



Fruit & Vegetable Retailers Advisory Committee

MMA Conference Room, Epping

3rd June 2020

10:00am – 11:20am

In attendance: Leon Mugavin (Chair), Graham Gee, David Power, Mark Maskiell, David Whitchelo, Dean Lamb (via Zoom) Jacinta Carboon (via Zoom) Bryan Coyne, Malcolm Lum & Georgie Christerson (Minute Taker).

Apologies: Tony Mecca & Lauren Kitchener.

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the second Retailers Advisory Committee Meeting for 2020. Minutes were not taken from the previous meeting/ dinner event held in March 2020.

MATTERS ARISING

- **Abex Training:** Serge Ciciulla: Invited to the meeting by the MMA to speak with the Committee and MMA Management about food safety training. The training is a fully funded program by the Government, and Abex Training have been working with the Melbourne Market tenants for some time now. Abex Training work with individual businesses on processes and areas they can focus on to work smarter and more efficiently. All training is done onsite and Abex will re-visit with the business again in 12 months.

OPERATIONS

- **COVID-19 – Market updates and Communications:** Restrictions in place are working well, and the MMA confirmed the increased cleaning schedules in place. Overall, the market community are working well together throughout these uncertain times. Temperature screening will continue until 30 June 2020, and the MMA will then re-assess to see if restrictions can be eased further.
- **Misuse of Parking bays (ongoing):** The misuse of parking bays is an ongoing issue between market tenants and the MMA are continuously investigating and re-enforce the market operating rules on this topic.
- **Waste Management:** The Melbourne Market's recycling rate is currently 98.2%, and only 1.8% last month of waste went to landfill. Foodbank have commenced operations in the market again after restrictions being lifted within the market.
- **Undercover Parking:** MMA are working through this issue and are finalising financial details of the overall spend on the project. MMA are working closely with the State Government on this matter and will continue to update the advisory committees and market community.
- **Pallet Recycling:** To date, the recycling process of the pallets is proving to be a positive initiative within the market, and the Committee were in agreeance of the pallet collection working well.

MARKETING & BUSINESS DEVELOPMENT

- **A Better Choice - Greengrocer National Brand Program:** From October 2019, the MMA promoted a local campaign for A Better Choice, and from January 2020 an additional campaign ran locally in Victoria. From a national perspective, a Winter digital and radio advertising campaign will commence on 29 June, "Shop local veg for Winter". The Committee have been working on a three-year draft for the campaign, to build our imagery and profile of the program.

Annually, one large campaign will run each year, with smaller point to sale campaigns to run throughout the remainder of the year. Market tenant, Art & Style will have the A Better Choice merchandise available to purchase in store, including although not limited to; aprons, polo shirts, posters etc. Committee discussed the material they prefer for marketing, i.e., posters in their stores (hanging from the roof), social media advertising and gets people engaged. A suggestion was for the recipe cards to be available digitally, rather than recipe cards. Committee discussed the pros and cons of advertising the promotional material in their stores.

The Committee suggested the A Better Choice Committee to visit growers and discuss their products with them, providing them with support and informing the growers of what and how to post on their social media (i.e., styling tips of how they are displaying their products, fruit boxes etc).



- **QBR Packaging:** Discussions are being held between the MMA and QBR regarding if they're able to use A Better Choice branding on their bags etc. The MMA will discuss further with QBR.
- **The Today Show Segment:** The MMA have been liaising with the Today Show recently following a segment with Grown Florist, market tenant, on Mothers' Day. Committee agreed the cross from The Today Show to Scicluna's recently was great advertising and exposure for greengrocers. The MMA will continue to liaise with The Today Show on the possibility of future segments via our Marketing team.
- **Greengrocer Skills Training:** Melbourne Polytechnic have re-written their Greengrocer Program and confirmed the cost as \$1400 per person to participate in the program. MMA to further liaise with Melbourne Polytechnic and communicate information with the market community.

GENERAL BUSINESS

- **Warehouse 7:** The MMA confirmed that Warehouse 7 is at conditional practical completion stage and have June/ July to finalise fit-out. The MMA have a list of further tenants showing interest in taking up a lease, therefore will further investigate.
- **CCTV:** The MMA confirmed the upgrade and the increased amount of CCTV's within the market, proving to be a great result.
- **Digital Transformation:** The MMA are introducing a new customer portal, for all market users to be able to log in, make parking requests, pay invoices, view accounts, liaise with the Melbourne Market directly and is a secure portal for all tenants.
- **40 Year Market Service Award:** The MMA have received two 40 Year Market Service Award nominations during the last month, which then become gold card members and free access to the market for life.
- **Greengrocer of the Year Award:** The Committee requested if the Greengrocer of the Year Award would be introduced again. The MMA will investigate further, although mentioned the program was quite costly (\$100k approximately 7 years ago).