



marketfresh NEWS

winter 2017

Steritech
is coming to the
Melbourne Market

Greengrocery
training program

WUWM Congress in October ■ Market snaps



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

1. Proven performers in the fruit and vegetable markets environment
2. New and used forklift purchase, rental or lease options
3. Superior service and parts back-up and support
4. Massive range with Toyota Material Handling's world leading products
5. Flexible finance deals through Toyota Finance
6. Stability of dealing with the world's largest forklift company

To make the smart choice and discover how Toyota Material Handling can make a difference to your operations, contact your local branch.



Toyota Material Handling offer
 • New Sales • Pre-owned • Rentals
 • Finance • Service and Parts

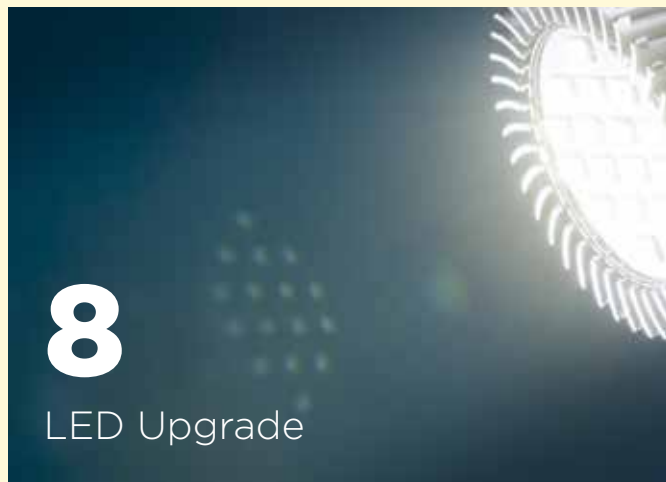
1800 425 438
www.toyotamaterialhandling.com.au



INSIDE

- 4 From the Chairman
- 5 From the CEO
- 6 Operational news

- 20 Children visit the Market during the School Holidays
- 21 Download the Melbourne Market Navigator App
- 21 Stay up to date with your payments



- 8 Steritech comes to the Melbourne Market
- 9 Greengrocery training program course development update
- 10 Building 7 Expressions of Interest
- 11 Emergency on site? Here's what to do
- 12-13 Snaps around the Market
- 14-15 Melbourne Market hosts WUWM Congress
- 17 Yarra Valley Water Waste to Energy facility
- 17 Additional pallet drop-off stations available
- 19 Floristry students participate in Mystery Box Challenge

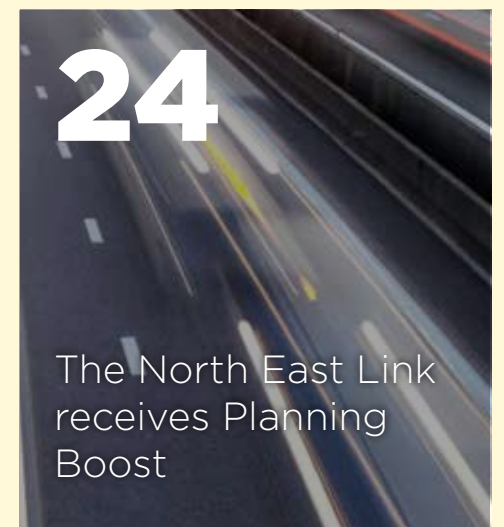
Our mailing address is:
Melbourne Market Authority
1/55 Produce Drive
Epping, VIC 3076, Australia

T: 03 9258 6100
E: info@melbournemarket.com.au
W: www.melbournemarket.com.au

Cover image: Tus Tairi and Eddie Isai
from Tairi Flower Growers



- 22 Melbourne Market Golf & Bowls Day 2017
- 22 Melbourne Market celebrates Chinese New Year
- 23 Valentine's Day & Mother's Day 2017
- 25 Save at the North LPG Station
- 25 Wi-Fi access at the Market
- 26 Melbourne Market Schools Program
- 27 Update your contact details





FROM THE CHAIRMAN

MY FIRST SIX MONTHS AS CHAIRMAN OF THE MELBOURNE MARKET AUTHORITY HAVE BEEN EXTREMELY BUSY. UNDERSTANDING THE MARKET AND ITS INFRASTRUCTURE, AS WELL AS MEETING AS MANY OF THE MARKET USERS AS POSSIBLE HAS BEEN MY KEY FOCUS AND I KNOW I STILL HAVE A LONG WAY TO GO. NOT ONLY HAVE I ENJOYED MY TIME GETTING TO KNOW THE MARKET DIRECTLY FROM THE BUZZ OF THE TRADING FLOOR, BUT IT'S BEEN A PLEASURE TO MEET MANY OF YOU INDIVIDUALLY TO DISCUSS HOW AND WHERE YOU SEE THE MARKET GOING IN THE FUTURE. IF ONE THING HAS BEEN MADE CLEAR, HAVING A LONG TERM VIABLE CENTRAL MARKET IS IMPORTANT TO YOU ALL.

We are remaining connected with our local counterparts at the City of Whittlesea, Northlink and local state members to keep abreast of the challenges within the region which may impact the Market. The Greensborough truck curfew saw common sense prevail when it was announced the ongoing exclusion was only for trucks over 15.6 tonnes. At the moment we are working very closely with the North East Link Authority as they undertake extensive community consultation about how and when people travel within the North East Link project area and across the region.

