leaving the market, it can be disposed in the recycling area.
- **Pallet Recycling:** MMA have done a fair amount of work around the market in terms of pallet recycling. There are pine pallets available for all market tenants to use and a more economical option than crushing them.

## **GENERAL BUSINESS**

- **North East Link Authority – Ring Road Extension:** Funding commitments are in the FY18/19 State budget.
- **Dandenong Market:** The Planning Minister’s Advisory Committee hearing occurred in July. This process is slowly moving through the channels, and if the approval occurs they will then need commitment from enough tenants to make it viable to build. MMA will keep the Committee updated with any progress.
- **Warehouse 7:** Indicative demand has resulted in the MMA going out to tender for a design & construction tender. At present, we are working on indicative rents although we will be able to confirm actual price in November. Once the Agreements to Terms of Lease are signed, we will start the construction process. MMA will continue to update the Market community with progress.
- **CBA ATM Removal:** The CBA have decided to remove their CBA ATM, deciding it wasn’t feasible anymore due to online transactions being more lucrative. However, the Café’s in the Market have ATM facilities.
- **Market Undercover Roofing:** This project is continuing and includes renewal energy opportunities. The request for solar panels arose amongst the Committee and the MMA confirmed we are currently investigating options for renewable energy. The aim is to provide a more cost-effective energy solution for both the market community and MMA.