



Family
Day
wrap up



Who's
Who

Meet some of our
new market tenants.



What's happening
around the site?

Find out more about our finishing touches.



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FROM THE CHAIRMAN

What an exciting time for the Melbourne Market community. The move to Epping is still fresh in our minds and the transition will not only offer the Market community a new and improved facility to be proud of but will also mean more opportunities for local and export trade as well as business growth. We continue to build a strong working relationship with the City of Whittlesea and the business community of the Epping region.

As we settle in to our new home at Epping, it is wonderful to continue our focus on growing the fresh fruit, vegetable and cut flower industry and work on promoting the new Market facility to best advantage those that use it. With exciting marketing and promotional concepts underway the Melbourne Market Authority looks forward to progressing the industry from our new home.

It was an absolute honour to formally open the Market Family Day, which was held

on Sunday 25 October. It was pleasing to see so many everyday Market families and friends on site to enjoy the free celebratory activities. It was certainly a novelty to have so many kids on site.

The move to Epping presents Market operations and businesses a range of exciting opportunities and I am looking forward to realising this potential for the Market community in 2016 and beyond. At the same time, I, like many others, felt a tinge of sadness in leaving 542 Footscray Road for the final time. There is 46 years of incredible history at the West Melbourne site that is worth celebrating and reflecting upon.

After what has been an incredibly busy year, I would like to take this opportunity to wish you all a restful holiday season, although this is probably the busiest time of the year, and look forward to working with you in the New Year with renewed purpose.



FROM THE CEO

2015 has been a significant year for the Melbourne Market, filled with achievements the whole Market community can be proud of.

After 46 years, we witnessed the last day of trade for the fruit, vegetable and flower market at West Melbourne. Congratulations to everyone for achieving a successful opening day at our new Market and embracing the move.

It was fantastic to see the Market in full swing on the first morning, full of fresh produce and familiar smiling faces. It was also a pleasure to walk around at the end of trade to a relatively waste free market. We hope that we can continue to keep our market clean, safe and running efficiently into the future.

The Melbourne Market team were particularly impressed with how Market users moved around the site from day one and appreciate everyone's patience around parking and access both of which are now close to final resolution.

The operating environment at Epping is certainly vastly different to that at West Melbourne. It is up to us all to use the Market as it was designed for optimal business efficiency and safety.

On behalf of the team at the Melbourne Market Authority (MMA), I'd like to congratulate the Market community whose dedication to moving the Market was apparent during this once in a lifetime experience (for most of us!).

An immense amount of hard work went into the move from all parties. In order to pave the way for a smooth transition, important behaviour change campaigns were launched at West Melbourne to make sure some old habits were replaced as we introduced new operating procedures and recycling practices to enable us to be ready for our move. We worked in partnership with Plenary and IKON Services to launch recycling management and forklift safety campaigns.

Although the transition from West Melbourne to Epping has been a huge undertaking and not without challenges for us all, we can now look to the future of the Melbourne Wholesale Fruit, Vegetable and Flower Market and the opportunities that the move presents.

On behalf of the MMA, I would like to take this opportunity to wish the Market community a safe Christmas and a prosperous 2016.

ASK THE MMA

Why are some buyers able to access the Market prior to trading commencing?

- Fruit and vegetable buyers whose businesses are located more than 140 kilometres from the Market are entitled to access the Market from midnight to unload and collect pre-orders.
- Buyers who are warehouse tenants have 24/7 access to the Market.
- However no buyers are permitted on the trading floor or fruit or vegetable Buyers' Walk before trading commences (3.30am Mon, Thu, Fri and 4.30am Tue, Wed).
- Buyers, including regional buyers, found on the trading floor or Buyers' Walk prior to trading commencing risk demerit points.

Is the MMA taking action to ensure all fruit and vegetable businesses have a pooling equipment (pallet) account?

