



# marketfresh NEWS

winter 2016

Plus –

warm up with  
special offers  
from our Market  
cafes!

## Market hours

Have your say

Recycling update



Latest events



Market snaps





## Toyota Material Handling is the forklift leader in Australia's fresh fruit and vegetable markets.

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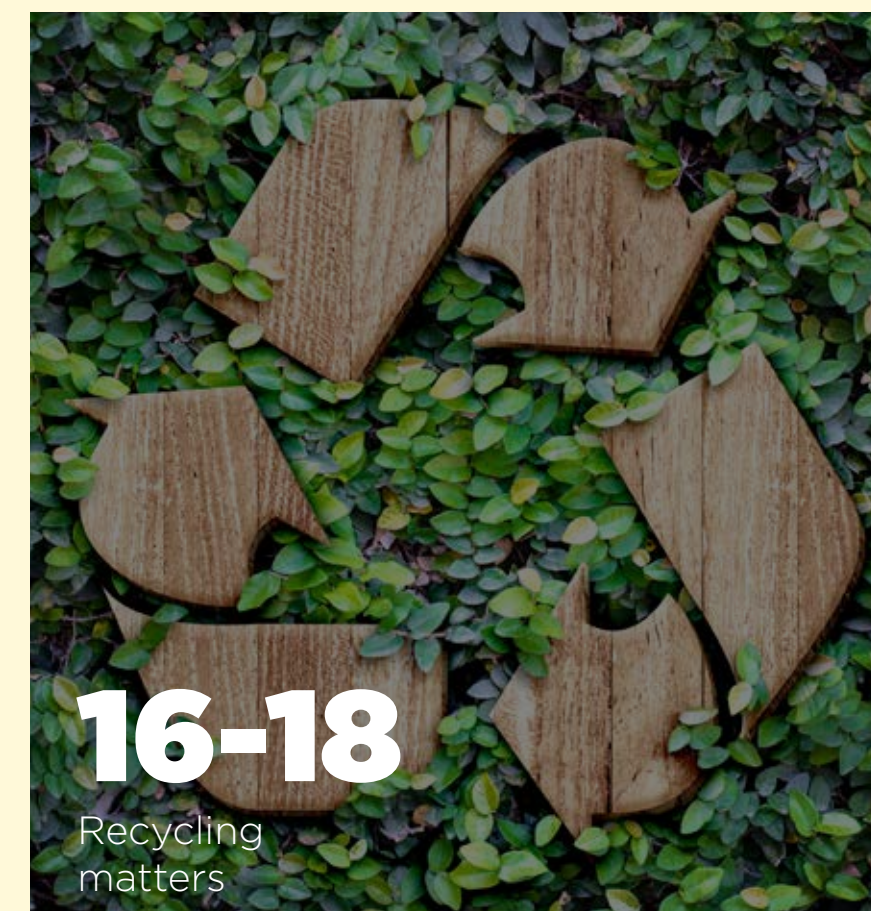
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W: [www.melbournemarket.com.au](http://www.melbournemarket.com.au)



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# FROM THE CHAIRMAN

THE TEMPERATURES IN SINGLE FIGURES AND COLD WINDS WHISTLING ACROSS THE CAR PARKS ARE SURE SIGNS THAT WINTER HAS ARRIVED. FEEDBACK FROM TRADERS INDICATES THAT WE ARE EXPERIENCING THE USUAL WINTER REDUCTION IN TRADING VOLUMES – WHETHER IT IS BETTER OR WORSE THAN LAST YEAR SEEMS TO DEPEND ON WHO YOU ARE TALKING TO.

While you're struggling through the Winter gloom, remember that it is only a few weeks 'till Spring when the weather will warm up and the Market will be full of the seasonal flush of stone fruits, asparagus, the riotous colours of spring flowers and other spring favourites.

Epping is almost one year old now, and it seems that everyone has settled into the site pretty well. The MMA is working with the builders and the government to rectify a number of quality issues around the site – we are actively seeking to bring everything to a satisfactory standard for the benefit of all Market users.

Earlier this year, the MMA advertised for nominations for the four Advisory Committees that serve the Market. The Advisory Committees provide important feedback to the MMA about operations in the Market and issues that arise from time to time. They also give the Market community a valuable forum to raise issues that people may sometimes be unwilling to raise in person. I am pleased to see that a number of new people have nominated and been appointed to the Committees. I congratulate members on their appointment and look forward to working with the Committees in the future. I also want to thank all former Committee members for the valuable contributions they have made over the years.

As some of you will know, in May the Melbourne Market, in partnership with the Queen Victoria Market, won the right to host the 2017 congress of the World Union of Wholesale Markets (WUWM). This congress is held every two years and has not been held in Australia since 1989. It will bring delegates for across the world to Melbourne and is an ideal opportunity to showcase Australian fresh produce to market operators from Europe, Asia and the Americas. The MMA is working with other Australian central markets to make this a truly Australian event and one we hope will attract business to Melbourne. This is one of a number of avenues the MMA is pursuing to improve the opportunities for Market operators to export produce.



# FROM THE CEO

AS WE'RE APPROACHING THE FIRST BIRTHDAY OF THE EPPING MARKET, IT'S TIMELY TO LOOK BACK ON JUST HOW MUCH WE HAVE ALL ACHIEVED SO FAR IN 2016.

Colour and movement is never something that's lacking in the Market, however certain events throughout the year always promise to bring a little something extra. In February we welcomed the troupe from the Chinese Youth Society of Melbourne back to the Market to celebrate the year of the Monkey.

In April it was fantastic to launch the heritage mural celebrating almost 200 years of Market history with the Honourable Luke Donnellan, Minister for Roads and Road Safety. The mural is a permanent fixture in the Market and I welcome any Market users wanting to contribute images to contact the MMA.

The Flower Market kicked off the New Year with a busy Valentine's Day followed by an equally busy Mother's Day. With florists and stand holders surveyed reporting an increase in sales from the same time last year brings confidence the Flower Market is continuing to thrive in its new location.

In June we saw the opening of our new Recycling Transfer Centre. The new centre provides increased efficiencies for Market users and the ability to separate large volumes of waste and ultimately increase recycling at the Market.

One of the key beneficiaries of recycling management at the Market is the food redistribution program. Increases in donated produce have been reported by both Foodbank Victoria and Zoos Victoria in 2016. This is a fantastic result and I would like to encourage all Market users to continue to donate organic waste which is still fit for consumption.