In March, Minister for Agriculture Jaala Pulford and Local Member Bronwyn Halfpenny announced that the government would assist Steritech to develop a fresh produce X-ray treatment facility at the Melbourne Market. This facility will help boost export potential and provide producers with a major market advantage.

In May, I had the pleasure of attending Hort Connections 2017 in Adelaide which was a great opportunity to network with industry leaders from around the country. One of the highlights was a tour of the SA Produce Market which was a good chance to compare our Markets and how they operate.

Planning for the 2017 World Congress of Wholesale Markets is continuing. In partnership with Queen Victoria Market and Sydney Markets Limited, the Melbourne Market will host delegates from all over the world and showcase our Market in October 2017. The team have secured a strong panel of presenters who are focused on tackling technological global trends that the wholesale market users will face. We look forward to seeing many of you in attendance.

In another first, the MMA has been working with Melbourne Polytechnic in developing a Certificate II and Certificate III in Greengrocery. A steering committee of Market Retailers have now finalised the course content to ensure it remains relevant to the industry with the course expected to be available for enrolments early next year which is very exciting.

Thank you everyone for the warm welcome to myself and our new Board Members, I look forward to spending more time with you all.



FROM THE CEO

IT'S HARD TO BELIEVE THAT IN AUGUST 2016 WE CELEBRATED OUR FIRST 12 MONTHS AT THE NEW MARKET FACILITY. FAST FORWARD ANOTHER 12 MONTHS AND THE NEW SITE HAS BEEN OPERATING FOR ALMOST TWO YEARS. I AM HAPPY TO SAY THAT THE UPGRADE OF THE SITE CCTV COVERAGE HAS NOW BEEN COMPLETED WHICH ENSURES WE CAN APPROPRIATELY, EFFECTIVELY AND EFFICIENTLY MANAGE THE SITE AND HELP TRACK PRODUCE MOVEMENTS FROM START TO FINISH ACROSS THE SITE.

Significant investigative work is also being undertaken to minimise our environment footprint through more efficient LED lighting, the viability of utilising existing solar infrastructure and finding a way forward to extend the existing canopy structure to provide more undercover areas.

A few months ago we announced a new partnership with the Yarra Valley Water Waste to Energy Facility which provides an environmentally friendly disposal solution for the Market's clean organic waste. With the help of IKON and the Market tenants we have seen our recycling rates for the site reach over 90% which is something we should all be proud of.

Both Valentine's Day and Mother's Day saw excellent attendance numbers and reportedly increased trade on prior years, the vibrancy of the flower market, especially at these peak times is really something special. We are also thrilled that there is demand for additional coolrooms in the Flower Market.

The School Holiday Program in the Market has also been well received. We are pleased there has been an increase in registrations during each school holiday period and that you are able to share the market with your family and loved ones so they can experience the hustle and bustle of the trading floor.

I look forward to the second half of the year with the construction of the Steritech irradiation facility expected to commence and enrolments for the Certificate 2 and Certificate 3 in Greengrocery opening early 2018.

operational **news**

Undercover parking expansion

There will always be opportunities to improve the facilities and the services at the Market.

A key priority is the expansion of the undercover parking, which is a multimillion-dollar project.

The MMA is preparing an expression of interest for the design of the canopies which will allow the project to be accurately costed.

This outcome will determine the scale and timing of these important expansion works to enhance the Market's usability for buyers.

Security camera upgrade

A major CCTV upgrade was undertaken at the Market to provide improved surveillance enhancing security for all Market users.

The number of cameras increased by 40 per cent and previous 'black spots', such as satellite waste stations and pallet drop off areas, now have CCTV coverage.

The pixel density has increased to improve vision clarity. The updated software has the ability to upload vision directly from tablets and mobile devices to further increase coverage.



LED upgrade

Light fitting replacement

As the MMA is expecting a substantial increase in electricity tariffs when the current energy contract expires in December, it has been exploring various ways of reducing electricity consumption to help offset the impending price increase.

As a result, the MMA is replacing all light fittings with highly efficient LED fittings. Only recent advances in technology have made this possible, including an improvement in the Colour Rendering Index (CRI) which can colour match LED to any lighting situation and scene with no variance, as well as the rate of efficacy – or how many lumens per watt can be achieved.

There haven't been many high output options in the past which would have been suitable for an area the size of the Market. The LED lights which will be installed will produce more light than the current fittings while using only half the amount of power.

The areas which will be upgraded will include the administration building, car parks and external canopy, as well as the Fruit & Vegetable Trading Floor, Flower Market and Buyers' Walk.

This solution brings a number of benefits including a significant reduction in energy consumption, is maintenance free for at least seven years and will improve lighting levels across the site.

Light level testing was completed in July and a tenancy will be fitted out as test site to demonstrate the improved lighting colour and level which can be expected from the installation of the new generation LED fittings.

The project is scheduled to be completed in November 2017.

IT'S A FACT!

The LED upgrade will remove approximately 6900 tonnes of greenhouse gas emissions.



QUEST BUNDOORA

Quest Bundoora is conveniently located only a short drive from the Melbourne Markets.

Quest Bundoora is located 100m from Uni Hill Shopping Centre which includes Coles Supermarket, fresh food outlets, DFO shopping and various local café's and restaurants.

To claim our **Special 10% off Best Rate of the Day** please call us directly to book.