- Pooling equipment accounts are required under the operating rules as they have the opportunity to reduce the cost of doing business in the Market.
- So yes, the MMA is taking action. On a daily basis, businesses are being identified who are using hard wood pallets and don't have a pooling equipment account.
- If these businesses do not activate a pooling equipment account within seven days, then all access cards associated with that business will be cancelled.

Will more stands in the fruit and vegetable trading floor become available?

- Stands in the fruit and vegetable trading floor are used under licence.
- Under the terms of the licence, stands must be utilised and can only be utilised by the licensee.
- In some cases, this isn't being adhered to.
- The MMA is currently communicating with those licence holders not adhering to the terms of the licence.
- It is anticipated at the conclusion of this process, some stands will be available for reallocation.
- Any stands that become available will be allocated to existing businesses that responded to the expression of interest for stands conducted in October 2015.



YOUR FEEDBACK AT WORK

We have received some great questions and suggestions since the move to our new home. Below is a summary of some of your feedback we've received so far and the actions we're taking to make improvements around the Market.

SUGGESTION

ACTION

Vehicles and safety

Reflective paint to highlight floor depressions including drains.	We've added increased line marking around areas such as drains.
Additional signage to highlight forklift highways and pedestrian walkways.	We've added additional markings and signs to these areas. This includes increased signage for the rapid roller doors and pedestrian crossing signage as well as painted footprints in the buyers walk.
The covered forklift highways running from North to South of the Market site have an uneven surface causing bounce of forklift tyres.	Grinding of these forklift highways will occur early 2016. The surfaces will also be sealed to give a non-slip finish. As an interim measure, we've added increased signage to alert drivers to slow down.
Day time passenger vehicle parking for staff.	Between 8:30am and 5pm, parking closer to the offices above the stores on the Buyers' Walk has been made available on Street 1. For more details contact the Help Desk on 0437 006 459.

Recycling

More rubbish bins for disposal of coffee cups and general rubbish.	Additional general waste rubbish bins have been placed in the Buyers' Walk, fruit and vegetable trading floor, Flower Market and smoking areas.
--	---

Work Environment

Music to be played through Market.	We're finalising the details for this and are hoping to have music in the Market by early 2016
Numbering of warehouse 5 and 6 passenger vehicle parking bays.	While the passenger vehicle bays were always numbered, tenants requested adding the warehouse number to the bays for ease of use - this has now been implemented.
What's the source of dust on the Buyers' Walk?	Dust samples have been collected (you may have seen these units on the buyers walk). Results will be available soon.
Clocks on the trading floors.	A digital LED clock has been installed on the fruit and vegetable trading floor. We're also currently restoring the clock from the Flower Market at West Melbourne for installation in the Flower Market at Epping.

Remembering West Melbourne

Salvaging of the historical plaque outside the Flower Market at West Melbourne.	The plaque has been removed from the site and is currently in storage at Epping. We'd welcome suggestions about what to do with it.
---	---

If you have any suggestions or improvements for the Market we'd love to hear them. **Email them through to submissions@melbournemarket.com.au.**



Line marking on the Buyers Walk

This paint's resilience has not met specification. The builders of the Market are now seeking a longer lasting replacement, so we hope to have it looking back to the original condition soon.

GROWING CONSUMPTION OF FRESH PRODUCE

During 2014/15, the Marketfresh Schools' program reached 21,787 Victorian students across 123 schools. Each student is supplied with a 54 page activity booklet assisting teachers to incorporate healthy eating into the curriculum.

The Marketfresh Schools' program is managed and funded by the Melbourne Market Authority, but many businesses in the Market are providing the produce for the all-important tasting the students have so their food preferences can be positively influenced!



Special thanks to:

Business

Young Sang	Cucumbers and capsicums
Wallace Vegetable Farms	Capsicums
Schreurs & Sons	Celery
Kapiris Brothers.....	Tomatoes
Fresh Growers.....	Asparagus
Premier Fruits.....	Watermelons
C & S Ponte.....	Watermelons
Fresh Berry Co.....	Strawberries
Pignataro Wholesalers.....	Strawberries
Melbourne Pear Company.....	Apples and pears
V Brancatisano & Sons.....	Pineapples
V.B. Sculli	Oranges and pineapples
Geelong Citrus Packers	Oranges
Horticulture Innovation Australia	Bananas

Produce donated



Nice one!