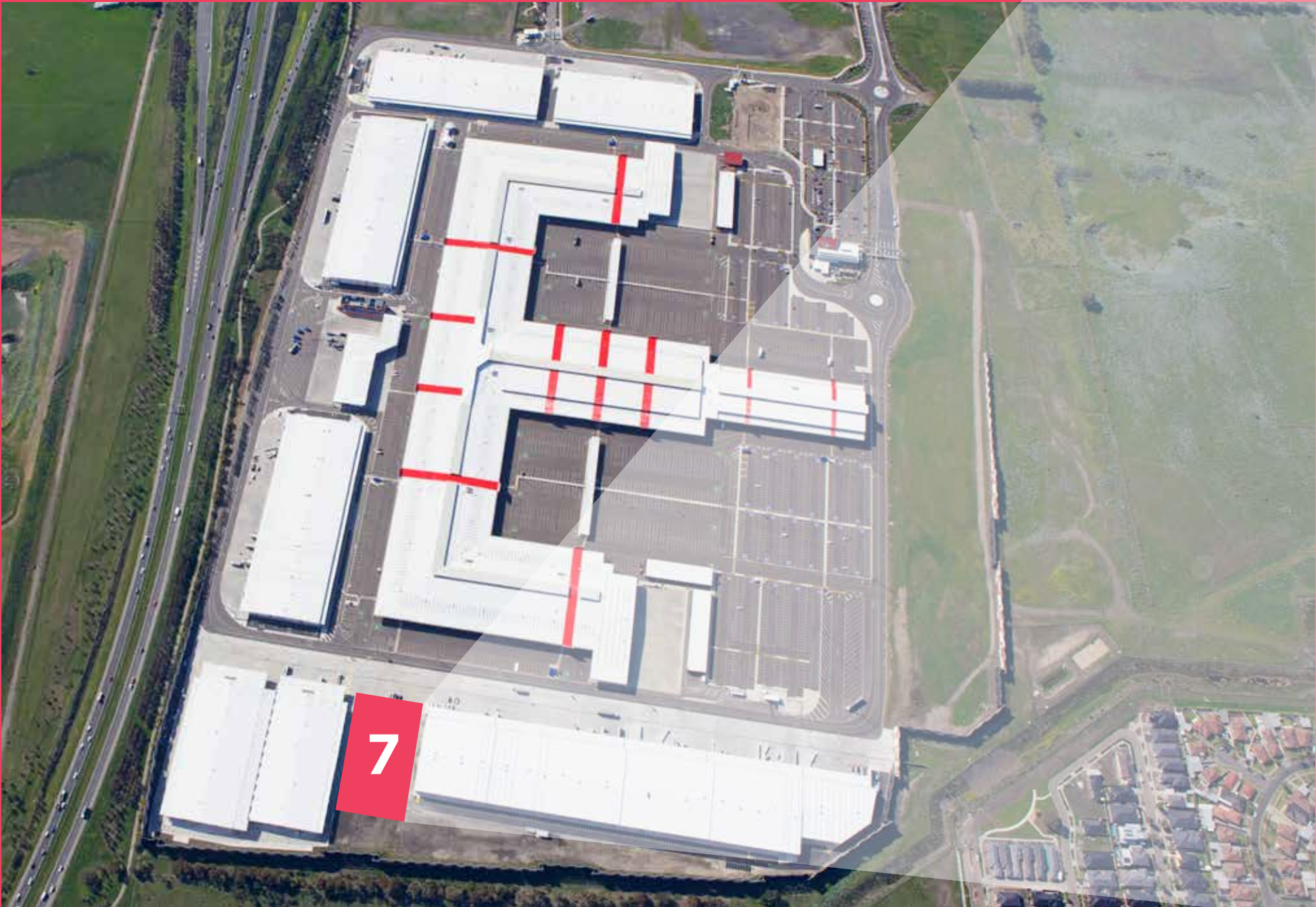
This year we have also welcomed a number of new partners to the Market, including Melbourne Polytechnic and the Northern Health Foundation. We look forward to continuing to foster relationships with the local community to deliver positive outcomes for the fresh produce industry.

I look forward to discussions around Market hours, the additional warehousing and rolling out training via Melbourne Polytechnic. Let's work together to ensure the Market continues to thrive as the hub of fresh produce and cut flowers in Victoria.





# Building 7 – Calling for expressions of interest for small format warehousing



- 42sqm warehouse plus 47sqm undercover light commercial vehicle parking
- Opportunity to consolidate modules to create larger tenancies
- Front and rear access
- Ideal for providores and greengrocers

FORKLIFT HWY	1	187sqm	2	VAN PARKING	ACCESS DRIVE
	4	298sqm	3	VAN PARKING	
	7	298sqm	5	VAN PARKING	
	10	298sqm	6	VAN PARKING	
	13	298sqm	8	VAN PARKING	
	16	298sqm	9	VAN PARKING	
	19	298sqm	11	VAN PARKING	
	22	298sqm	12	VAN PARKING	
	25	298sqm	14	VAN PARKING	
	28	298sqm	15	VAN PARKING	
	31	298sqm	17	VAN PARKING	
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NEW CARPARK

## Did you know?

Office space is available on the ground floor of the Administration building.

Sizes can be tailored to suit your needs, from 70sqm to 440sqm.

**For more details, contact the MMA on 03 9258 6100.**

Consolidate your operations at the Melbourne Market to enhance efficiency.

Enjoy 24/7 access to warehouses plus the opportunity to merge warehouse modules to create a size to suit your needs.

Building forecast to be completed by end 2017, subject to demand.

**To discuss your warehousing needs, contact Matt Elliott:**  
 E: matthew.elliott@melbournemarket.com.au  
 P: 0448 908 821



# MARKET TRADING HOURS

*it's time to have your say!*

Prior to our big move, we undertook consultation in 2014 to inform the Market trading hours at Epping.

Following this consultation, a decision was made not to change trading hours for the fruit and vegetable Market however, the Melbourne Market Authority committed to reviewing trading hours 12 months after the new Market opened. This ensures everyone could check out how the new Market functions and what opportunities there were to improve the way things are done.

## SO 12 MONTHS ON, WE INVITE YOU TO HAVE YOUR SAY!

The issue of market trading hours has been debated longer than most of us can remember – it is multi-generational. It can be highly emotional with entrenched positions.

When considering trading hours, the Melbourne Market Authority needs to consider the perspective of all user groups, this is where the Advisory Committees play an integral role. The Advisory Committees are:

- Wholesalers,
- Growers,
- Fruit and vegetable buyers, and
- Flower Market.

**To find out who is on each committee,  
visit [melbournemarket.com.au/the-mma/advisory-committees](http://melbournemarket.com.au/the-mma/advisory-committees)**

## SO DO THE TRADING HOURS CHANGE OR DO THEY STAY THE SAME?

Firstly, let's look at the critical success factors for an efficient and sustainable wholesale market. These are identified as:

- A critical mass of buyers,
- A critical mass of successful sellers,
- Attracting and retaining young, talented people to the industry,
- An active and competitive trading platform,
- Cold chain integrity,
- Efficient logistics,
- A safe and healthy workplace, and
- An efficient supply chain that meets consumer and end user demand.

All these factors must be considered when making decisions around trading hours.

## WHAT DID WE LEARN IN 2014?

### Key challenges for store and stand holders

- Current trading hours means wages are higher to attract staff – resulting in higher prices.
- Difficulty in attracting and keeping quality staff.
- Quality of life suffers.

To solve these challenges, how much would market hours have to shift? For instance if trade started at 6am, staff would need to arrive at 3am, so would the outcome be dramatically different, or would trade need to start at 11am for instance?