- ✓ Studio, One Bedroom and Two Bedroom self contained apartments
- ✓ Modern furnishings
- ✓ Free WiFi access
- ✓ Complimentary undercover secure parking
- ✓ Free shuttle service to the Melbourne Markets from 7am – 9am weekdays

For bookings please call
(03) 8306 0600 or email
questbundoora@questapartments.com.au


QUEST
BUNDOORA

Steritech

comes to the Melbourne Market

IRRADIATION SERVICE PROVIDER STERITECH IS COMING TO THE MELBOURNE MARKET IN A BID TO BOOST EXPORT OPPORTUNITIES FOR VICTORIAN PRODUCERS.

To win market opportunities and achieve premium prices, Australia needs to differentiate its offering from competitors whose produce isn't only considered safe, but may be cheaper than home grown.

Irradiation provides the opportunity for produce to be first in market internationally, making it distinctive and desirable in the minds of international customers.

Melbourne Market chief executive Mark Maskiell said the announcement was fantastic for the Market and he welcomed the partnership with Steritech.

"Relocating the Market to Epping was about ensuring the Market maintained its relevance in the traditional supply chain and serving the independent food sector," he said.

"Securing Steritech at the Market is a very significant step forward in expanding the Market's role into other

areas of the supply chain to create a food hub of international significance."

The process of food irradiation involves passing pallets of fresh produce past a high energy X-Ray beam, in order to eliminate any insects or pests of concern for importing countries.

It is a total non-chemical process and doesn't leave any residue in treated produce.

Produce bound from interstate – where the aim is to use the irradiation facility before export – still must adhere to a range of conditions of entry from Agriculture Victoria prior to arrival at the Melbourne Market, as is the case for all produce entering the state and the Market.

Construction of the irradiation facility will start later this year and it's expected to become operational during summer 2018-2019.

Updates on the progress of the project will be available in future editions of the Melbourne Market's e-newsletter, This Week in the Market.



Member for Thomastown Bronwyn Kelly, Minister for Agriculture Jaala Pulford, MMA Chairman Peter Tuohey, Steritech Chairman Jennifer Dicker and MMA CEO Mark Maskiell at the Steritech announcement in March.

Greengrocery training

program course development update

THE COURSE DEVELOPMENT FOR BOTH CERTIFICATE 2 AND 3 IN GREENGROCERY IS COMPLETE AND WILL UNDERGO A NUMBER OF KEY ACCREDITATION PROCESSES BEFORE ENROLMENTS OPEN EARLY NEXT YEAR.

The Melbourne Market Authority and Melbourne Polytechnic worked closely with an Industry Steering Committee – which consisted of some of the industry’s most highly skilled and knowledgeable greengrocers – to develop the course structure, identify the appropriate units, develop new units as required and assist in identifying the course content.

Industry Steering Committee chair and The Leaf Store owner Leon Mugavin said the training program would be a boost for the industry.

“Unlike a butcher or baker there’s never been a pathway to becoming a fruiter or greengrocer,” Industry Steering Committee chair and The Leaf Store owner Leon Mugavin said.

“This will lead to people believing that becoming a fruiter or greengrocer is a career. I hope the industry embraces it because in five or 10 years’ time it can only help all of us.

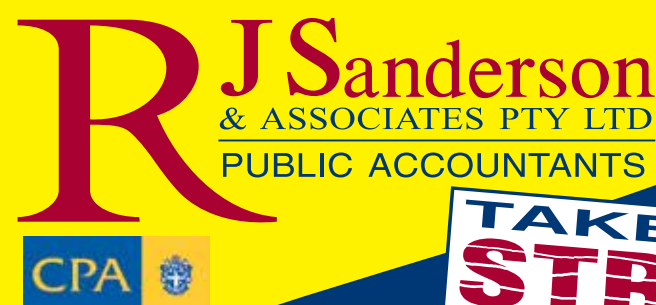
“We’re doing it for the industry.”

The Melbourne Market announced last year it was working with Melbourne Polytechnic to establish a Greengrocery training program to address a lack of formal training and qualifications in the industry, which had been a longstanding issue.

Updates on the Greengrocery training program will be available in future editions of the Melbourne Market’s e-newsletter, This Week in the Market.

Thank you to the Industry Steering Committee:

- Leon Mugavin - The Leaf (Chair)
- Brad Vincent - Marketplace (A&S Wholesale)
- Nicholas Gangemi - Gangemi Fruit Market
- Tony Mecca - Mecca Brothers



We are a local accounting firm with fully qualified Accountants that specialise in individual Tax Returns. If you want the **MAXIMUM REFUND** we are the firm to use

UNDER 21 - HALF PRICE

- ▶ Basic Tax Returns
- ▶ Investment Properties
- ▶ Trust, Company & Business Returns
- ▶ SMSF Returns
- ▶ 14 Day Refunds

Suite 2, 769 High Street, Epping, Vic. 3076
Phone: (03) 9408 4577 Fax: (03) 9408 4599
Email: epping@rjsanderson.com.au

We also have offices at:

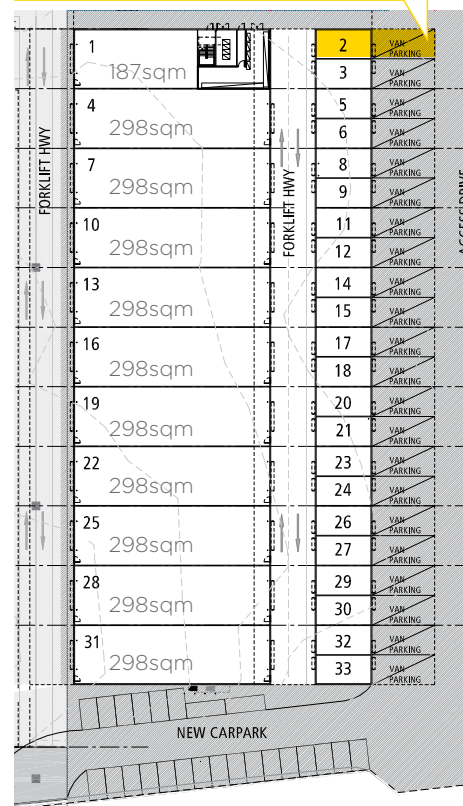
BERWICK, CRANBOURNE, FRANKSTON, DANDENONG, PAKENHAM, WERRIBEE, WANGARATTA, ALBURY

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



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

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



Did you know?

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

Sizes can be tailored to suit your needs, from 75sqm 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.

Construction timing subject to demand.

WANT TO
RECEIVE
UPDATES ON
THE MARKET
STRAIGHT TO
YOUR EMAIL OR
PHONE?

Head to page XX
to update your
contact details to
subscribe today.



Software built for your industry
Solutions tailored to your business

www.freshcomputers.com.au

07 3379 6188
sales@freshcomputers.com.au

Level 1 Fresh Centre
385 Sherwood Rd
Brisbane Markets Q 4106



emergency on site?

here's what to do

If you see an emergency such as a fire, accident or injury of any sort on site, Market users have an obligation to follow the Emergency Procedures Guideline available on the Melbourne Market website.

What to do if you find yourself in an emergency:

1. Call for assistance.
2. If safe to do so, rescue any persons in immediate danger and remove them to safety.

Alert other Occupants and Emergency Services by either:

- Activating a manual call point (break glass alarm);
- Dialling triple zero '000'; or
- Notifying onsite security via the 24 hour emergency hotline 9258 6120.

3. If safe and within your ability, attempt to contain the emergency using first attack equipment (fire extinguisher, hoses etc).
4. If unsafe, withdraw yourself from the area.
5. Evacuate the area by the nearest safe exit.

Depending on the severity of the emergency, these steps may not be suitable for all circumstances. Before taking any action, assess the risk and consider the consequences.

**All Market users
should save the
Market Emergencies
24 hour emergency
hotline number**

9258 6120

in their mobile phone.

COMING SOON:

New Market Emergencies and Market Operations stickers will be available for your forklifts or electric vehicles



snaps around **the market**



Shenon Hallock, Arjun Uci, Ali Masomi from Mr Fresh



Joel Wilson from Tulip Garden



Menderes Jakoupovska and William Smith from Ali Farm Fresh Produce.



Kolyan Peanh from H&Ks



Zac Jakupi from Jakupi Flowers



Paul Pastures and David Harding from Hardings Orchards.



Anthony Pignataro, Rocky Pignataro, Reza Mohaamdi, Mohomad Ali from Glow Fresh



Tom Alabakis from T & A Alabakis



Cong Nguyen from CK Tropical Produce



APPROXIMATELY 110 MILLION LITRES OF RAIN WATER IS TREATED AT THE MARKET'S ON-SITE RAIN WATER TREATMENT PLANT PER YEAR TO A STANDARD WHICH MAKES IT SAFE AND SUITABLE FOR ALL NON-DRINKING USES INCLUDING TOILET FLUSHING, WASH DOWN AND FILLING FLOWER BUCKETS.

MELBOURNE MARKET HOSTS WUWM CONGRESS

The World Union of Wholesale Markets (WUWM) Congress is a global event jointly hosted by the Melbourne Market Authority, Queen Victoria Market and Sydney Markets Limited in October this year.

It's 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.

Rarely held outside Europe, the Congress has attracted speakers from all over the world, including Europe, the US and Australia. Around 300 local and international delegates are also likely to attend – many of whom will tour the Melbourne Market as per the Congress program below.

The core Congress program will be hosted by Melbourne from 23 to 25 October, with an option to extend for an extra day in Sydney on 27 October.



CONGRESS THEME

The 2017 Congress will focus on the impact of technology on the market's role in the supply chain and the user experience under the banner of market modernisation. Markets are evolving to maintain relevance

in a rapidly changing world. The way things were done in the past is unlikely to be the way of doing things in the future and management needs to be at the forefront of the latest emerging trends.