These businesses are influencing tomorrow's consumers of fresh produce. Teisha and Carolyn, known to many within the Market continue to deliver the program with enthusiasm and passion. No doubt you'll see them around Epping soon.

REACHING NEW BUYERS

Interest in the new Market is high with many visitors touring the new facility, both as passengers via C the Market and as guests of the Market Authority.

Many of these visitors are potential buyers seeking to build connections with sellers of fresh fruit, vegetables and flowers both from Australia and overseas.

If you'd like to grow your connections, particularly with overseas buyers, please advise the Melbourne Market Authority via email at info@melbournemarket.com.au.

THINKING OF EXPORTING?

Exporting can be a high risk, but high reward venture, but getting started can be over whelming. Help is available from the Business Victoria, check out:

business.vic.gov.au/export.

To register your interest in a workshop at the Market with Business Victoria on getting started for exporting, email

info@melbournemarket.com.au.



? Did you know?

Thanks to the City of Whittlesea all lease holders at the Melbourne Market are exempt from paying Council rates for five years from the date the Market opened. This represents an approximate saving of between \$3.5 and \$4 million to the Market community.

OPENING DAY AT EPPING



Anna and Larry from
A and I Piscioneri



Anthony from Santospirito
Gil and Helen from Helen Dillon
Flowers, Charlie from Santospirito



Rocky, Sam, Mark, Fonz,
Vince, Alex, Vincenzo
and John at
Latorres Fruit and Veg



Menderes Jakupovski
of Ali Farm Fresh Produce



Domenic and Daniel Biviano
Biviano and Sons



Did you know?

We're currently restoring
the historic clock from the
National Flower Centre at
West Melbourne and are
plan to install it at Epping.



Serena from A&V Banana Bread
and Vince from VJM Nominees



Ralph from Westmores



Thanh, Thai and Ai Quoc from
Aus Asia Produce



Danny Zahlan from
Alexander Produce with
Anthony Pignataro of S Pignataro



Michael, Steve, Glenn,
JJ and Joe from GA Fresco



Jessica Verduci Enterprises



Jeton from Virgin Flowers



Heinz, Joy and Rick Charter



Guy and Pat
Attilio's Fruit Market, Braeside



Rosie from Thrive Flowers
and Events



Michael and Darren from
M and J Alabakis and Sons



Joe Gatto - Biviano and Sons



Joseph Palma and Johnny Palma
from Palma's Fruit Palace



Nice one!

The first day of
trade at Epping was
exceptionally smooth -
well done to the
entire community
for all the planning
and preparation that
went into the move.
By all reports, the
new facility got the
'thumbs up' from day
one!

MARKET VETERANS SHARE THEIR STORIES FROM THE 50s TO TODAY

We're lucky to have many people still working in the market today who are veterans of three Melbourne Markets. They've moved from Queen Vic Market, to West Melbourne and now to Epping.

Barry Bass started out on 6 April 1950 with Silk Brothers, answering the phone and putting stamps on envelopes for four pounds a week. "Silks were the biggest suppliers to Tasmania and nearly 66 years later I'm still involved in Tasmania," he says.

"The old ships were getting in anything up to half past one in the

morning and you'd get a trailer off, go and buy a load of fruit and put it back, and it'd sail again at half past six but those days are gone," says Barry. "Things have improved one thousand per cent as far as shipping and transport across the strait and the road transport around Australia is 100% better than it ever was. If I had my life over again I'd still do the same as what I have over the last 65 and a half years."

All of the veterans share memories of Queen Vic Market, where there were still about eight horse and carts coming to market amongst the trucks and everything was

moved by hand. Daryl Nichol remembers "If we had a load of bananas it would take six men about five hours to unload one truck. Nowadays they do that in five minutes with forklifts."