### Whereas others say:

*"we're here at midnight anyway, why can't we trade then?"*

*"My bread and butter comes from the buyers, without them we won't have a market – we need to give them the hours they want"*

## CURRENT TRADING HOURS – WHAT ARE THEY?

### Fruit and Vegetable Market

3.30 – 7.00am Mon, Thu, Fri  
4.30 – 7.30am Tue, Wed

### Flower Market

3.30 – 7.00am Mon-Fri\*  
4.30 – 7.30am Sat

\*Key trading days Tue/Thu

## Some of the challenges we heard from buyers

- Traffic congestion on freeways from Epping to other parts of Melbourne dictates when we need to leave.
- Need to get back to shops in time for opening.
- Restrictions for unloading – clearways / parking restrictions start around 7am, a key issue if delivering to central city locations.
- Impact on quality of produce if loading/transporting perishables during the day in hot weather in unrefrigerated trucks.
- But on the flip side, the next generation won't want to work in the industry if hours don't change.

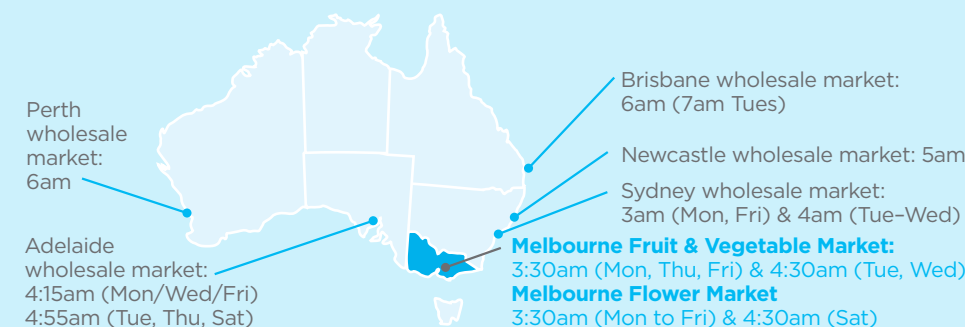
*"My point of difference from the supermarkets is my shelves are stocked with the produce I bought from the Market today"*

## Some of the challenges we heard from the Flower Market

- Competition from distribution centres in Footscray and elsewhere gives florists a supply alternative.
- Traffic congestion a major concern, impacting florists as many are located in south east.
- Need to cross over with Fruit and Vegetable Market trading hours because of customer cross over.

We hear buyers accessing the trading floors prior to the commencement of trade is extending the trading window to the detriment of the work/life balance of sellers. The Melbourne Market Authority does what it can to prevent this from occurring, but if this is a key issue for sellers, then they also need to take a stand and not sell to buyers until trade officially starts.

## WHAT ABOUT THE OTHER CENTRAL MARKETS AROUND AUSTRALIA?



Everyone has their own opinion, most based on their own individual circumstances. Whatever the hours are, they're bound to alienate a percentage of the market community.

## SO WHAT CRITERIA IS USED TO MAKE A DECISION?

1. Travel times and traffic congestion.
2. Strength and resilience of the Market.
3. Impact on product quality.
4. Impact on supply chain integrity.
5. Staffing, quality of life and workplace health and safety.
6. Operational efficiency.

So have a think about these issues and what's best for the industry and your business – engage your staff and customers in the debate. Then give us your feedback.

## HOW THE CONSULTATION WILL RUN

The MMA has engaged consultancy firm McKinna et al. You can have your say on trading hours by contacting Kate from McKinna et al via:  
**Email [kate.bell@mckinna.com.au](mailto:kate.bell@mckinna.com.au)**  
**[mckinna.com.au](http://mckinna.com.au)**  
**Phone 9696 1966**

*If you're not receiving the e-news, head to the back page of this newsletter to subscribe.*

Plus look out for our weekly e-newsletter *This week in the Market* where we'll publish days that McKinna et al will be in the Market to hear your feedback directly. Plus talk to your advisory committee members.

## SYDNEY MARKET CASE STUDY

Sydney Markets Limited are currently running a four month trial for fruit and vegetable Market trading hours commencing at 3am on Mondays and Fridays and 4am on Tuesday–Thursday (previously 6am) due to buyer demand based largely on increasing traffic congestion around the Flemington site.



# Melbourne Polytechnic join the market

Melbourne Polytechnic has signed a landmark partnership with the Melbourne Market Authority that makes the organisation the preferred training provider for the iconic fruit, vegetable and flower market at Epping.

According to Robert Wood, CEO of Melbourne Polytechnic, “The deal acknowledges the important role that education and training plays in enabling businesses at the Melbourne Market to grow their market share, build export capability, and support their growth and profitability.”

The training services provided by Melbourne Polytechnic onsite at the Market will extend to both new entrants to the market, as well as established businesses.

Melbourne Polytechnic have engaged many businesses in the Market to understand the type of training programs that would be useful. Thank you to those Market businesses who provided valuable feedback during this process.

**Keep your eyes peeled for updates on training opportunities in the weekly Market updates.**

**Not getting these updates? Head to the back page to update your contact details and subscribe today.**



## Upcoming training opportunities

**AS IDENTIFIED IN THE CONSULATION PERIOD, THE FOLLOWING TRAINING PROGRAMS WILL BE OFFERED DIRECT TO THE MARKET INCLUDING:**

- forklift training and refresher training,
- drug and alcohol awareness training,
- safe food handing training and/or refresher,
- workplace health and safety training,
- produce knowledge and awareness,
- workplace language, literacy and numeracy,
- customer service,
- logistics and supply chain,
- occupational health and safety,
- food and produce handling,
- floristry,
- career in greengrocery, and
- visual merchandising.

**FOR MORE INFORMATION CONTACT  
FONTINA FROM MELBOURNE  
POLYTECHNIC ON 9269 1152.**

# Understanding demerit points

All Market users have a responsibility for their own safety and the safety of others, and to comply with Market Operating Rules. Complying with the operating rules ensures we make the best use of facilities, reduce waste, keep the Market clean and make the Melbourne Market a safe place to work and do business.

As you know, the new operating rules are enforced using a demerit system, but did you know that your demerit points can also have an impact on the company you work for?

The demerit point system – similar to that used by VicRoads for driver licences – links behaviours of employees to the employer’s record. Ultimately, employers are responsible for the actions and behaviours of their employees on Market land.

If a Market business accumulates four or more serious breaches (commonly referred to as ‘strikes’) in a 12 month period, registration as a Market business can be cancelled and, if applicable, a lease of licence of a business could be cancelled.

## ACCESS CARD HOLDERS

If an access card holder loses five demerit points within two years, their access card can be suspended or cancelled.

## MARKET BUSINESSES

If there are four occasions of a serious breach by employees of a business in any 12 month period, registration as a Market Business and all access cards associated with that Market Business, can be cancelled. The Market Business’ lease or licence at the Market could also be terminated.

**A ‘serious breach’ of the Operating Rules is one where the sanction involves:**

- the issue of two or more demerit points;
- ejection, suspension or ban from the Market; or
- a cost of \$5000 or more.

