

Fruit & Vegetable Wholesalers Advisory Committee Meeting

MMA Boardroom

Monday 31st May 2021

9:30am – 10:30am

In attendance: Brett Collins, Jason Cooper, Thanh Truong, Mark Maskiell, David Whitcelo, David Power, Malcolm Lum, Lauren Kitchener, David Richards & Georgie Christerson (Minute Taker).

Apologies: Harry Kapiris (Chair) & Michael Barker

Confirmation of Minutes from Previous Meeting: MMA COO welcomed all committee members to the second Wholesalers Advisory Committee Meeting for 2021, following the All-Advisory Welcome dinner in March 2021. Minutes were approved from the previous meeting held on 8 December 2020. Management commenced the meeting at 9:30am, noting apologies from Committee Chair Harry Kapiris and Michael Barker, whilst welcoming the CEO of Fresh State, Jason Cooper to the meeting.

OPERATIONS

- **Drug & Alcohol Testing: Re-Introduction:** The MMA confirmed the re-commencement of drug & alcohol testing within the market. Management confirmed during lockdown, Gate 1 is the only entry/entry point at the Melbourne Market.
- **Forklift Safety:** Management confirmed the increasing safety measures on Forklift safety, given the recent activity of several forklifts in the market. Worksafe have been onsite recently regarding forklift safety and will return on a regular basis. In particular, the compliance surrounding the towing of loaded trolleys by forklifts in the market.
- **Solar Canopy Project – Update:** Management provided an update on the Solar canopy project. Works have commenced on the concrete footings, although slightly delayed by a week due to the cold & wet weather conditions. The MMA have been liaising with those market tenants who require their parking bays to be reallocated whilst the works occur.
- **Café relocation:** An EOI is currently open for the Café lease of Café 105 in the market, closing on 4 June 2021. The Market Deli will be converted into a café, and Moon Bean Café (Café 105) will be converted into a store.
- **Additional Warehousing (EOI) Update:** Management confirmed the increase in demand for additional onsite warehousing. The MMA are currently working through this project and will provide updates as they arise.
- **FMA National Forklift Safety Program:** Fresh State are working with FMA (Fresh Markets Australia) regarding a National Forklift Challenge to be rolled out through all markets within Australia. Post lockdown, Fresh State and the MMA will discuss the proposed dates and the promotional ideas to assist with the rollout within the Melbourne Market.

MARKETING & BUSINESS DEVELOPMENT

- **Food Services Australia – Exhibition (June 27 – 29):** The MMA in conjunction with Melbourne’s North Food Group (MNFG) will be working sharing an exhibit at the Food Services Exhibition, scheduled 26-29 June 2021. MMA will liaise with Fresh State on the information required on the stand at the exhibition. The stand itself at the exhibition will measure 10m x 3m and will be tailored and themed to the Melbourne Market livery.
- **Market Open Day – (September 30):** Following on from the Food Services Exhibition, Management discussed this will be the first of many “open day” type events to be held in 2021, increasing Market branding in the food service industry.
- **A Better Choice (ABC):** A meeting is scheduled later this week (w/c 31 May) regarding the A Better Choice marketing plans. Amongst the discussions will be whether to continue with the “Shop to Win” competition, which has received positive feedback to date.
- **Greengrocer National Brand Program:** The MMA confirmed of the students enrolled in the Greengrocery course, 7 out of the 15 units have been completed. The Greengrocer Course is running well and ideally will increase interest for those wanting to enrol in 2022.
- **Market TV Screens:** Management confirmed the large market TV screen recently installed in the market, with an additional screen being installed this year. The screen will be easily accessible for all



market tenants and be available for internal and external businesses to advertise on. The MMA will distribute tv screen advertising prices to the Advisory Committee as requested.

GENERAL BUSINESS

- **Digital Transformation Customer Portal:** Management confirmed as of 1 June 2021, there will be a dedicated resource to assist with the roll out of the new customer portal. The rollout will occur over a period of approximately 12 months. The portal will provide all market tenants with unlimited freedom to their account information, providing a secure portal, assist in paying accounts, request additional access cards and to liaise directly with the MMA.
- **Retailer Access:** MMA confirmed having a dedicated resource to assist in assessing each person entering the market (using their access card) and allocate them accordingly (i.e, retailer, wholesaler, grower, transport company etc). Following this process, the MMA will be able to identify those who are entering the market pre trade (prior to 3:30am). The MMA will continue to keep Fresh State informed throughout the process.
- **Epping Food Hub:** The State Government are working through the master planning for a future “Epping Food Hub” on the adjacent land across from the market. Given this is a State Government project, the MMA are unaware of the status of the project at present.
- **FareShare:** Management confirmed FareShare’s operations in the market, having commenced in 2020. FareShare accept fruit and vegetables from the market, being quite specific in the items they receive. Fresh State will continue to liaise with the Melbourne Market on future operations in the market.

MATTERS ARISING

- **Face Masks:** The Advisory Committee members mentioned a vast amount of the community are not adhering to the face mask policy, becoming quite an issue given Victoria are currently in a 7-day lockdown. The MMA will take the feedback onboard and continue with market operations and communications regarding this issue. Operations at Gate 1 entry/ exit points are running well although will continuously reassess the situation.
- **IKON Bins:** The Committee noticed the increased volume in wastage following a weekend as it relates to cardboard, polystyrene, and plastics. Also, a noted increase after a long weekend. Management confirmed the bins are emptied each Sunday night. A review of the scheduling of a Monday morning will be undertaken and ensure this situation is rectified.
- **Admin Carpark Turnstile:** The Committee mentioned the signage above the turnstile, from the P1 carpark entering the market as an “exit only”. The MMA will further investigate and ensure all signage is up to date with the current environment.

Meeting closed at 10:20am.