CONGRESS PROGRAM

MELBOURNE, 23 - 25 OCTOBER 2017

MELBOURNE CONVENTION & EXHIBITION CENTRE

MONDAY

Welcome cocktail function

TUESDAY

Melbourne Market tour & breakfast

Queen Victoria Market tour

Congress Plenary sessions:

- The changing world and the changing business of markets
- Historic marketplaces and urban regeneration
- Disruption in The Chain; Changes & Chances from Farm to Fork
- Saving the local character through market preservation
- Markets and the dynamics of a growing city
- Panel discussion
- New routes to the consumers of fresh produce: macro trends affecting traditional supply chains

WEDNESDAY

Congress Plenary Sessions:

- Improving the market experience through landlord and tenant collaboration
- New technologies and methods to accelerate supply chain speed
- Sustainability initiatives for markets
- New ways to tackle food waste
- Embracing digital disruption
- Developing the business case for a new market (Sydney Markets)
- The business of transforming a market (Queen Victoria Market)
- Moving a market - lessons learnt (Melbourne Market)
- Panel discussion

**OPTIONAL CONGRESS PROGRAM EXTENSION:
SYDNEY, 27 OCTOBER 2017**

THURSDAY

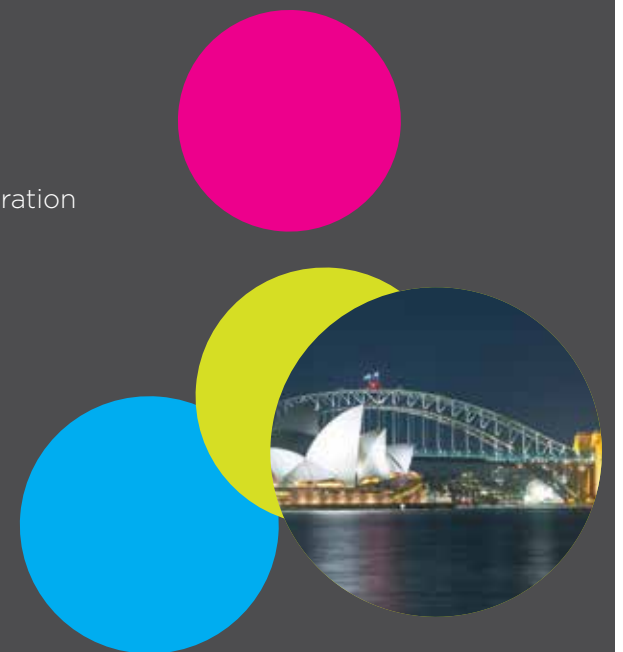
Commute to Sydney

FRIDAY

Sydney Markets tour & Breakfast

Sydney Harbour Cruise cocktail function

FOR MORE INFORMATION ABOUT THE CONGRESS
INCLUDING SPEAKERS AND REGISTRATION DETAILS,
VISIT WWW.WUWMCONGRESS.ORG



Save your business money by **RECYCLING**

Recycling at the Market isn't only good for the environment – it can also save you money.

HOW DOES IT WORK?

- Sorted recyclables including cardboard, paper, polystyrene and plastic are recycled FREE of charge at the Recycling Transfer Centre or Satellite Recycling Stations
- The first 40 kilograms of uncontaminated organic waste can be disposed FREE of charge at the Recycling Transfer Centre
- Dispose of your plain pallets for FREE at the Recycling Transfer Centre or one of the plain pallet drop-off stations around the Market
 - If you have more than four cartons of organic or general waste, visit the Recycling Transfer Centre to negotiate a discounted disposal rate for bulk goods

DID YOU KNOW?

Recycling rates at the Melbourne Market are at an impressive 90%

Yarra Valley Water Waste to Energy facility

THE MELBOURNE MARKET ANNOUNCED ITS PARTNERSHIP WITH THE YARRA VALLEY WATER WASTE TO ENERGY FACILITY IN 2016, WHICH PROVIDES AN ENVIRONMENTALLY FRIENDLY DISPOSAL SOLUTION FOR THE MARKET'S CLEAN ORGANIC WASTE.

The facility became operational earlier this year and approximately 70 tonnes of organic waste is sent from the Market per month to the site.

The waste is broken down into a liquid form and goes through a special conversion process to create renewable energy, which is then used to operate the Yarra Valley sewage plant.

Any surplus energy is exported to the electricity grid which reduces Victoria's reliance on coal fired electricity.

Market users can continue to support this initiative by ensuring their organic waste is separated properly.



Yarra Valley Water Waste to Energy Facility.

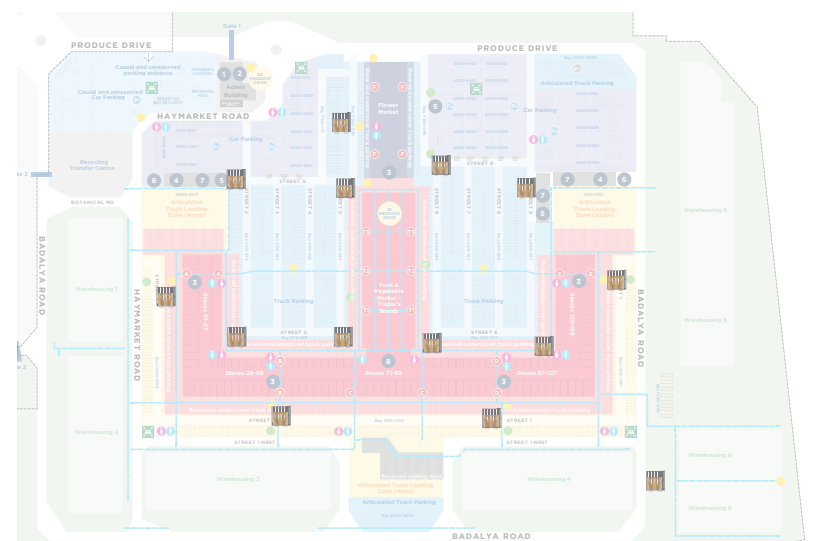
Additional pallet drop-off stations available

AN ADDITIONAL 12 PALLET DROP-OFF STATIONS WERE INTRODUCED AROUND THE MARKET EARLIER THIS YEAR TO MAKE DISPOSING OF PLAIN PALLETS QUICK, EASY AND FREE.