## EXAMPLES OF BREACHES TO THE OPERATING RULES AND THEIR CONSEQUENCES:



Examples of offences	Market user demerit point/s and sanctions	Market business sanction
Fail to display or produce access card	1 demerit point	
Operate or leave a forklift in a non-designated area	2 demerit points	Serious breach
Smoking in a non-designated area	1 demerit point	
Sorting and repacking goods in car park	1 demerit point	
Consuming alcohol on site	2 demerit points	Serious breach
Employee accumulates 5 demerit points within two years	Access card can be cancelled	Serious breach

*Find out more about demerit points and their impact on Market businesses in the operating rules fact sheet available on the Melbourne Market website*  
**[www.melbournemarket.com.au/rules-and-safety](http://www.melbournemarket.com.au/rules-and-safety)**



# MAINTENANCE REQUESTS

*who to call and when*

Did you know the Market has a dedicated facilities management team? But what is facilities management, and when should you call them?

The facilities management team are available 24/7 and are here to help with all your maintenance enquiries. The team are responsible for looking after the Market site and can also help with issues within individual tenancies.



## *Need to make modifications to your existing tenancy?*

If you need to make any modifications to your tenancy such as alterations to your fit out, additional services, changes to access or simply cosmetic alterations you must always contact the MMA via the Help Desk on 0437 006 459 prior to commencing any works.

## So when should you call them?

The Market facilities management team are your first port of call for all maintenance related enquiries. Market users should call the facilities management Help desk to:

- report an issue or damage on site e.g. blocked toilets, damaged roller doors or bollards or hazard on the Market floor or roadways;
- get a quote for onsite repairs and maintenance within a tenancy;
- submit a visitor request for contractors or business consultants (e.g. accountant, solicitor, auditor); or
- report or request pest control such as birds in bird netting or pests within the Market site.

## Get in touch

**In person:** Warehouse 6, Monday to Friday from 7:00am to 4:00pm

**Phone:** 24 hours, 7 days on 0437 006 459 or 03 9258 6149.

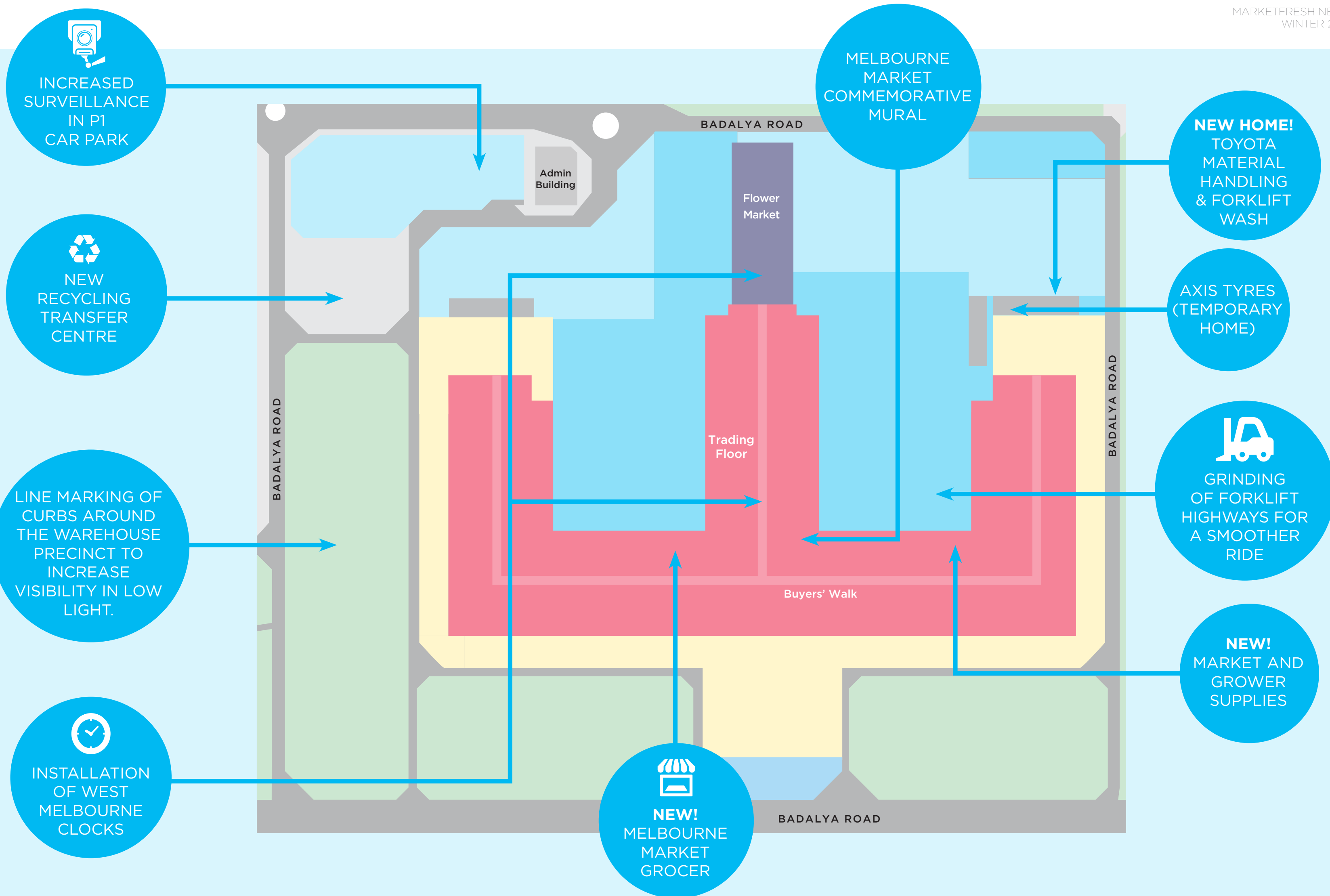
**Email:** [workrequest@melbournemarket.com.au](mailto:workrequest@melbournemarket.com.au)  
(please note emails aren't monitored on weekends).



# Site works and updates

Throughout January to July the Market has been undergoing some upgrades. Many of which are based on feedback we've received from the Market community, so keep your suggestions coming!

We've also had a few new features added to our Market, be sure to check them out if you haven't already.





# RECYCLING *matters*

*In June the new Recycling Transfer Station opened at the front of the Market, near gate two. Since then we've been focusing on separating recycling as well as ways your business can save money. Here's a snapshot of the latest recycling information.*

## DID YOU KNOW SEPARATING YOUR WASTE CAN SAVE MORE THAN JUST YOUR HIP POCKET?

Head over to the recycling transfer centre to learn how you can save the environment, assist Victoria families in need and feed our zoo animals.



**Save your hip pocket**  
Free disposal for clean separated recycling and low rates for organic waste.



**Save the environment**  
Separating your recyclables reduces your carbon footprint and Victoria's landfill.



**Feed Victorian families**  
Organic waste that's still fit for human consumption can be donated to Foodbank Victoria and is tax deductible.  
**Call Foodbank on 9362 8300**



**Feed our zoo animals**  
Organic waste that is still fit for human consumption can be donated to Victoria's zoos.  
**Call Colin on 0400 893 843**

During 2015/16, Market users donated a whopping 667 tonnes of produce to Foodbank equalling over 1.33 million meals.

