



**Fruit & Vegetable Retailers Advisory Committee**  
**MMA Boardroom, Epping**  
**29 May 2019**

**In attendance:** Leon Mugavin, Graham Gee, Tony Mecca, Mark Maskiell, David Whitchelo, Bryan Coyne, Lauren Kitchener & Georgie Christerson (Minute Taker).

**Apologies:** Jacinta Carboon, Dean Lamb & Andrew Forbes.

**Confirmation of Minutes from Previous Meeting:** As this is the first official Retailers Advisory Committee Meeting for our new members in 2019, there were no minutes recorded at the Welcome Morning Tea Meeting held on 14 March 2019. The MMA & Committee confirmed with the Advisory Committee that the committee meeting starting time of 10am suits all members.

**MATTERS ARISING**

- Nil

**OPERATIONS**

- **Line Marking:** The MMA have recently completed the line marking works throughout the buyers walk. The works include new yellow lines on the pedestrian path, new walking figures to signify the walking path, new pedestrian crossings, reinstatement of the solid grey and red zones and the magnetic bollards were cleaned. Following feedback from the Market community concerning the white vehicle parking bay line not being visible in the wet and dark conditions, the parking bays in Streets 2 & 3, 8 & 9 will be repainted in yellow as a trial to gauge visibility.
- A new hand rail has been installed adjacent to gate one entry / exit gate to prevent pedestrians taking short cuts and potentially colliding with vehicles and boom gates. A suggestion from the Advisory Committee to dedicate one lane for people without access cards (when entering) the Market to ease traffic congestion.
- **Replacement of Bollards – T1, 2 & 3:** The replacement of metal bollards with magnetic polycarbonate bollards in the trading floor has now been completed.
- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** The hand railing design trial is complete. Installation of hand rail, pedestrian pathways, crossings and rapid roller doors to create a safer market environment for tenants will commence in June 2019.
- **Update on Proposed New Carparking Roof & Solar Energy:** Last year we advised Market users that the MMA were in the initial planning stages to have additional roofs installed in the area between the forklift highway and trading stores. The MMA Board approved advancing the project, and our project team took a design for the two canopies to market for tender, with responses currently being evaluated. The project is a complex one and fundamental to the design in ensuring the incorporation of solar panelled roofs with a generating capacity of 2,000 kW charging stations are also an integral component of the design. There are some delays in getting the project to the construction stage with external stakeholder namely SP Ausnet, who are the Northern Region grid and infrastructure owner, not yet approving the solar installation. The financial model for the construction of the canopies was formulated based on having the electrical output from the solar generation, and this is, unfortunately, delaying the finalisation of the project.

**MARKETING & BUSINESS DEVELOPMENT**

- **A Better Choice - Green Grocer National Brand Program:** CEO explained to the Advisory Committee members about Matt Elliott's recent (5/4/19) departure from the MMA. The MMA have appointed David Power as Matt's replacement. David will commence his new role on 11 June. David has an Economic Development background, having recently worked in Local Government (including Baw Baw and Port Phillip).  
A Better Choice program has 140 members and is currently still complimentary for Green Grocers to join. Fresh State and the MMA are fully committed to working together on the program. The program will have a combined base spend of \$170,000 per year contributed by the MMA & Fresh State.



However; additional funding is required to maximise the outcome of the program. The MMA are considering a contribution fee onto all market user access cards. The amount payable would depend on the level of access each market user would like, potentially three levels - base, gold & platinum. The cost is anticipated to be between \$20-\$50 per card, which would be injected into the program. The committee suggested possibly contacting packing sheds, Industry bodies (mangoes, avocado association) for assistance with the program.

The idea of raising funds via the access card could be the most viable solution. MMA will need to decide on the best approach and ensure it is communicated through the market. The MMA are conscious to not be seen as “raising fees”, when the funds will be wholly invested into the program, in which Fresh State have committed to assisting the MMA.

Another suggestion to raise funds was the possibility of the purchase of “A Better Choice” branded aprons to sell, and a portion of this amount can be directed into the program. Tony Mecca, Committee member has requested Theresa Hunt, Marketing Specialist to contact him regarding the program. It’s worth noting that Melbourne has the most members nationally in the program, and the MMA are committed to funding the baseline, sharing the load amongst several people, and to continue generating growth in the program.

## **GENERAL BUSINESS**

- **Unmanned Diesel:** The United unmanned Diesel station is now fully operational, as of 22 May 2019. A committee member mentioned he has tried contacting United for a user card, although customer service has not responded. It’s worth noting that United are operating the Diesel Station. The MMA are not involved and also noting the revenue received from the Diesel station goes directly to United. The Diesel station have very competitive rates, in comparison to neighbouring suppliers.
- **Warehouse 7:** MMA confirmed that we have enough demand for the Warehouse 7 project to be viable. Government approval has been provided to the MMA and we are currently working on finalising the contract. Construction works for the Warehouse will commence in June 2019.
- **Early Buyer Access permit/ application and cost:** The Early buyers permit is continuing in the market. The MMA confirmed that there is no simple solution to suit all market tenant requirements. A committee member recommended the elimination of the permit and a deregulation of the hours.
- **CCTV:** MMA are currently working on a CCTV Policy for all market tenants. The terms of use policy will be about market users installing their own cameras minimising the focus of the coverage to their own premises. MMA have completed a draft policy, and once confirmed, this will be distributed to the market community. The Committee has also voiced concerns over the privacy issues. MMA confirmed that this policy needs to suit requirements for all market users. All issues and concerns will be taken into consideration.
- **Digital Transformation:** Over the next 12 months, the MMA are in the process of introducing a digital operating platform which will streamline financial transaction, access systems, access cards and provide a wide range of services via a customer portal. This was discussed in the Advisory Committee Welcome Morning Tea in March 2019. The Community were very responsive to the implementation.
- **Vehicle Registration:** New vehicle registration pack will be implemented in the near future, and packs will be made available to the market community.
- **40 Year Market Service Award:** A breakfast is being held by the MMA on Monday 3<sup>rd</sup> June, in the Moon Beam Café to present all current 40 Year Market Service Nominees with awards and new access cards. There are 5 being presented at this time, and the MMA Management team will present the awards.
- **Kangaroos:** The Committee discussed the current kangaroo issue surrounding the market. MMA CEO explained that the issue is being handled by the Government and is still being dealt with.
- **A Better Choice Program:** The Committee questioned whether there was a Retailer represented on the Better Choice program, and the need for one to speak on behalf of the Retail community.
- **“Think Tank” Lunch Session/ Forum:** A suggestion within the committee was for a lunch (*Retail Advisory Committee to fund the lunch*) to be held on a weekend (*preferably a Sunday*), for members of the Retailers Advisory Committee to share ideas, brainstorm new ways of doing business in their own retail shops.