In total there are 14 pallet drop-off stations available after two were first introduced in December 2016.

Market users should continue to utilise these stations when they do not have access to a forklift. Those market users who have access to a forklift should continue to discard their pallets directly at the Recycling Transfer Centre free of charge.

If the pallet drop-off stations are full, either take the pallets to another drop-off station or to the Recycling Transfer Centre. Any pallets left anywhere on Market land other than these locations will be considered dumping and infringements will apply.



WHAT HAPPENS TO RECYCLED TIMBER?

Timber crates are reused where possible but once they reach the end of their life, they are converted into a variety of wood based products like particleboard, wood chips, animal bedding and bio filters.



**NO PARENT SHOULD HAVE
TO CHOOSE BETWEEN
PAYING THE RENT...
OR FEEDING THE KIDS**

PLEASE HELP FEED HUNGRY FAMILIES THIS WINTER

**DONATE
TODAY**

03 9362 8388
www.foodbankvictoria.org.au

Floristry students participate *in mystery box challenge*

FLORISTRY STUDENTS FROM MELBOURNE POLYTECHNIC TOOK PART IN THE MELBOURNE FLOWER MARKET MYSTERY BOX CHALLENGE DURING THE MONTH OF MAY.

It was a great opportunity for students to be exposed to the Market as well as introducing the Market community to the Melbourne Polytechnic floristry programs and training.

Growers donated a mix of flowers, sticks, native elements

and more so the students could create their own unique floral masterpieces.

The Mystery Box creations were on display at the Melbourne Market during trade on Thursday 25 May and Market users voted for the arrangement they believed to be most creative.

Congratulations to the winners pictured



Winner Samantha Hodgson



Second place winner David Hirst



Third place winner Fiona Marshall

DID YOU KNOW

C THE MARKET HOSTED 1,528 PEOPLE ACROSS 130 TOURS OF THE MARKET DURING 2016/2017.

Children visit the Market

during school holidays

AS THERE ARE MANY FORKLIFTS AND ELECTRIC VEHICLES IN OPERATION AT THE MARKET, CHILDREN UNDER 15 YEARS OF AGE ARE NOT PERMITTED UNDER THE OPERATING RULES IN THE INTERESTS OF THEIR SAFETY.

However, the MMA recognises for some families, providing their children with exposure to the Market is part of an education process to ensure they're equipped to one day manage the family business.

To facilitate this exposure to the Market, the MMA put in place specific safety protocols and allowed children to visit during two days of the Term One and Term Two school holidays, which were a huge success.

More than 100 children came to the Market during the two events and were able to see firsthand how the Market operates and what happens during trade.

Thank you to those family members who brought their children and ensured they remained safe at all times.

Stay tuned for information in the future about the next Children in the Market event.



DID YOU KNOW

UNMANNED DIESEL DISTRIBUTION IS EXPECTED TO BE AVAILABLE IN THE MARKET IN 2018.

Download

the Melbourne Market Navigator app

DO YOU KNOW THE MELBOURNE MARKET NAVIGATOR APP INCLUDES AN UP-TO-DATE BUSINESS DIRECTORY?

This means you can search and locate businesses in the Market quickly and easily.

Aside from the business directory, the app includes location maps and traffic updates, so you're always in the loop with what's happening on the roads.

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.



Stay up to date with your payments

DON'T MISS AN INVOICE PAYMENT AGAIN - SIGN UP TO OUR DIRECT DEBIT SERVICE FOR ALL MARKET RELATED FEES SUCH AS ACCESS CARD RENEWALS AND PARKING.

Simply download the direct debit authority form from the Melbourne Market website to elect to have the total balance of your monthly market related fees transferred over to direct debit.

Note: Lease and licence fees are not eligible for direct debit. Lease fees must be paid monthly in advance via EFT and licence fees must be paid quarterly in advance via EFT, as per the terms of lease and licence agreements.

IT'S TRUE!

THE MELBOURNE MARKET DONATED MORE THAN 598 TONNES OF PRODUCE TO FOODBANK DURING 2016/2017 - CONGRATULATIONS TO BIG VALLEY PRODUCE WHICH CONTRIBUTED A WHOPPING 113 TONNES!

FEED VICTORIAN FAMILIES

Traders at the Melbourne Market have a long history of donating to Foodbank. Organic product that is fit for human consumption can continue to be donated to Foodbank next to Store 148 Monday to Friday from 6.30 am until 9.00 am and is tax deductible at the Market price of the produce.

**Contact Foodbank on
03 9362 8300.**

Melbourne Market Golf & Bowls Day 2017

THE MELBOURNE MARKET GOLF AND BOWLS DAY ON 24 MARCH WAS A HUGE SUCCESS WITH \$60,000 RAISED FOR CHARITY DEBRA AUSTRALIA.

Golfers enjoyed perfect weather on the fairways of the Heidelberg Golf Club and the inclusion of bowls for the first time also attracted a healthy crowd.

Thanks to everyone who contributed to make this event a success.

SAVE THE DATE: The Melbourne Market Golf and Bowls Day will be held again in 2018. Further details will be confirmed later in 2017.