**Thank you to all Market users contributing to Foodbank Victoria, keep up the good work!**

## Satellite station or transfer centre? What waste goes where?

It's important that all Market users dispose of their general waste and recyclables correctly. Not only can this save your business money, it also helps to reduce our carbon footprint.

But what should you take to the satellite station and what needs to go to the transfer centre? The short answer is, satellite stations are for small quantities and all bulk waste must be taken to the transfer centre.

**The table below provides some examples to help explain this further.**

	Satellite station	Transfer centre	Top tip
<b>Organic waste</b>	No organic waste to satellite stations. All organic waste is to be taken to the transfer centre.	All organic waste.	Remember to separate your organic waste from any packaging before throwing into the bin.
<b>Polystyrene</b>	Less than 10 polystyrene boxes.	More than 10 boxes or polystyrene on a pallet.	Did you know most tips will charge you to dispose of polystyrene? Bring your separated polystyrene to the transfer centre for free!
<b>Plastic</b>	Small amounts of plastic such as strapping from a box or plastic wrap.	Large quantities e.g. more than one small bag of plastic such as food packaging or bulk items such as plastic pallets or crates.	Separated plastic delivered to the recycling transfer centre is free!
<b>Cardboard</b>	Less than 10 flattened cardboard boxes.	Cardboard bins, more than 10 cardboard boxes or cardboard on a pallet.	Separated cardboard delivered to the recycling transfer centre is free!
<b>Pallets</b>	No pallets are to be left unattended. Penalties apply.	All timber and plastic pallets for disposal are to be taken to the transfer centre.	Dispose of your timber pallets for \$10 per pallet. Plastic pallets are free!

Visit the Recycling Transfer Centre to find out how your business can save today.

## Drop and Go

Did you know that you can simply “drop and go” any clean separated recyclables on a pallet at the recycling transfer centre?

Take your pallet of polystyrene, plastic or cardboard straight to the transfer centre, drop it off, swap for an empty pallet and go. No need to weigh or complete paper work.

## It's a fact!

Organic produce that is still fit for human consumption can be donated to Foodbank by dropping the produce next to store 148 Monday to Friday between 6:30am to 9:30am. The great news is that any donations are also tax deductible at the Market price of the produce.



# PLASTIC, POLY OR CARD? YOUR RECYCLING QUESTIONS ANSWERED

## Have you tried our new online recycling calculator?

Jump onto the Melbourne Market website and test out our new online recycling calculator. You'll be able to calculate your estimated disposal fees for general and organic waste and recyclables.

See how much you can save today.  
Visit [www.melbournemarkets.com.au/home/market-operations/recycling/](http://www.melbournemarkets.com.au/home/market-operations/recycling/)

### Q. If I remove rubber bands or foam casings from produce, what bin does it go to?

A: Rubber bands or foam casing is 'general' waste. Plastic bags or plastic wrap can be put in the 'plastic' bin.

### Q. Do I have to remove packing tape or stickers from cardboard and polystyrene boxes?

A: No, small amounts of tape and stickers (e.g. a label on a box) are fine. There's no need to remove these. Excess amounts of tape should be removed.

### Q. Where can I put ice from polystyrene boxes?

A: All satellite stations have drain points. Ice or water should be poured on the drain points.

### Q. If the satellite station is full, where can I take my recycling?

A: You can take it to another satellite station or the transfer centre. Satellite stations are emptied pre and post trade.

### Q. Where can I put waxed cardboard?

A: Waxed cardboard can be placed in any 'cardboard' bin.

**RJ Sanderson**  
& ASSOCIATES PTY LTD  
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# melbourne market schools program

Did you know the MMA run a MarketFresh Schools Program? While the program is managed by the MMA, it wouldn't be able to operate without the generous support from stakeholders and the fresh produce industry.

The program is structured to educate school children about the importance of consuming fresh fruit and vegetables daily as part of a healthy, balanced diet and includes:

- Nutrition of fruit and vegetables,
- How fresh fruits and vegetables are grown, harvested and an overview of the supply chain in the Australian fresh produce industry, and
- Tastes and textures of fruit and vegetables with students encouraged to taste test fresh produce.

Each student also receives a 50+ page booklet with further details, activities and recipes to encourage the children to continue to eat fruit and veggies every day.

Last financial year, the program reached a massive 13,266 Victorian students across 98 schools!

A special thank you to all our MarketFresh Schools Program contributors who donate delicious produce for the children to sample.

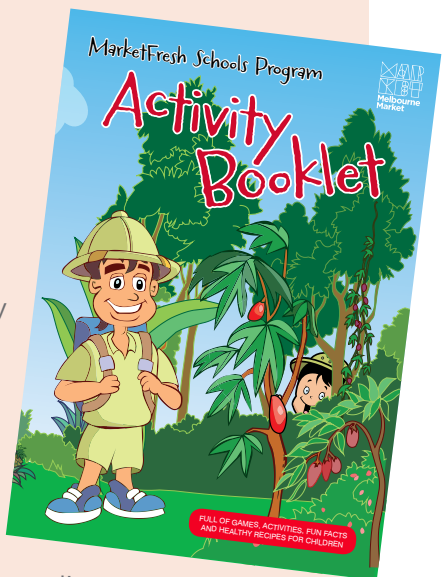
*If you know a school that would benefit from this program, head to [www.MarketFresh.com.au](http://www.MarketFresh.com.au) for more details.*

## Nice one!

A special thank you to all our MarketFresh Schools Program contributors who supply delicious produce for the children to sample.

- Young Sang
- Wallace Vegetable Farms
- Schreurs & Sons
- Kapis Bros
- Fresh Growers
- Premier Fruits
- C & S Ponte
- Fresh Berry Co
- Pignataro Wholesalers
- Melbourne Pear Company
- V Brancatisano & Sons
- V.B. Sculli
- Geelong Citrus Packers
- Gazzola Farms
- Big Valley
- G. Tresco
- The Apple Arcade
- Horticulture Innovation Australia
- Baxter Valley Produce

*Would you like to be part of this great program? Contact the MMA today to see how you can be involved.*





# around the market



Tony Russel and John Gatto of R.Anguey



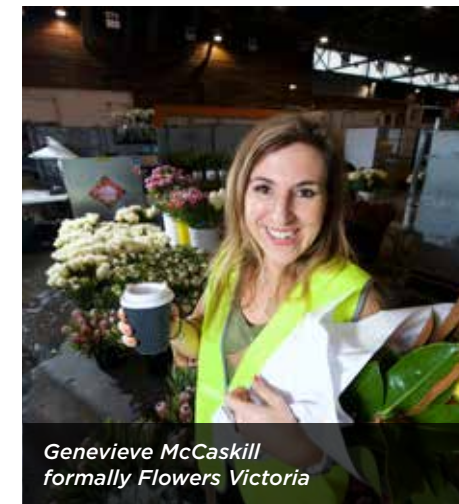
Josh Sharma and Neil Sharma of Sharma Farm  
with Joe Barber of Butler Market Gardens



