



## **Fruit & Vegetable Retailers Advisory Committee**

### **Meeting via Zoom**

**9 September 2020**

**10:00am – 11:00am**

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

**Apologies:** Tony Mecca.

**Confirmation of Minutes from Previous Meeting:** MMA CEO welcomed all committee members to the third Retailers Advisory Committee Meeting for 2020. Minutes were confirmed as true and correct from the meeting held on 4 June 2020.

## **MATTERS ARISING**

### **OPERATIONS**

- **COVID-19 – Market updates and Communications:**  
The MMA have continued to provide regular updates to the Market community on all Covid related matters. The MMA have been notified recently about a higher risk Covid safe plan to be provided to the State Government. However, the MMA General Counsel is working through this matter with DHHS and will provide updates as they arise. The MMA are continuously working with DHHS to adhere to all policies, safety precautions and restrictions.
- **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-enforcing the market operating rules on this matter. MMA have noted instances of late where several vehicles have been parking on hard stands at warehouses where the trucks and forklifts park.
- **Waste Management:** The Melbourne Market's recycling rate is currently the highest in the world. Completed the year of FY20 of a 98.4% recycling rate, with only 1.6% of landfill waste.
- **Undercover Parking:** MMA are currently working with the State Government on the Solar canopy undercover roofing expansion project. A letter has been sent to the Minister to request approval for the project to be sanctioned in order to proceed. All preliminaries will occur during October/ November and construction will commence in early 2021, due for completion by the end of the year. To ensure the canopies are viable, a solar component must be implemented. The MMA will liaise with market tenants to ensure minimal impact occurs. The MMA will focus heavily on the reallocation of trucks bays during this time. MMA are working closely with the State Government on this project and will continue to update the market community.

## **MARKETING & BUSINESS DEVELOPMENT**

- **A Better Choice - 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. The MMA will make the campaign promotional material available at the market, although also provided to each A Better Choice member. The MMA will implement a staff member to visit Greengrocers in the A Better Choice Program to promote the campaign and the program. Committee discussed the recent Winter campaign "Shop local to Veg in" and provided positive feedback on the campaign. Committee member Dean Lamb has some future advertising ideas in which he will share with the MMA.

**Greengrocer Skills Training:** The MMA have distributed all communications relating to the Greengrocer Program, Certificate III in Greengrocery. Melbourne Polytechnic have re-written their Greengrocer Program and confirmed the cost as \$1400 per person to participate in the program. The course will take place in the classroom, onsite and remote learning. The course will be aimed at those starting out in the industry and would benefit them immensely in their career.

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, and the course requires a minimum of 15-20 people to partake in the course to ensure its viability.

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 encouraged 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 complete and have 3 tenants operating with the remaining still in fit-out stage.
- **CCTV:** The MMA have confirmed the upgrade of several CCTV cameras in the market to provide overall market surveillance. The new cameras will provide substantial improvement in vision and coverage, in particular during low light conditions the vision almost appears in daylight.
- **Digital Transformation:** The MMA are implementing a new customer portal, for all market users to be able to log in, make parking requests, pay invoices, view accounts, view carparking bay information, liaise with the Melbourne Market directly and is a secure portal for all tenants.
- **Greengrocer Ball:** Committee members discussed bringing the Greengrocer back, which took place previously. A suggestion made was to incorporate the Fresh State Ball to include more Retailers. Perhaps the introduction of the top 10 retailers of the year could be awarded.

Chair closed meeting at 10:50am