



**Fruit & Vegetable Retailers Advisory Committee**  
**MMA Boardroom, Epping**  
**15<sup>th</sup> June 2016**

**In attendance:** Paul Ahern (Chair), John Psarakos, Leon Mugavin, Graham Gee, Bill Lewis, Mark Maskiell, David Whitchelo, Matthew Elliott, Jenna Patan (Minute Taker)

**Apologies:** Tony Mecca, David Whitchelo

**Item 1: Actions from Previous Meeting**

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- **Music:** Music has been discontinued expect for in the Flower Market.
- **Smoking Areas:** MRO's are enforcing smoking only in designated areas. The MMA have not identified a need to increase the number of areas across the site at this stage.
- **Notice Boards:** The MMA confirm that these have been installed around the market for tenant use. An online version as previously requested has not been able to be completed, however the MMA are looking at the integration of push notifications via email or the application which could be extended for noticeboard type events. The MMA are also aware of another online platform being developed to support buying the market with the proposal expected next month.
- **Market Fresh Website:** Due to the delay in the Green Grocer Program, testing has been brought forward for the new website. It includes content updates and improved search functionality for specific product lines and local Green Grower Map support. The MMA Website and application will also be updated to help retailers find sellers will specific product lines.
- **Engagement with Journalists:** There has been a focus on the Markets role in the Supply chain via the central market model. The MMA will undertake further marketing activities to increase the profile of the market via targeted advertising of the WUWM Congress 2017.

**Item 2: Market Hours Review**

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The MMA is currently in the process of engaging an independent consultant to undertake a review of Market hours. Management have been made aware that there is a group of tenants who represent that market which intend to submit a proposal regarding market hours.

Historically the MMA were unable to define business types (eg: green grocer vs provedore), however with category subtypes attached to the access cards, usage patterns can be used to understand buying patterns. It is agreed that entry and exit times need to be reviewed, including businesses employees to validate assumptions. A critical component is the difference between summer& winter buying patterns. Data needs to be averaged out over as much time as possible for a comprehensive review.

The Challenge for the MMA is that Retailers are subletting Warehouse space and therefore have 24/7 access to the market and other retailers are being signed in as employees of the Wholesalers. The advisory **REQUESTED** the MMA to review entry data for retailers prior to 3.30am as they do not think this view is correct as majority don't enter prior to the trading hours.

The advisory indicated that a later market could work only if there was adequate infrastructure to minimise road congestion. At this stage the current road network does not support this and retailers need to exit prior to 6.30am.

**Item 3: Green Grocer Support Program**

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A brief has been created and was circulated to Fresh State and the Chamber for their support. FMA have suggested that a National program would benefit all state markets, however the MMA are concerned that this will delay the delivery of the program. There is a meeting scheduled for 24 June 2016 between the CMAA and FMA where the MMA will request to lead the rollout.

#### Item 4: Market Operations

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- **Pooling Accounts:** The MMA has been working with the retailers to ensure compliance with the operating rules. Approx. 140 retailers have been identified, with lock out occurring early July if a Stat Dec has not been signed or if an account has not been opened.
- **Recycle Transfer Centre:** The new centre opened on Monday 6<sup>th</sup> June 2016. Detailed information about the separate and save campaign can be found online and via the customer service centre including rate calculators. The advisory **REQUESTED** clarification from the MMA regarding if they can bring waste in and if waxed cardboard can be recycled with normal cardboard.
- **Parking Bays:** There are a number of people on the waitlist, however quarterly white waitlist permits have been issued to limit any delay entering the site. The MMA will commence discussions with Retailers to determine if covered parking bays are being used appropriately.
- **Undercover walkways:** The MMA are investigating an option to extend the covered areas over the loading docks. The advisory **REQUESTED** that the MMA consider the addition of awnings to the undercover parking bays as the roofline does not cover the entire bay.
- **Pallet Fines & Speeding Fines:** A retailer received a fine for dumping a pallet on their parking bay. The fine was a letter with no invoice attached, no payment information and no account or reference numbers. The MMA will investigate. The advisory suggested that there is an apparent lack of consistency when the MRO's are issuing fines and warnings (to some people and not others).

#### Item 5: General Business

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**Promotional Activities:** An investment of \$1.5M has been approved to expand the Stephanie Alexander Kitchen Garden Program which was launched at Elwood Primary School by the CEO and Minister last week. The challenge is that without charity status it is hard to engage the local green grocers to support the schools once the 12 month funding ceases.

If the Green Grocer could donate produce as a tax deduction and receive advertising via the school newsletter there is a better case to support the continuation of the programs beyond 12 months. The MMA could support the process by helping to create a generic sponsorship proposal between the school and the green grocer.

The uptake of the Market Fresh schools program has declined over the past 12 months. The growers are engaged in the process and are continuing to donate produce. Previously the MMA was informed that there was no interest from the Green Grocers to support a local school based program therefore the marketing had been generic 'paddock to plate via the central market' messaging.

**Market Business Forum:** There has been positive feedback from the introduction of these speakers. To the extent that they are valuable to the tenants the MMA will continue to run sessions. The MMA welcomes any suggestions on speakers of topics of interest. VECCI are used as an example of a successful program.