Luis Gazzola reminisces, "I was in 60D, which is still there. To see how that market operated in those days - all hand trollies, wooden trollies mainly, crossing Peel Street, getting caught in the tram tracks, and all the trucks parked each side of the road, it was something to see."

Barry has fond memories of Charlie's pie store down the bottom of D shed. "It was a good upbringing. Mr Silk's favourite saying to the drivers when they were unloading fruit - they'd be throwing it down the rollers to the selling floors - was 'It's fruit sonny, not rocks.' They were good days."

As for the current market, Barry says, "It's a wonderful place to be involved with - to come through from where we started out at Queen Vic and into Footscray and out to here, it's a real privilege to be able to see the place and mix with the people out here. It'll be right."

MELBOURNE MARKET FAMILY DAY

25 OCTOBER 2015

The Market Family Day was held on Sunday 25 October and included fun for young and old. It was pleasing to see so many Market families and friends on site to enjoy the free activities. From Humphrey B Bear to live band Blush, trackless train rides of the Market floor to flower crown workshops, there really was something for everyone. Over 1000 people attended the event and took part in the celebratory activities which were formally opened by Melbourne Market Chairman Steve McArthur.



Chanel, Mia, Chiara, Nina



Teisha & Carolyn



Jessica Kuczyński with
Bachar Houli and Joe Danher



Loretta, Leo, Joel and Tom Card



MC Shura Taft



Madi, Rory, Temra
and Ally Petherick



Fran, Christie, Ryan,
Mary and Pauline

SAVE THE DATE

Melbourne Market
Charity Golf Day on
Friday 15 April 2016



Taking place at the Heidelberg Golf Club the Melbourne Market Charity Golf Day is a market tradition with all funds raised donated to Debra Australia debra.org.au.

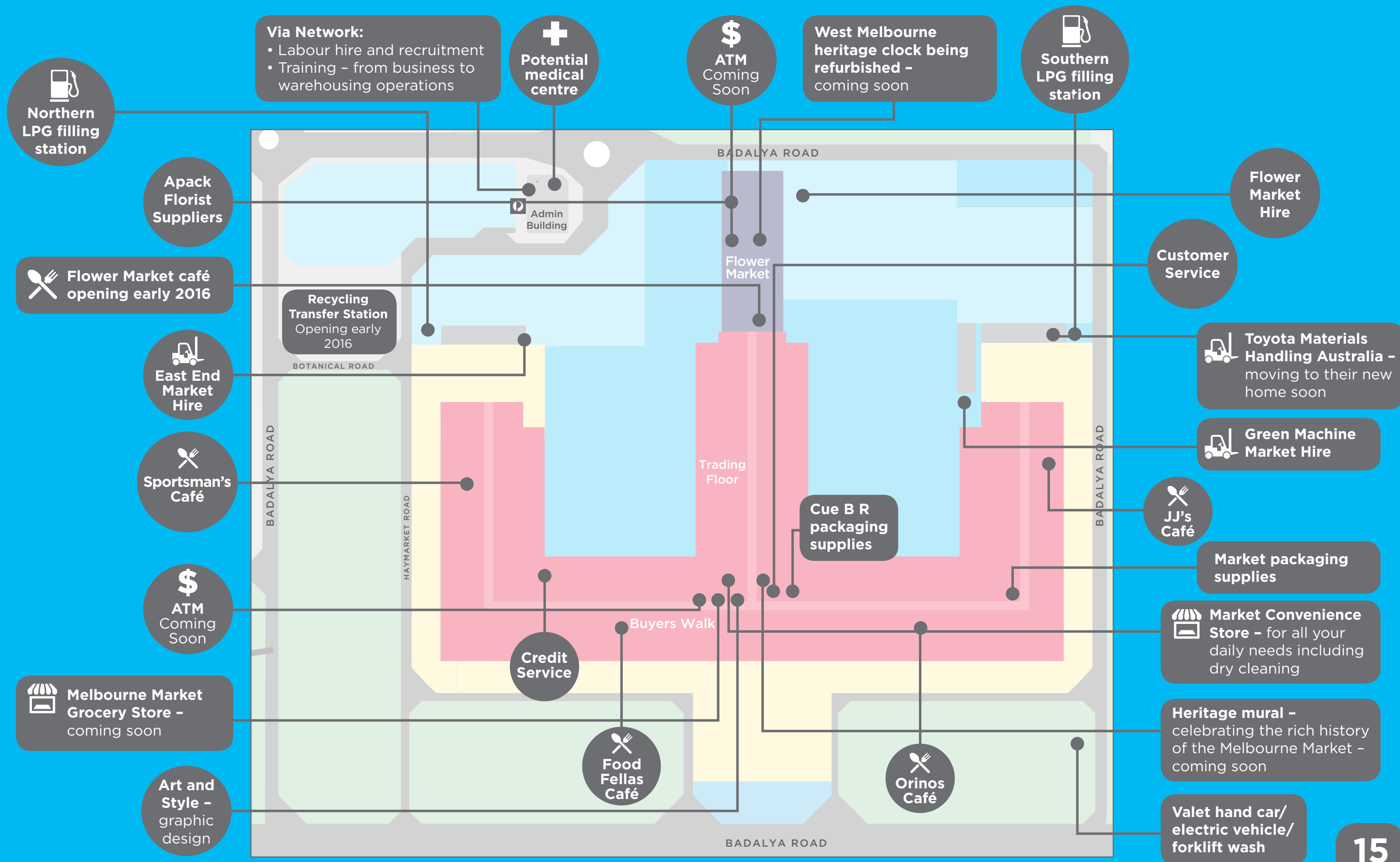
For more information, to sponsor a hole or to register a team of four - go to www.freshstate.com.au or contact Sally Piper at Fresh State on 03 9408 6627.

