



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

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

**Apologies:** Paul Ahern (Chair) & David Whitchelo

**Confirmation of Minutes from Previous Meeting:** The Advisory **CONFIRMED** the Minutes from 22<sup>nd</sup> August 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.

**MATTERS ARISING**

- **Parking for Castlemaine:** A parking issue from previous meeting has been dealt with via Paul Ahern. No further action required.

**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. The MMA are now changing the way our MRO's operate in the market. In the Customer Service Centre, we now have a dedicated MRO who has visibility to all areas of the market, a more static process. Committee members provided some feedback about their experiences after filling in a theft form at the Customer Service Office and not receiving a reply. MMA to investigate further & follow up with the MRO's.
- **Waste Management:** For those market tenants who would like a solution to dispose of their waste, the MMA have provided an effective recycling solution. Market tenants can separate their waste prior to leaving the market, and it can be disposed of in the recycling area. MMA has been working on this process and providing a cost-effective solution to all Market tenants.
- **Pallet Recycling:** MMA have done a vast amount of work around the market in terms of pallet recycling. There are pine pallets available for all market tenants to reuse.

**MARKETING & BUSINESS DEVELOPMENT**

- **Green Grocer National Brand Program:** The MMA confirmed "A Better Choice" website is now live and available to the public. 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 #freshwithoutthefuss is the first dedicated campaign for consumers to become involved in. To date, 8 businesses have signed up to the program at no cost to them and this provides them with a premium listing.

The website profiles the Green Grocers and highlights their businesses, including videos of Growers where available, one of whom featured on the website is Alex Motta, Motta Produce. Committee requested subtitles to be included in all video footage for Instagram & Facebook. Business Commercial Manager showed the finalised Retailer pack (\$180 each) to be given to each Green Grocer as they sign up to the program. Included in the \$180 fee, you will also receive a visual merchandiser to your store for a 30-minute consultation. MMA confirmed their commitment to the program and will continue the support.

The Committee suggested the idea of sending the Market Fresh Schools Program to Secondary schools, preferably Home Economics classes, teaching students the nutritional value of fruit & vegetables. MMA will continue to reach out to those who have signed up now that we have specific Green Grocers signed up.

- **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. Several MMA representatives attended a program at Melbourne Polytechnic about 6 weeks ago regarding the Green Grocer Skills training. MMA will continue to pursue Melbourne Polytechnic on this topic.

## GENERAL BUSINESS

- **Dandenong Market:** The Planning Minister's Advisory Committee hearing occurred in July. This process is slowly moving through the channels. The MMA understand that an announcement from the Planning Minister is likely to be made within the next week re the planning permit. MMA will continue to update the Committee.
- **Market Undercover Roofing:** This project is continuing and now also includes renewal energy opportunities. The aim is to provide a more cost-effective energy solution for both the market community and MMA. are currently working through the design stage and will continue to update the committee on any further progress and updates.
- **Market Hours Trial:** The introduction of new Market Hours commenced (3:30am start 5 days per week). on 1 October 2018. These hours are only a trial basis and will run for 90 days. Committee provided positive feedback saying that due to a slight change in hours on the Tuesday and Wednesday, it has proved beneficial to their businesses, making for an easier commute back to their business. Committee were all in agreement that by having an additional hour on a Tuesday and Wednesday, it provides them more time to make a better choice in produce to purchase for their retail stores.
- **Early Buyers Access Permit/ Application & 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 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.  
Committee member, Tony Mecca, suggested that as the early buyer permit is specifically a trial, then it should be at no cost and give access specifically on a Monday & Friday (as the need isn't there on the other days). The cost of the permit can then be introduced later if necessary, although Tony believes this would benefit the entire market community to have earlier access to purchase produce and commence trade. MMA confirmed they will take Tony's comments onboard and further discuss and investigate this as an option.
- **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.
- **Advisory Committee Terms:** MMA informed the Committee of the Advisory Committee Terms ending on 1 January 2019 and the MMA have advised that they will work through the membership renewal process. MMA will advise committee of further information in due course.
- **Public Access/ Retail Market/ Direct to Public Market:** Fiona Whitworth, Strategic Officer, MMA has been researching the idea of a Retail Market (Direct to Public Market) on a Friday post trade (approx. 7:00am – 9:00am) or a Saturday morning (6:30am-8:00am). MMA agreed there will be some operational issues having this market introduced. The idea for the Direct to Public Market was initiated from the idea that the public would like to have the opportunity to access the market to purchase produce directly. MMA are happy to discuss prior to the next meeting and will do some more formal research for presenting at the next Advisory Committee meeting. The Committee provided feedback that they believe it could be detrimental to the Retailers in the Northern suburbs as it could potentially deter customers from their own retail stores.
- **Market Café:** The new Market Café is due to commence operating in week commencing 22 October 2018. The new tenants have been operating a similar café in Queensland. The tenants, trading as Moon Beam Café,
- **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