



Fruit & Vegetable Retailers Advisory Committee
MMA Boardroom, Epping
14th December 2016

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

Apologies: Tony Mecca, John Psarakos

Confirmation of Minutes from Previous Meeting: The Advisory **CONFIRMED** the Minutes from 7th September 2016 and 26th October 2016 are a true and accurate record of the meeting

MATTERS ARISING

- **Potato Pricing / Price fluctuation education:** This will be rolled into the Green Grocer Marketing program. Paul also spoke to the consultants as part of the interview on the importance of this to the industry.
- **Visitation Data:** In addition to the data presented in the Market Hours Consultation Workshop, buyer behaviour graphs (daily access by week and monthly) were presented to the group. There are approximately 4 new access card requests from buyers per week and visitation is higher this month than the same period last year.
- **Children in the Market Trial:** The trial was deemed a success. There was a robust registration process and additional MRO's were resourced to ensure the safety of those onsite. The next event will be held in the first term school holidays 2017.

MARKETING

- **Green Grocer Support Program:** Stage 1 interviews are complete. This involved consultation in each state with the Central Market and Fresh Markets Australia representatives and Green Grocers. Outcomes so far suggest that 100% see value in a national independent programme (this included Paul & Graham). The full report can be sent to the advisory members if they are interested. Stage 2 is to conduct over 600 Consumer Surveys before the end of the year. Other market tenants including the growers and industry bodies will be engaged at a later stage.
- **Green Grocer Skills Training:** The first reference group meeting with Melbourne Polytechnic was held on 9 December 2016, with 8 Green Grocers in total (this included Leon and Tony). The next stage is to conduct a survey regarding course content and structure, as well as requirements to trainees.

OPERATIONS

- **Christmas Trading Hours:** The MMA confirmed that Christmas Eve is not a market trading day, however retailers will be permitted to enter to collect orders from 12am if they have made prior arrangements. The growers and wholesalers then have the choice to trade over the period.
- **Ring Road Speed Limit:** The MMA confirmed that the Ring Road Speed limit will be increased from 20km to 40km. The MMA are working with Cardno and Worksafe to ensure the implementation satisfies safety requirements where the current forklift crossovers exist. It is likely the design will reduce traffic flow to one lane in some areas. All agreed that it is an appropriate safety measure. There will be zero tolerance on anyone travelling more than 40kph.
- **Early access:** The MMA will continue to review access data and ensure MROs keep focusing on early buyers.
- **Misuse of parking bays:** The advisory reported that at the start of trade wholesalers are displaying stock or keeping trucks in bays beyond their allotted time. The advisory supported an industry wide working solution is sought for all market tenants. The MMA confirmed it does conduct spot audits over 5 days where unutilised bays are identified and that multiple bays from Wholesalers and Retailers have been taken back when they are not using the bays correctly or have not entered into legitimate arrangements with the MMA.
- **Infringement Process:** The MMA has made changes to the current process with documentation issued to the offender and the employer. It should seek to provide more clarity on the offence.



- **Pallet Dumping:** A trial for plain pallet racking outside T2 has been implemented and the first two weeks have been very successful. Up to 45 pallets are dumped around the site per day. It is anticipated an additional 14 locations will be added across the site. They can be used with or without a forklift. The advisory noted that forklift drivers are willing to take them so they can be reused as well.

OTHER OPERATIONS

- **Undercover Area Extension:** The MMA is investigating the installation of 2 x 1.3ha roofing panels which will join to the existing roofline. The initial proposal includes a fully enclosed roof made from Solar panels.
- **LED Lighting Upgrade:** The MMA will tender works to install LED lighting across the site in all common areas (including the trading floor). The change to LED lighting will improve colour clarity for retailers and are 60% more efficient.
- **CCTV Upgrade:** The MMA has entered into a contract to increase and upgrade site wide CCTV coverage. Works have already commenced and will be complete before the end of February 2017. Cameras will be installed into areas that are fit for purpose and will help identify stock loss as well as other security benefits.

GENERAL BUSINESS

- **Truck Curfew:** Consultation with VicRoads indicates that the curfew will be extended, however it will likely to be changed to limit certain vehicles types and those that do not use engine breaks. VFF is seeking to remove the curfew.
- **Warehouse 7:** The EOI remains open, the MMA requires a commitment of another 2000sqm in order to proceed to meet the minimum occupancy demand. Most interest has been in small format warehousing from Green Grocers and Providores. The MMA **REQUESTED** that if there is interest from any retailers that have not submitted an EOI please ask them to contact Matt Elliott.
- **Dandenong Market:** There has been no further development. Council has sought further information from the applicant. The planning application is now required to be approved by the full council. At the recent elections 9 out of 12 councillors were re-elected.
- **40 Years of Service:** The advisory **APPROVED** Roger William Arnold for the service award.
- **Road Closures:** The MMA will communicate to the market about the Tullamarine Freeway road closures including maps and alternative ways to get to the Market.