DEBRA Australia supports sufferers of Epidermolysis Bullosa (EB). Sufferers of this rare disease have skin that blisters and peels at the slightest touch. Living with EB has been likened to living with third degree burns. It is very painful, and sufferers must be bandaged every day with dressings to protect and medicate their wounds.



Xavier and Chris DiMattina with the golf winners trophy



Tom Connell & Eliza

The Melbourne Market celebrates Chinese New Year



THE MARKET CELEBRATED THE YEAR OF THE ROOSTER WITH A TRADITIONAL LION DANCE ON 31 JANUARY.

Celebrations started with a string of fire crackers followed by dancing, traditional blessings and rhythmic drums.

The performers started at the South end of the Buyers' Walk and made their way down to the North end and then the Flower Market, stopping along the way to offer blessings to Market users.

Thank you to all Market users who participated in the celebrations and ensured it was a success.

VALENTINE'S DAY 2017

THE 2017 VALENTINE'S DAY MARKETING CAMPAIGN WAS CREATED BY THE MELBOURNE MARKET AUTHORITY IN CONJUNCTION WITH FLOWERS VICTORIA AND WAS DESIGNED TO GO VIRAL.

The sophisticated, visually appealing and cheeky campaign challenged men to buy flowers for their loved one, driving the key message "Real Men Send Real Flowers this Valentine's Day".

The campaign went live on 8 February and included paid advertising – a mix of radio, online, PR and social media. Point of sale and digital material were also provided for florists to use.

Reports from growers in the Flower Market indicated sales were strong in the lead up to Valentine's Day and exceeded last year's results.

One of the drivers of the campaign was to create discussion around giving flowers for loved ones using the #RealMenSendFlowers. More than 1000 people were talking about the campaign in their online social feeds using this hashtag.



MOTHER'S DAY 2017

THE MELBOURNE MARKET AUTHORITY AND FLOWERS VICTORIA CREATED THIS YEAR'S MOTHER'S DAY CAMPAIGN WITH CELEBRATION IN MIND AND ENCOURAGING LOVED ONES TO SEND BLOOMS OF LOVE TO THEIR MUMS.

The campaign showcased the key message "Send blooms of love to mum this Mother's Day" and consisted of the following:

1. Point of sale material – posters and gift tags
2. Digital campaign imagery for industry to use
3. Sponsored advertising through social media to drive people to their find their local florist
 - Facebook
 - Instagram
4. Radio – Fox FM Hit Squad hit the streets of Melbourne with flower giveaways to drive the key message in the lead up to Mother's Day

Florists were encouraged to use the campaign creative in their social media channels, on websites, in-store and using the gift tags during the sale process.





The North East Link receives **PLANNING BOOST**

The North East Link – the “missing” link in Melbourne’s Metropolitan Ring Road – received a \$100 million planning commitment from the State Government earlier this year.

The road will connect the Metropolitan Ring Road in Greensborough to either the Eastern Freeway in Bulleen or EastLink.

The project will provide an essential connection for the Market community travelling from the south east, which should improve travel times and efficiency for businesses.

It will also take trucks off local streets and reduce congestion in Melbourne’s northern suburbs.

Extensive technical, environmental and social investigations are taking place to help determine the best route for the project.

A Business Case will be developed this year and input will be sought into the project, its objectives and the best corridor.

At the end of this phase, a preferred corridor will be released.

**YOU CAN STAY UP TO DATE ABOUT THE
NORTH EAST LINK PROJECT BY REGISTERING
AT NORTHEASTLINK.VIC.GOV.AU**

Save at the North LPG station

LPG FOR YOUR FORKLIFT AT THE NORTH LPG STATION WILL ALWAYS BE CHEAPER THAN OUTSIDE THE MARKET.

Located next to Gate 2, the North LPG station offers 24/7 access to LPG. It works by using a unique swipe tag - known as a fob - to record your fuel consumption, which is then added to your next monthly invoice from the MMA.

Sign up in three easy steps:

1. Download the MMA LPG form on the MMA website.
2. Complete the form and return it to the MMA.
3. You will be issued with your fob within two business days.