Hau Ong-Dinh of Mitong



Tree Pereira of Market Espresso Bar



Genevieve McCaskill  
formerly Flowers Victoria



Cheryl Roehrich of Dakota Flower Company



Frank Caella of In2Fruit



Hadi Ali of Regal Produce



Kaan Omen, Market Operations



Jessica Georgiadis and Jackie  
Forbes of Pure Organic Harvest



Jessica Georgiadis  
of Pure Organics Harvest



David James and Krishan Kirinde of Market City Fruits



Michael Mastromauro of M&S Marketing



Anthony Jones of Jeff Jones Produce  
& Albert Aiello of Flowers of Sorrento



Mark Williams of Costa Farms



Lorenzo Usai of LA Produce



Joe Nordella and Lorenzo  
Usai of LA Produce with  
Chad Farah of Fruitful



Liron Halit of Halit Flowers



Graham Gee of Lime Fresh Produce



Surjit Pal of Mr Fresh



# electric vehicles on *the buyers' walk*

THE BUYERS' WALK IS A BUSY PLACE DURING TRADING HOURS, AND IF YOU'RE TRAVELLING IN AN ELECTRIC VEHICLE, AND NEED TO PULL OVER IT'S IMPORTANT YOU DO NOT BLOCK THE PEDESTRIAN WALKWAY.

THE DIAGRAMS ON THE RIGHT DEMONSTRATE WHERE YOU CAN PARK YOUR ELECTRIC VEHICLE ON THE BUYERS' WALK

## REPORTING A HAZARD – WHO TO CALL AND WHEN

All Market users have an obligation to report significant hazards, incident or near miss as soon as possible. But what is a hazard or near miss and who should you call?

## WHAT IS A HAZARD INCIDENT OR NEAR MISS?

Significant incidents include but are not limited to:

- Injuries and illnesses;
- Collisions involving vehicles (all types);
- Substantial damage to Market owned property;
- Substantial spillages of any substances including hazardous substances and dangerous goods;
  - Fire or explosion;
- Collapse of buildings, structures or plant; and
- Other circumstances where there is an immediate risk to a person's health and safety.

## DID YOU KNOW?

A planning application has been submitted to the City of Greater Dandenong for the establishment of a second wholesale facility in Melbourne's south east. This is not in the best interests of the industry as it is likely to increase costs for sellers if they choose to maintain a presence in two locations. An increase in cost is unlikely to generate an overall increase in revenue as the customer base is simply split over two sites.

**The MMA have lodged an objection with the City of Dandenong. For further details contact the MMA.**



## WHO TO CALL:

Market users should call the Market operations team available 24 hours, 7 days on 0408 334 555.

It is recommended all Market users save this number in their phone.



# mother's day 2016

THIS YEAR, THE MELBOURNE MARKET AUTHORITY AND FLOWERS VICTORIA JOINED FORCES TO DEVELOP A MOTHER'S DAY CAMPAIGN TO DRIVE ENQUIRY TO LOCAL FLORISTS. THE CAMPAIGN CONTINUED THE MESSAGES DEVELOPED UNDER THE POWER OF THE FLOWER BANNER WITH OUR KEY MESSAGE "NOTHING SAYS I LOVE YOU LIKE FLOWERS."

Reports from growers and florists were positive, with strong sales reported.

***This years' Mother's Day campaign focused on providing:***

- 1. Point of sale and digital material for florists to use;***
- 2. Social media advertising – to drive people to their find their local florist; and***
- 3. A competition – sharing flowers to all the mums out there.***

Over 155 florists and greengrocers collected their Mother's Day promotional pack from the pop-up stand at the Melbourne Market. With even more downloading the campaign elements online.

Sponsored advertising on facebook generated good results over the duration of the campaign including over 600 visits to the MarketFresh website to locate a florist.

The Facebook and Instagram competition asked members of the community what they love about their mums. Winners received floral arrangements with the major prize including overnight accommodation at The Olsen and a restaurant voucher.

To get the message out about fresh flowers for Mother's Day, we also hit the streets with FOX FM's Hit Squad to delivery fresh flowers to the mum's of Melbourne.

Keep up to date and by liking the MarketFresh Facebook page today!

A special thanks to Art Series Hotel Group for sponsoring the major prize.

Special thanks for TNB Tulips for their support and sponsoring the Hit Squad Flowers.



## MAKE THE MOST OF THESE GREAT SPECIAL OFFERS FROM OUR MARKET CAFÉS.

	August Specials	September Specials	October Specials
<b>FOOD FELLAS</b> Store 51 Phone: 9401 5236 Hours 10pm - 1pm <i>Watch out for our mobile coffee cart each morning.</i>	<b>Bacon &amp; Cheese Roll</b> <b>\$5<sup>50</sup></b> Valid 1 - 31 Aug 2016	<b>Coffee &amp; Donut</b> <b>\$5<sup>00</sup></b> Valid 1 - 30 Sept 2016	<b>400g &amp; Steak*</b> with your choice of sauce, chips & salad <b>\$19<sup>00</sup></b> *aged 45 days Valid 1 - 31 Oct 2016
<b>MARKET ESPRESSO BAR</b> Flower Market Phone: 9408 0987 Hours 11.00pm - 11am Mon to Sat	<b>2 Chicken Skewers &amp; Chips</b> <b>\$10<sup>00</sup></b> Valid 1 - 31 Aug 2016	<b>2 Vegetarian Samosas &amp; 1 Coffee*</b> <b>\$10<sup>00</sup></b> *Regular Coffee Valid 1 - 30 Sept 2016	<b>1 Spinach, Fetta Cheese &amp; Mushroom Pie &amp; 1 Coffee*</b> <b>\$8<sup>00</sup></b> *Regular Coffee Valid 1 - 31 Oct 2016
<b>ORINO'S</b> Store 105 Phone: 8405 3459 Hours 11pm - 12noon	<b>Souvlaki &amp; Can of Drink</b> Upgrade to Open plate for \$3 <b>\$12<sup>00</sup></b> Valid 1 - 31 Aug 2016	<b>Bacon &amp; Egg Roll + Coffee</b> <b>\$7<sup>00</sup></b> Valid 1 - 30 Sept 2016	<b>Hamburger with the lot &amp; Drink*</b> *coffee or can of drink <b>\$12<sup>00</sup></b> Valid 1 - 31 Oct 2016
<b>SPORTSMAN CAFÉ</b> Store 5 Phone: 9401 1685 Hours 12pm - 10:30am	<b>Big Brekky Deal</b> Bacon & Egg, Tomato, Chips & Coffee <b>\$15<sup>00</sup></b> Valid 1 - 31 Aug 2016	<b>All Parmiganas with Chips, Salad &amp; drink*</b> *Regular Coffee or can of drink <b>\$15<sup>00</sup></b> Valid 1 - 30 Sept 2016	<b>All Large Pizzas &amp; Drink*</b> *Regular Coffee or can of drink <b>\$15<sup>00</sup></b> Valid 1 - 31 Oct 2016

Sample Mother's Day 2016 campaign material.



Find all the Market Cafés by downloading the FREE Melbourne Market Navigator App.

All special offers are subject to availability. All offers have been kindly supplied by the individual Cafés, the Melbourne Market makes no representation or responsibility for any offer not available as stated.



