



Fruit & Vegetable Retailers Advisory Committee

Meeting via Zoom

16 December 2020

10:00am – 11:00am

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

Apologies: Tony Mecca, Mark Maskiell, David Whitchelo & Lauren Kitchener

Confirmation of Minutes from Previous Meeting: MMA BDM welcomed all committee members to the final Retailers Advisory Committee Meeting for 2020. Minutes were confirmed as true and correct from the meeting held on 9 September 2020.

MATTERS ARISING

OPERATIONS

- **COVID-19 – Market updates and Communications:** The MMA are continuing to inform the market community on all communications regarding Covid-19. The MMA mentioned the changes that will come in effect as of close of business on Friday 11 December, including; all entry/ exit gates will now be operational again, temperature screening will still be available to those requesting it, and passengers are allowed once again to travel in market buggies. The Committee agreed that the actions and precautionary measures taken by the MMA were well received, to ensure the safety of the market community. Since April, the MMA have conducted 700,000 temperature tests upon entry into the market.
- **Undercover Parking:** The MMA confirmed the geo tech drilling has commenced to gauge the amount of rock in the area of the canopy construction works. In total, there will be 6 canopies installed, covering an area 2.2ha. Construction of the canopies will commence early in the new year. The impact on the market community will be minimal, although the MMA will liaise with those effected given the relocation of carparking bays during this period. The Committee suggested having The Weekly Times involved in the Canopy construction process, providing a “good news” story for the market.

MARKETING & BUSINESS DEVELOPMENT

- **A Better Choice - Greengrocer National Brand Program:** On Thursday 10th December, our fellow market tenant, reality TV star (Plate of Origen) Thanh Truong hosted a cooking demonstration (cooking a take-away snack of water spinach) for the market community to enjoy. The cooking demonstration was broadcast on live feeds throughout the morning on the MMA Facebook page and Instagram for all to view the event, being well received. A Better Choice Christmas campaign has commenced, including daily giveaways during the month of December. The Committee discussed several ideas for marketing, ads and an idea for the MMA to meet with Dean Lamb, from Watts Fresh for some ideas.

The MMA discussed there being plenty of room for improvement in terms of campaign ideas and the suggestions from the Committee for promotional ideas will be taken onboard. Committee suggested A Better Choice program manager to engage with several Retailers, listening to Retailers background stories and creating advertisements from the content.

The Committee discussed the idea of the Retailer Advisory Committee members meeting possibly twice per year with the National and State A Better Choice teams and Committees to share ideas, and engage in what the other States are doing, achieving and understand what is in the pipeline.

- **Greengrocer Skills Training:** The MMA are continuously promoting the Certificate in Green Grocery, although confirmed the need to have at least 12 enrolled in the program for it to be viable and be able to proceed. The course is due to commence in February and the MMA are hopeful of being able to proceed. MMA are committed to covering the cost of a proportion of the course. The course will be delivered 50/50 both via in person and via Zoom. Dean Lamb mentioned he could possibly have 2 employees interested in enrolling in the course.

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

or from the flyer attached:



4015 M Certificate III
in Greengrocery_A4 F

- **Customer Service Satisfaction Survey:** Management confirmed the Customer Service Satisfaction survey was released just over 2 weeks ago, requesting the market community to provide their feedback to the MMA on all market related issues.
- **Market Screens:** The MMA confirmed the addition of a new market screen to be installed, 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 and be available for internal and external businesses to advertise on.

GENERAL BUSINESS

- **Digital Transformation Customer Portal: add info in here from previous meeting.** The Customer portal is now in completion mode, although the MMA are still performing some final testing on the system. The new portal will allow all market tenants to view invoices pay invoices, contact the MMA directly and will be a more efficient way to perform business. Initially, the MMA will work with some larger businesses in the market, to ensure the portal is adequate and efficient for them to use, before rolling out to the remainder of the market community.
- **Café Relocation:** The MMA mentioned the relocation of Moon Bean café into the old delicatessen site. Once the relocation has been completed (April 2020), Moon Bean will then be converted into a store.

Chair closed meeting at 10:50am