Veterans of Three Markets - October 2015.
Queen Victoria Market, West Melbourne, Epping.
Class (from left to right) Pietro Miorabito, Luis Gazzola, Pasquale (Pat) Maurici, Tom Ierianni, Donald Edwards, Ray Gregory, Charles Harfing, Frank Lamattina, Les Baguley, Antonio Papalia, Toni Madaffari, Ben Legudi, Robert Millis, Alan Dykes, J Barry Bass, Anthony DeVincents, Mark Dykes, Daryl Nichol, Jack Walker



ITS GOOD NOW, BUT IT'S GETTING EVEN BETTER

Not only the best in fruit, vegetables and flowers, your new Market offers a whole range of services. In addition to the familiar faces from West Melbourne, we welcome a number of new businesses to continue evolving and improving your Market experience.



GREEN GROCER POINT OF SALE

Point of sale materials are now available to collect from outside the Melbourne Market Customer Service Centre between **4:00am and 11:00am Monday to Friday**.

We're currently stocking Point of Sale materials for Australian mangoes and stone fruit.

These materials are free for all greengrocers and will be restocked regularly as material arrives from Horticulture Innovation Australia and industry bodies.

If you can't find what you're looking for please head inside and ask one of our friendly customer service staff or call the MMA on 9258 6100.



PUBLIC HOLIDAYS & MARKET ACCESS

All Melbourne Market access card holders that have Monday or Friday access will have their access extended to the day before/after a long weekend public holiday (if they don't already have access). Parking may not be in the same allocated bay but bay numbers will be allocated to ensure you can have produce delivered to your vehicle. This arrangement applies to all public holidays.



SPRING RACING CARNIVAL CAMPAIGN WRAP

During Spring Racing Carnival we encouraged punters to choose flowers as part of their on-field fashion. Our Spring Racing Carnival campaign focussed on fresh flower head pieces and we even held Express Flower Crown Workshops at the Flower Market.

