

**Fruit & Vegetable Growers Advisory Committee**  
**MMA Boardroom, Epping**  
**10 October 2018**

**In Attendance:** David Wallace (Chair), Ben Apted, Vince Doria, Alec Berias, Anthony Mould, Mark Maskiell, Matthew Elliott & Georgie Christerson (Minute Taker)

**Apologies:** David Hitchelo, Malcolm Lum & Bryan Coyne

**Confirmation of Minutes from Previous Meeting:** The Advisory CONFIRMED the Minutes from 22 August 2018 are a true and accurate record of the meeting. There was also a Growers Advisory Meeting held specifically on Market Hours, although no minutes were recorded on 14 June 2018.

**OPERATIONS**

- **Line Marking:** Operational maintenance on line marking is scheduled over the next 3-8 weeks throughout Buyers Walk. MMA will be removing lines and replacing them. The scheduled works will occur over the upcoming weeks on a Friday post trade through to completion on a Sunday, therefore not effecting the Market Community.
- **Replacement of Bollards:** MMA will be replacing several bollards with a new mechanism to secure them to the ground to minimise damage to the concrete floor.
- **Breezeway:** Temporary barriers have been installed in the buyers walk near the rapid roller doors. The need for the barriers was for increased visibility for oncoming traffic coming around the corner. The Committee suggested for safety purposes, the install a large mirror at the corner near East End Hire to enable viewing of oncoming traffic. MMA will investigate further to ensure safety.

**MARKETING**

- **Green Grocer National Brand Program:** The first tranche of the National Green Grocer Program has been launched and the website is now fully operational: [www.abetterchoice.com.au](http://www.abetterchoice.com.au). Local Green Grocers are listed on the website and the user-friendly website enables to search for local stores, seasonal produce, recipes just to name a few functionality options. The website has been advertised on social media including; Facebook and Instagram. #freshwithoutthefuss the initial campaign for consumers to become involved in. To date, 8 businesses have signed up to the program at no cost to them, and we are encouraging more interest. MMA have information on our website, including Grower visits "from paddock to plate" and will continue to do site visits promoting businesses. MMA have extended the offer to any Growers for us to visit your business and if interested then to contact the MMA. Committee suggested that a condition of entry to the Market should be signing up to the Program.

**GENERAL BUSINESS**

- **Dandenong Market:** The Planning Minister's Advisory Committee hearing occurred in July. This process is slowly moving through the channels. The MMA understands that an update on the planning permit is likely to be made by mid-October. MMA will continue to update the Committee.
- **New Market Café:** The new Market Café is due to commence operating in approximately two weeks. The new tenants have been operating a similar café in Queensland. The new tenants, trading as Moon Beam Café.
- **Unmanned Diesel:** The Unmanned Diesel refuelling plant is currently residing with the Minister of Agriculture for sign off. It is expected that the unmanned Diesel facility will commence operation in Q1 2019 and will be located next to the recycling centre in the market. This will be run by United Petroleum, who will be offering all market tenants a significant discount if signing up to their loyalty card.
- **MMA Privacy:** The Committee asked if the MMA give out tenant details externally. MMA confirmed that they do not under any circumstances provide external bodies with personal details or sellers information, although advised that this information could be obtained from the Melbourne Market mobile phone app or via the Business Directory which tenants have consented to.

- **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. Construction will commence in mid-2019, and the build will take up to 10-12 months to complete.
- **Early Buyer Access Permit/ Application and Cost:** MMA discussed the introduction of a new early buyer access permit, the cost and the application process. The early buyers permit fee was announced on 1 October 2018 and due to come into effect on 22 October. The fee is \$10,000 per annum per Permit, based on the cost of a trading stand. MMA are continuing to work through the logistics of the early permit pass. The revenue received for the early buyers permit fee will be injected directly into the National Green Grocer Program. This is a 90-day trial and will be reassessed at the end of the term. The Committee questioned about where parking would be provided for those with the early buyer access pass. MMA explained that the parking area is a work in progress and will be assessed as part of the Early Buyer Permit application process.  
MMA introduced the early buyer fee to “tighten up” the market for those in the market who aren’t abiding to Market operating rules. As this is only introduced as a trial, the final outcome will be decided once the trial is complete. The MMA will also be investigating the cut off time for people entering the market, prior to end of trade at 7:30am.
- **Public Access/ Retail Market/ Direct to Public Market:** The suggestion of a Saturday morning Retail (Clearance/ Direct to Public) Market was discussed. Fiona Whitworth, Strategic Officer, MMA will continue to do feasibility studies on this strategy. The Retail Market would be Direct to Public and operate on a Saturday morning, suggesting from 6:30am-8:00am. The idea for the Direct to Public Market was instigated from the idea of the public wanting the opportunity to access the market to buy their produce direct. MMA are happy to discuss prior to the next meeting and will do some more formal research to present at the next Advisory Committee meeting.
- **Market Hours Trial:** The Committee were informed of the MMA’s decision to trial earlier market hours for the Fruit and Vegetable Market as of 1 October 2018. The change to the market hours is to 3:30am on a Tuesday and Wednesday. MMA will review the market hours at the end of the 90-day trial period. There were no apparent consequences or impacts on the Grower Community. Having consistency and a more incremental change is more beneficial.
- **Advisory Committee Terms – Concluding Jan 2019:** The Advisory Committee terms conclude as of 1 January 2019 after a three -year term. The MMA will work through the process of going out to market and reappointing new committee members. MMA will work through this process and keep the Committee updated on the process.

#### MATTERS ARISING

- **Undercover Carparking:** The Committee raised the Uncover Carparking issue, including the roof over the courtyard area. MMA confirmed that they have engaged Root Projects who are completing the design such that the project can go out to tender, and construction will follow in 2019. MMA will continue to keep the Committee and Market community updated with the progress.
- **Air Testing and Temperature Monitoring:** Air testing was installed earlier in 2018 (April) and is being monitored, together with the temperature monitoring. The Committee requested additional ventilation in the market, especially during the warmer months. MMA will further investigate.