# market events

## Melbourne Market to host the World Union of Wholesale Markets Congress 2017.

Melbourne Market together with the Queen Victoria Market is set to host the World Union of Wholesale Markets (WUWM) Congress in late 2017 putting the Melbourne Market and its world class infrastructure on the global agenda.

This is a great opportunity for the Australian horticulture sector to not only showcase the quality and diversity of Australian grown produce available for export, but also the new technologies and innovations being implemented nationwide.

The congress is held every two years and is open to both members and non-members of the WUWM. Relevant to all sectors of the fresh produce community, the congress is set to attract around 300 overseas and local delegates and covers key issues including the changing retail landscape, the impact of new technologies, the digital revolution and strategies for the future.

This is an exciting time for the industry and we look forward to sharing further details of the program of events with the Market Community in the coming months.

### Nice one!

The Melbourne Market received the 2016 gold award from the World Union of Wholesale Markets. The theme for this year's award was reducing food waste and food loss in the Market.

## Commemorative Mural Launch

On Thursday 21 April the Melbourne Market celebrated the unveiling of a commemorative mural by the Hon. Luke Donnellan, Minister for Ports and Minister for Roads and Road Safety.

The commemorative mural pays homage to the history of wholesaling fruit, vegetables and flowers in Melbourne with a timeline spanning from the 1800's through to today.

Guests at the event included stakeholders involved in the Melbourne Market Relocation Project as well as members of the Market community.



**Veterans of three Markets celebrate the launch of the mural with the MMA CEO, Chairman and Hon. Luke Donnellan.** Left to right: Tony Madaffari, Luke Donnellan, Anthony DeVincentis, Mark Maskiell, Jack Walker, Steve McArthur, Charles Harding, Luis Gazzola, Harry Kaporis, Paul Ahern and Donald Edwards.

Also in attendance was current Market users who have worked at the Queen Victoria Market, West Melbourne and now at Epping, a career in the Market spanning over 60 years, quite an achievement!

"The Melbourne Market has been part of Victoria's history for almost 180 years. Over the decades, the Market has continued to grow and prosper, and while many of us have fond memories of the 'good old days', we're pleased to call Epping our new home" says Melbourne Market Authority Chairman Steven McArthur.

The mural is now a permanent fixture in the Market facility where the Market community can look back at the incredible journey.



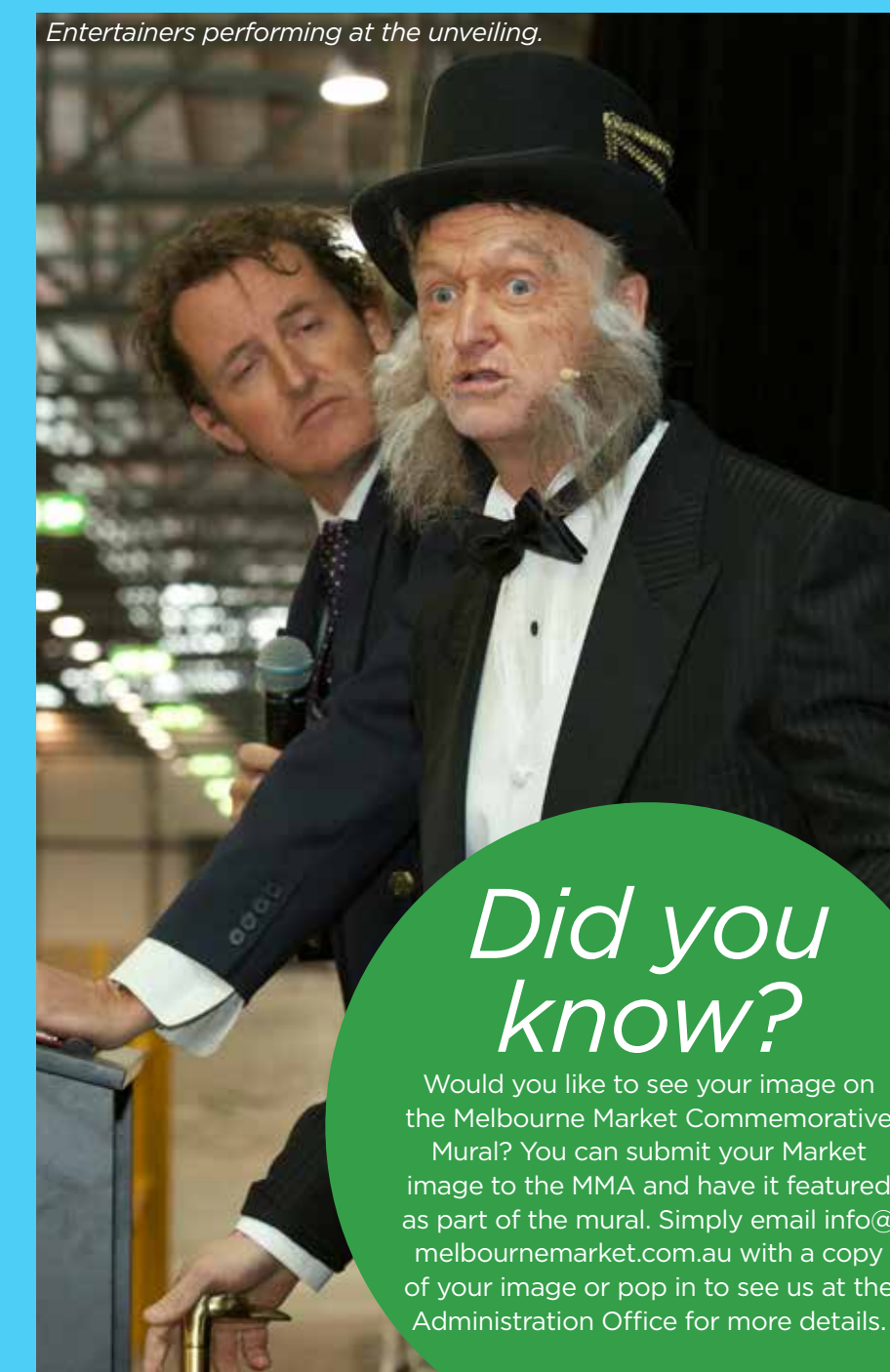
Market users admiring the display



Marie Harding (Hardings Orchards) Donald and Jean Edwards and Wendy Edwards (M Edwards & Sons)



Guests at the unveiling admiring the wall.



Entertainers performing at the unveiling.

## Did you know?

Would you like to see your image on the Melbourne Market Commemorative Mural? You can submit your Market image to the MMA and have it featured as part of the mural. Simply email [info@melbournemarket.com.au](mailto:info@melbournemarket.com.au) with a copy of your image or pop in to see us at the Administration Office for more details.



# Melbourne Market Golf Day 2016

The Melbourne Market Golf Day exceeded all expectations and has been heralded as the most successful golf day the market has ever hosted.

124 players, 11 Tee Sponsors, 6 Gold Sponsors and 4 AFL players enjoyed the stunning greens and fairways of the Heidelberg Golf Club on Friday 15 April.



The winning team was ‘Jason’s Mob’ made up of Jason Sgro, Michael Surace, Sean Ronan and Stephen D’andrea who walked away with the Perpetual Trophy and golf bags generously donated by NAB Agribusiness.