These well attended workshops were a joint initiative between Melbourne Market Authority and Flowers Victoria and enlisted Bloom College providing florists with some flower crown skills to get race ready in support of our "Fresh Flower Crown and Head wear" promotions. We had many florists sign up or join the fun over the two day sessional workshops that were held on Thursday and Tuesday Market in mid-October. We were keen to commit to providing florists with information and know how to quickly put these gorgeous head pieces together for customers. It was great to see so many beautiful and diverse designs and the handiwork of some very talented florists who were able to utilise the model and photographer supplied to upload and promote their flower crown on their social media platforms.



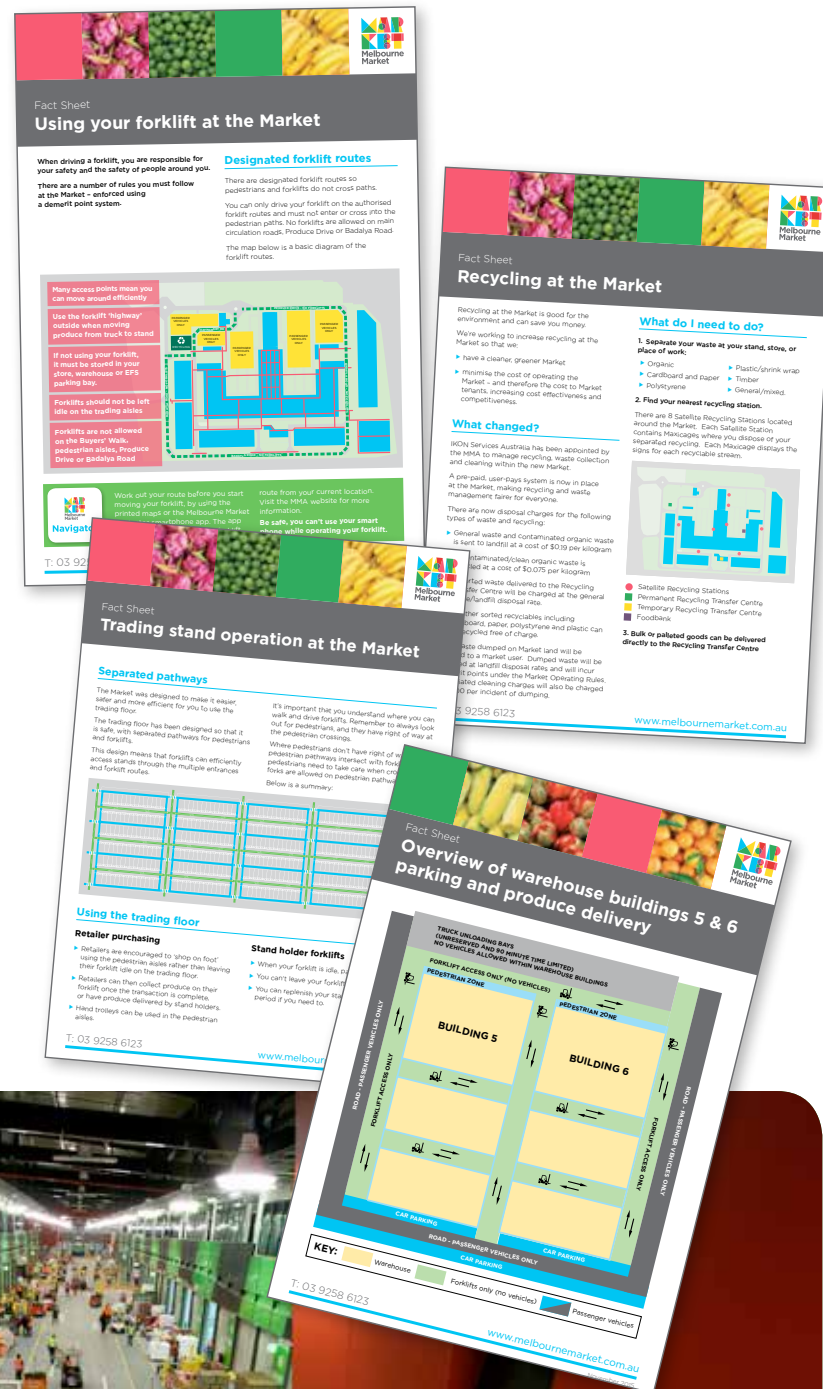
TOOLS OF THE TRADE

A number of maps and operational fact sheets are available to help you navigate the new site and operate as efficiently as possible. These have been updated since moving and can be found on our website or pick one up at the Customer Service Centre.

