

Fruit & Vegetable Wholesalers Advisory Committee

Meeting via Zoom

Tuesday 8th September 2020

9:30am – 10:30am

In attendance: Harry Kapiris (Chair), Brett Collins, Grant Nichol, Michael Barker, Thanh Truong, David Whitchelo, Mark Maskiell, David Power, Malcolm Lum, Lauren Kitchener & Georgie Christerson (Minute Taker).

Apologies: Nil

Confirmation of Minutes from Previous Meeting: MMA COO welcomed all committee members to the third Wholesalers Advisory Committee Meeting for 2020. Minutes were approved from the previous meeting held on 9 June 2020.

OPERATIONS

- **COVID-19 – Market updates and communications:**

The MMA have continuously kept the Market community abreast of all Covid related communications, via the website, daily updates via text, daily announcements during the peak trading period and the weekly publication of This Week in the Market (TWITM). The MMA discussed the importance of all businesses providing their COVID safe plan to the MMA, to keep on hand and to ensure all businesses have it readily available so it can be evidenced in the event of a Worksafe request it. A Committee member mentioned being contacted directly by the State Government in reference to a High risk COVID business plan. MMA are currently awaiting further clarification and guidance on this topic and will further provide all communication once received.

- **Line Marking Parking:**

MMA have completed the line marking of truck parking bays from white to yellow to improve visibility during night operations and inclement weather

- **Misuse of Parking bays:**

The MMA have noted the misuse of parking bays over time amongst the market tenants. The MMA are currently focussed on reassessing all market carparking bays, in particular passenger vehicles incorrectly parking in B-Double carparking bays. MMA will be discussing the parking bay issues directly with market tenants not adhering to the operating rules.

- **Undercover Parking:**

The MMA are progressing with a solar canopy undercover roofing expansion project. Steps have been taken with the State Government to request the sanctioning of the project. The specific area was discussed where the roofing will be situated, consisting of a 2.4ha

- **Sales Conducted out of Warehouses:**

The MMA are aware of several market tenants directly operating from their warehouses. Management discussed the market operating rules and for all tenants to adhere to these.

MARKETING & BUSINESS DEVELOPMENT

- **A Better Choice (ABC):**

A National ABC marketing campaign will commence on 21 September, of “Spring Fresh”, being heavily focussed on radio advertising. The MMA have raised \$140,000 to date (of the budgeted \$280,000), raised from the additional market card access charge. The A Better Choice National Program Manager, James Patrick commenced in his new role last week 31 August. A Better Choice three-year draft strategy was presented at the previous Advisory committee meeting. The ABC team also confirmed additional artwork is ready to display, once Covid restrictions are eased.

- **Greengrocer National Brand Program:**

The MMA have distributed all communications relating to the Greengrocer Program, Certificate III in Greengrocery. The MMA have worked with Melbourne Polytechnic on promoting the course, which will “kick off” in October (scholarships will also be offered) in the program. Further course information can be located as follows;

<https://www.melbournepolytechnic.edu.au/study/certificate-iii/greengrocery/>

or from the flyer attached:



4015 M Certificate III
in Greengrocery_A4 F

The Melbourne Market has just announced a scholarship program for the market community. Scholarship applications close on 25 Sept 2020.

There are 5 full and 10 part time scholarships available. For more details or to apply click on: <https://www.melbournepolytechnic.edu.au/students/scholarships/search-for-a-scholarship/melbourne-market-greengrocery-scholarships/>

- **Murals and Banners:**

An additional artwork mural to display in the market is the Family Celebration wall, located on Buyers Walk outside the Fresh State office. The MMA have further plans for additional artwork and murals to be displayed within the market in coming months.

- **Market TV Screens:**

The MMA have confirmed the addition of a new market screen due for installation, located outside of the customer service office, measuring 4m x 1.2m. The display screen will be used for a variety of purposes including; market communications, advertising and promotions. The screen will be easily accessible for all market tenants. The screen is due for installation within 8-10 weeks (late Oct/ Nov).

GENERAL BUSINESS

- **Warehouse 7:** The MMA confirmed Warehouse 7 construction has been completed and operations have commenced. To date, three tenants are fully operational although the remaining tenants are completing their fit-out. Management mentioned the high occupancy of Warehouse 7 although there are three small warehouses still available.
- **CCTV:**
The MMA confirmed the recent upgrade of CCTV cameras in the market, to ensure efficient vision of the market.
- **Digital Transformation Customer Portal:**
The implementation is currently in “test” mode and Management are continuously working on the portal to improve its capability. All market tenants will have visibility to invoices, customer accounts and liaise with the MMA directly.

MATTERS ARISING

- **Retailer Access:**
Committee discussed retailers entering the market during early hours (1:00am – 1:30am) to access produce, although the MMA confirmed hours have not been altered at all, especially during the current pandemic. MMA will further investigate the issue.
- **Epping Food Hub:**
Discussions arose regarding the proposed Epping Food Hub, to be situated on the land adjacent to the eastern boundary. The land is 54ha stretching across to Edgars Road. The Government are “running” with this project at present and will be progressing further following Covid. The land project forms part of the City West deal: <https://www.nwmcitydeal.org.au/live-stream>

The Federal Government invests in large projects, which has formed the City West deal. Co-locate similar businesses in certain like-minded industries and export facility aligning with Melbourne Airport. Master planning for the project is well underway and the MMA have had engagement in the entire process.