Thank you to everyone that contributed to making this event so successful.

**SAVE THE DATE:** The Melbourne Market Golf and Bowls Day will take place at Heidelberg Golf Club on Friday 24 March 2017.

Nice one!

\$70,000 was raised for DEBRA Australia. Visit [www.debra.org.au](http://www.debra.org.au).

Chinese New Year - Lion Dance

On 8 February the Chinese Youth Society of Melbourne visited the Market to welcome in the year of the Monkey and performed a tradition Lion Dance. The celebrations were kick started with a string of crackers followed by dancing, traditional blessings and rhythmic drums.

The performers travelled down the Buyers’ Walk and were met with offerings by Market users. It was great to see the Market community taking part in the celebrations and adding to the atmosphere of the morning.





## THE CHANGING RETAIL LANDSCAPE

Tristan Kitchener

On Monday 2 May, the Melbourne Market hosted Tristan Kitchener for a free Market business forum on the changing retail landscape of fresh produce in Australia.

The presentation providing some thought provoking information on the emerging trends of the fresh produce industry including the impact of the major chains on the independents and the wholesale suppliers.

The presentation concluded with key learnings and tips for both producers and retailers to compete against the majors. These are summarised in the table on the right.

Market users can get in touch with Tristen directly for a one-on-one consultation by visiting his website [www.kitchenerpartners.com.au](http://www.kitchenerpartners.com.au).

OPPORTUNITIES FOR PRODUCERS OF FRESH PRODUCE
<b>Reducing costs</b> <ul style="list-style-type: none"><li>• Consolidate</li><li>• Invest for efficiency</li></ul>
<b>Add value/category relevance</b> <ul style="list-style-type: none"><li>• Aggregator</li><li>• Direct model</li></ul>
<b>Improve business skillset</b> <ul style="list-style-type: none"><li>• Strategic planning</li><li>• World-class account management</li></ul>
<b>Global consumer insights</b> <ul style="list-style-type: none"><li>• Be the expert!</li><li>• Improve understanding and decision making</li></ul>
<b>Supply and quality consistency</b> <ul style="list-style-type: none"><li>• Deliver in full and on time</li><li>• Geographic spread to minimise climatic risk</li><li>• Closed system production</li></ul>
<b>Broaded technical expertise</b> <ul style="list-style-type: none"><li>• Quality assurance and food safety</li><li>• Agronomists</li><li>• Supply chain experts</li></ul>
<b>Innovation</b> <ul style="list-style-type: none"><li>• Product (taste, nutrition, functionality)</li><li>• Supply chain efficiencies</li></ul>
<b>Strategic alliances with shared goals</b> <ul style="list-style-type: none"><li>• Provenance claims</li><li>• Local</li></ul>
<b>Diversify</b> <ul style="list-style-type: none"><li>• Export</li><li>• Food service</li><li>• Online specialists</li></ul>
<b>Mindset alignment</b> <ul style="list-style-type: none"><li>• Trust and respect</li></ul>

OPPORTUNITIES FOR RETAILERS
<b>Provenance/local relevance</b> <p>Meet consumer needs based on your demographic</p>
<b>Buying and technical skill set</b> <p>Know the product, varieties as well as the growers and where to go to get the best stock</p>
<b>Nimbleness</b> <p>Ability to react to opportunities quicker</p>
<b>Relevant range</b> <p>Have a range available relevant to your customer base</p>
<b>Premiumisation</b> <p>Example: High demographic areas have increased demand for premium product</p>
<b>Customer service</b> <p>Offer high quality consumer engagement and customer service</p>
<b>Shelf life</b> <p>Consumer perception is that independents stock fresher product. Use this perception to your advantage!</p>
<b>Be different!</b> <p>Innovate and think differently</p>



# the entrepreneurs' programme

*with John Lochery*

THE ENTREPRENEURS' PROGRAMME IS THE AUSTRALIAN GOVERNMENT'S FLAGSHIP INITIATIVE FOR BUSINESS COMPETITIVENESS AND PRODUCTIVITY AT THE FIRM LEVEL. IT FORMS PART OF THE AUSTRALIAN GOVERNMENT'S NEW INDUSTRY POLICY OUTLINED IN THE INDUSTRY INNOVATION AND COMPETITIVENESS AGENDA. JOHN'S OVERVIEW WAS PRESENTED AT THE BUSINESS FORUM ON 8 JUNE.

The Programme uses quality Advisers and Facilitators, drawn from industry, to ensure businesses get the advice and support they need to improve their competitiveness and productivity. The primary focus is on providing access to the best advice and networks to solve their problems. Practical support for businesses includes advice from people with relevant private sector experience, co-funded grants to commercialise new products, processes and services, funding to advantage growth opportunities, and connection and collaboration opportunities.

## The Entrepreneurs' Programme has three elements:

1. Accelerating commercialisation, providing expert guidance, connections and financial support to assist small and medium businesses, entrepreneurs and researchers to find the right commercialisation solutions for their novel product, process or service.
2. Business management, providing support for business improvement and growth;
  - Business management
  - Growth service adviser
  - Supplier improvement plans
3. Innovation research connections, helping small and medium businesses collaborate with the research sector to develop new ideas with commercial potential.

*For more details about the  
Entrepreneurs' Programme  
visit [www.business.gov.au/assistance/  
entrepreneurs-programme](http://www.business.gov.au/assistance/entrepreneurs-programme).*

*It's true!*

This program  
is funded by  
the federal  
government.

# *update your* contact details today



## HAVE YOU PICKED UP A COPY OF OUR MARKET BUSINESS DIRECTORY?

These are available from the Customer Service Centre and Administration building.

## RECEIVE THE LATEST MARKET NEWS STRAIGHT TO YOUR MOBILE DEVICE.

Stay in the loop with what's going on in the Market, important updates and industry events with our e-news "This Week in the Market".

This e-news is sent out every Tuesday to all fruit and vegetable Market businesses via email and SMS.

If you're not receiving these updates or would like to update your contact details, simply complete the form below and return it to the Melbourne Market Customer Service Centre or Administration Building.

Access card number \_\_\_\_\_

Contact name \_\_\_\_\_

Company name \_\_\_\_\_

Email address \_\_\_\_\_

Mobile phone \_\_\_\_\_

### Return this form to:

**In person:** Melbourne Market Customer Service Centre or Administration Building

**Mail:** Box 1, 55 Produce Drive, Epping 3076

**Email:** [info@melbournemarket.com.au](mailto:info@melbournemarket.com.au)



# Includes 5.8m<sup>3</sup> capacity and an idea scribbled on a napkin.



## New Transporter. A lot goes into a Volkswagen van.

A small business owner puts everything into their van. Not just their supplies and equipment, but their passion, hard work and some mad idea hatched one night at 2am. At Volkswagen, we've loaded our new Transporter with innovative features like BlueMotion Technology, a 2.0 litre turbo charged diesel engine, touch screen audio and rear parking sensors. And whatever else you need to put in, a Volkswagen van can be customised to suit your business. We put in so much, because you put in so much.



**Commercial  
Vehicles**