



Fruit & Vegetable Growers Advisory Committee

Meeting via Zoom

Wednesday 9 September 2020

7:30am – 8:30am

In Attendance: Harry Huyskens (Chair), Vince Doria, Anthony Pignataro, Mark Maskiell David Whitchelo, Bryan Coyne, Lauren Kitchener, Malcolm Lum, Harry Battal & Georgie Christerson (Minute Taker).

Apologies: Ricky Mazaris & Nick Patsuris.

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the third Growers Advisory Committee Meeting for 2020. Minutes taken from the previous meeting on 3 June 2020 were confirmed as true and correct. Welcome to our first Zoom Advisory meeting.

OPERATIONS

- **COVID-19 – Market updates and communications:**
The MMA are continuing to be consistent with their market communications regarding Covid-19. The MMA have been notified by a separate Government body (other than DHHS) advising of a higher level Covid safe plan may be required for market tenants. However, the MMA General Counsel is currently working through this with DHHS on what it means for market tenants, if action needs to be taken. The MMA take onboard the Government's advice in ensuring the market is a safe environment and to continue to remain open during the current pandemic climate. The MMA can provide additional rental assistance to those meeting the criteria and the provision of the relevant documentation. For those requiring assistance, to please contact the MMA General Counsel and Head of Property.
- **Line Marking:** The MMA have completed the re-painting of truck and loading bays on the southern side of the Market in yellow following a successful trial on the Northern elevation, it improves visibility in low light and inclement weather.
- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** Since our previous meeting, the rapid roller doors at the east end of the market have been installed, ensuring a safer environment. The MMA confirmed monitoring of the temperature in the trading floor would continue and committed to further investigation of the cooling and dust extraction is an area. Committee requested blowers or providing portable industrial air conditioners during the warmer weather.
- **Undercover Parking:** The MMA are progressing with the new solar canopy undercover roofing expansion project. Preliminary work will occur between Oct/ Nov 2020 and construction to commence early in 2021. The new undercover parking canopies will be located in between the forklift crossover running from north to south extending west to the trading stores canopy. The anticipated construction completion date of the canopies will be in October 2021.

MARKETING & BUSINESS DEVELOPMENT

- **A Better Choice (ABC) - Greengrocer National Brand Program:** The new A Better Choice National Program Manager, James Patrick commenced his new role on 31 August, based in Melbourne. In the previous Advisory meeting, a three-year A Better Choice marketing plan was presented, which has now been approved by the Committee. The next ABC campaign "Spring Fresh" will commence on 21 September and run throughout Spring, predominantly run via radio advertising on all major radio stations, aiming to increase brand recognition.
- **Murals and Banners:** Over the coming months, additional artwork murals will be displayed in the market. The next addition will be the highly anticipated Celebration Wall, to be installed outside the Fresh State office on Buyers Walk. The artwork will be installed following Covid restrictions being eased and installers are able to enter the market.
- **Greengrocer Training Scholarship:** 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/>



4015 M Certificate III
in Greengrocery_A4 F

or from the flyer attached:

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/>

The MMA informed Committee members to please “spread the word” about the program to anyone showing interest in enrolling.

GENERAL BUSINESS

- **Warehouse 7:** The MMA confirmed Warehouse 7 is now completed and will be fully operational within the next 4-6 weeks.
- **CCTV:** The MMA have confirmed the upgrade of several CCTV cameras in the market to provide overall market surveillance. The new cameras will provide more substantial vision and coverage, in particular during night-time the vision almost appears in daylight.
- **Digital Transformation- Update on Customer online portal:** The MMA are introducing a new customer portal for all market users to be able to log in, make parking requests, pay invoices, make transactions, view accounts, liaise with the Melbourne Market directly and is a secure portal for all tenants.
- **Fair Share:** As of Monday 13 September, Fair Share will be southern side of the market and operational. They will be looking for anything available to donate and be onsite from 7:30am each morning. Fair Share will be an alternative to Food Bank.

MATTERS ARISING

- No Matters Arising

Chair closed the meeting at 8:10am.