WI-FI ACCESS AT THE MARKET

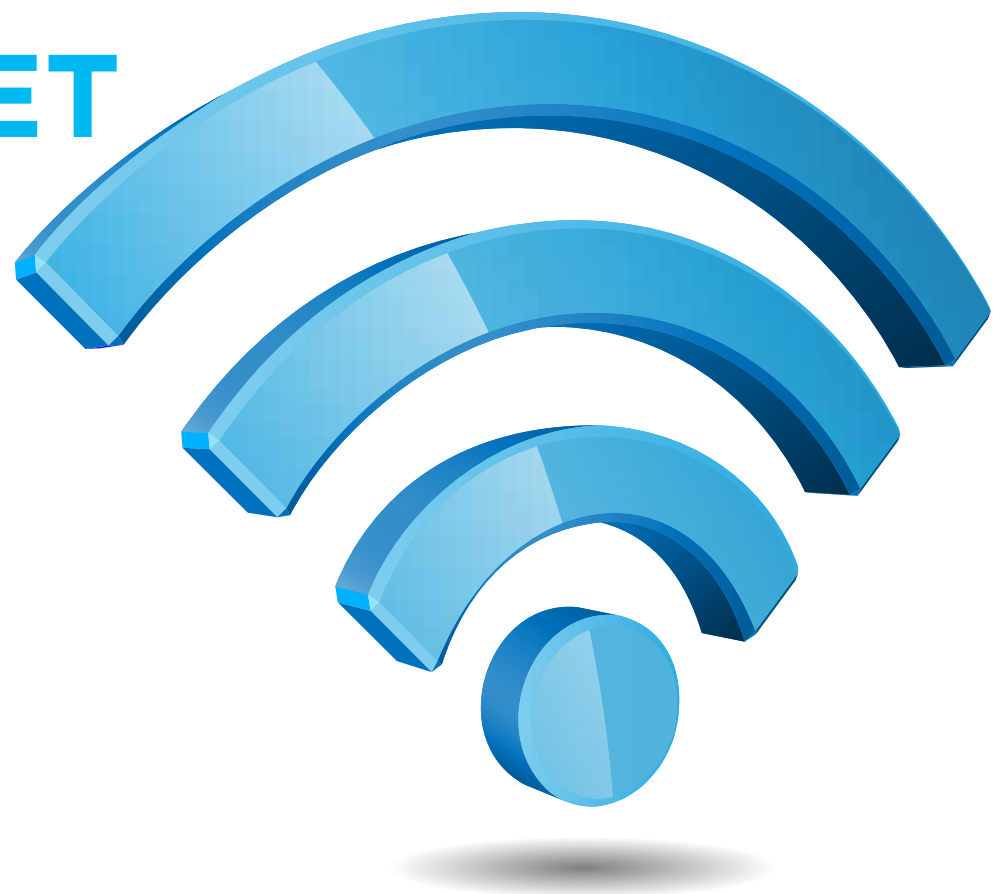
WOULD YOU LIKE TO SECURE WI-FI FOR YOUR BUSINESS IN THE MARKET? THE MELBOURNE MARKET OFFERS ONSITE WI-FI VIA A USER PAYS SYSTEM.

To secure Wi-Fi for your business simply:

1. Download and complete the Wi-Fi application form on the MMA website.
2. Choose the package that best suits your business needs.
3. Return the form to the MMA with your payment and your account will be created.

Wi-Fi is available within the main Fruit and Vegetable Trading Floor and Buyers' Walk, the Flower Market, parking areas and Warehouses 5 and 6.

For further information contact the MMA on 9258 6100 or email itrequest@melbournemarkets.com.au



DID YOU KNOW

WI-FI ACCESS AT THE MARKET DELIVERS MUCH FASTER BROADBAND INTERNET SPEEDS THAN AT OUR FORMER SITE, WEST MELBOURNE.

melbourne market

schools program

A KEY INITIATIVE OF THE MELBOURNE MARKET IS ITS MARKETFRESH SCHOOLS PROGRAM, WHICH IS DESIGNED TO TEACH JUNIOR AND SENIOR STUDENTS ABOUT THE IMPORTANCE OF EATING FRESH FRUIT AND VEGETABLES EVERY DAY, AS WELL AS UNDERSTANDING WHERE THIS PRODUCE COMES FROM.

The students have the opportunity to taste seasonal produce and also receive a 50+ page booklet with activities, games and recipes at the end of the session, to further strengthen the messages received in the classroom.

In 2016, the program reached a massive 14,450 Victorian students across 90 schools.

A special thank you to all our MarketFresh Schools Program contributors listed below who've donated delicious produce for the children to sample.

If you know a school that would benefit from this program, head to www.marketfresh.com.au for more details.



Horticulture Australia	GFP Produce	Dykes Bros	K & S Savage & Sons	Betta Produce	Fresh Max
Geelong Citrus	Kelly Citrus	VB Sculli	Rosengal Wholesale	A & V Fresh	Glow Fresh
Perfection Fresh	Latorre's Fruit & Veg	Australian Strawberry	F M Fresh	HC Produce	Fezzolla
Gazzola Farms	Peak Farms	Distributors	Prestige Produce	Flowerdale Fresh	Delios
D & G Corrigan	Produce of Virginia	Fresh Berry Co	Global Farms	Ferrinda Fresh	Piccola
Young Sang	The Melbourne Apple &	Wallace Vegetables	Flavorite	Red Rich	Westmores
J & JM Schreurs	Pear Co	Baxter Valley Produce	TPAJV	ASD	Fresh Cut Processors
Cranbourne Valley Produce	Oz Grow	Ali Farm Fresh Produce	V Brancatisano	A Pignataro	Oz Growers
Loc Bros	Hot House	Butler Market Garden	Mildura Fresh	Costas	
M & N Fresh Produce	AMV Fresh	Meadow Hills Marketing	Kapiris	Nutrano Produce Group	

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

update your contact details today

MAKE THE MOST OF OUR FREE BUSINESS LISTINGS

Keep your business listing up to date and make sure your customers can find you!

Market stand, store and warehouse businesses are listed for free on www.melbournemarket.com.au/locate-a-trader and on the Melbourne Market Navigator App (free from the App store or google play).

Check your listing today and send any updates to info@melbournemarket.com.au.

Fruit and vegetable and flower retailers can list their business on www.marketfresh.com.au.

Online listings can include full contact details and address for each business, link to your website or social media pages plus the opportunity to submit a company logo (retailers only).

We would encourage all businesses to check their online listing, update or make any required edits.

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* and Flower Market Circulars.

The e-news is sent out to 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





WE CONNECT SMART RETAILERS WITH INTEGRATED POS TECHNOLOGY