These cover:

- Operating rules
- Recycling
- Parking
- Forklift use
- Stand operation
- Warehouse building 5 and 6 operation

A range of maps of the Market are available online with up to date business names and locations.



RECYCLING AT THE MARKET

- ♻ The Market recycles 12,000 tonnes of waste each year.
- ♻ More than 4000 tonnes of clean organic produce goes to the zoo to help feed the animals at the Melbourne Zoo, Werribee Open Range Zoo and Healesville Sanctuary.
- ♻ Only waste and recycling produced inside the Market can be disposed of at the Market. Waste and recycling cannot be brought on-site for disposal. Penalties apply. Speak with a Market Relations Officer or visit Ikon at the Recycle Transfer Station to discuss all your recycling queries.
- ♻ Rainwater harvested and recycled on site at the Melbourne Market is saving 68,000,000 litres of Victoria's drinking water each year. The rain harvested on site is being used to replenish local sporting fields and keep an adjacent frog habitat thriving.

To minimise the cost of waste in your business, separate it into the different recycling streams.

Check the fact sheet available at melbournemarket.com.au/recycling.



DOWNLOAD THE MELBOURNE MARKET NAVIGATOR APP

Finding traders and retailers in the Market is easy with the free smartphone app – the Melbourne Market Navigator.

It features step-by-step navigation and maps to help you find locations around the Market, including stores, stands, warehousing, and parking bays.

The app also features a comprehensive business directory to help make your visits to the Market quick, easy and efficient.

HOW DO I INSTALL THE APP?

The Melbourne Market Navigator is available on iPhone, iPad, and Android devices.

Install the app on your smartphone or tablet in three simple steps:

1. Visit the Apple App Store or Google Play sites. You'll need an account to download the app.
2. Search for 'Melbourne Market Navigator'.
3. Select and then 'Install'. The app is free.



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MELBOURNE MARKETS

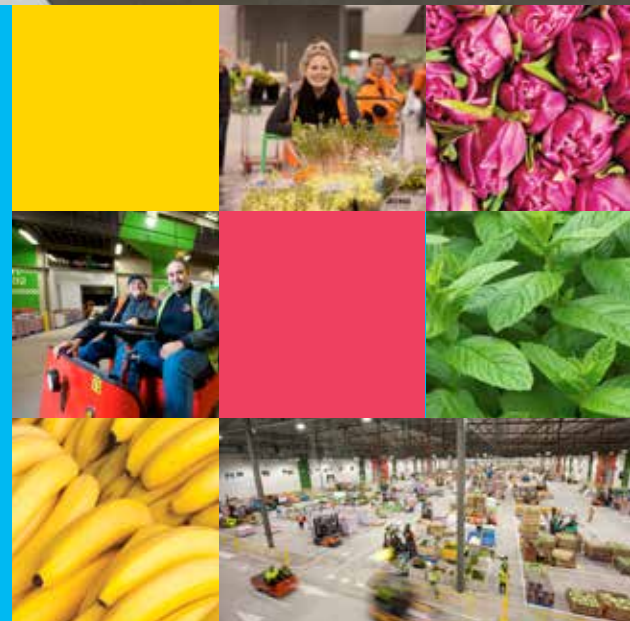
(OPPOSITE CUSTOMER SERVICE CENTRE IN BUYERS WALK)





Ensuring the people of Victoria have daily access to the freshest fruit, vegetables and flowers from across Australia and around the world.

Victoria's fresh produce industry will continue to prosper, thanks to a modern, innovative facility allowing buyers and sellers to trade and distribute produce as efficiently as possible.



**Come and see it for yourself,
visit melbournemarket.com.au**

