

Fruit & Vegetable Retailers Advisory Committee

Meeting via Microsoft Teams

2 June 2021

10:00am – 11:00am

In attendance: Leon Mugavin (Chair), Graham Gee, David Power, Dean Lamb, Des Hopwood, Jacinta Carboon, Mark Maskiell, David Whitchelo, David Richards, Lauren Kitchener & Georgie Christerson (Minute Taker) – All via Microsoft teams.

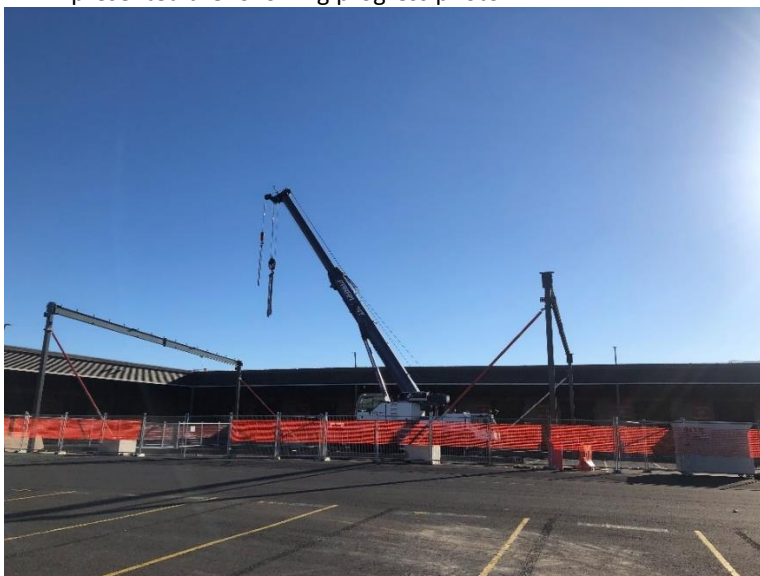
Apologies: Malcolm Lum

Confirmation of Minutes from Previous Meeting: MMA BDM welcomed all committee members to the Retailers Advisory Committee Meeting. Minutes were confirmed as true and correct from the meeting held on 9 December 2020. MMA Chief Operating Officer welcomed the Committee to the meeting via Microsoft teams, in particular our newest member Des Hopwood.

MATTERS ARISING

OPERATIONS

- **COVID-19 – Market updates and Communications:** The MMA continuously provide the market community with all communications relating to Covid-19. Once the MMA become aware of the restrictions, they are then communicated with the wider market. Management confirmed where there is a positive case of Covid-19 or have visited an area of high exposure, the person is denied access into the market until a negative result occurs.
- **Drug & Alcohol Testing:** The re-introduction of Drug & Alcohol testing in the market is currently operating again, given it ceased during the Covid19 pandemic in 2020. TDDA, (The Drug Detection Agency) our newest tenant in the Market Administration building have been engaged by the MMA for all onsite testing. The recent testing conducted provided positive results, therefore confirming the need for the re-introduction onsite.
- **Waste Management:** Management confirmed plain pallet recycling is a high priority within the Melbourne Market.
- **Solar Canopy Project – Update:** The MMA confirmed the solar canopy project is progressing well, with all concrete footings now been poured and construction offices and amenities have been installed around the market. Completion of the project is expected by March 2022. The MMA are continuously liaising with market tenants who are affected by the undergoing works, regarding the temporary relocation of their parking bays. This will occur on a 6-week rotational basis, and to date, the process has run efficiently.
- MMA presented the following progress photo:





- **Forklift Safety:** Safety is an extremely important initiative in the market, and following recent events Management confirmed Forklift safety is a high priority. MMA are currently reviewing the traffic management plan, to ensure the safety for all market tenants.
- **Additional Warehousing (EOI):** There has been increased demand in additional warehousing in the market, and the MMA will continue to keep the market community updated with future developments.

MARKETING & BUSINESS DEVELOPMENT

- **Food Services Australia – Exhibition (27-29 June):** The MMA in conjunction with Melbourne’s North Food Group (MNFG) will be sharing an exhibit at the Food Services Exhibition, 27-29 June 2021. The exhibition will be highly focused on the food service industry, predominantly focused on Chef’s, food providers and various wholesalers. The MMA welcome those market tenants who might be interested to attend the exhibition and share the exhibit with the Melbourne Market.
- **A Better Choice - Greengrocer National Brand Program:** The latest campaign “Shop to Win” has been successful and feedback has been positive. There are weekly prize giveaways, divided amongst each state. The campaign will run for 4 months, coming to an end in June 2021, with further talk of being reintroduced later in the year. Amongst the Committee there was discussion about the campaign, whether they have been interacting with the program. Several members have been and particularly like the idea that their customers are receiving prizes. A dedicated resource has been appointed to focus on Retailer engagement for the program. Management will finalise the resource over the next 12 months.
- **Greengrocer Skills Training:** The MMA are constantly promoting the Certificate in Green Grocery Program, ideally hoping for an increase in enrolments in 2022. The feedback received from those participating in the course and their employers has been positive. Management will follow up over the coming months on the outcome of the course both from the employee and employer perspective.

ADVISORY COMMITTEE ADVICE/ SUGGESTION

- **Growers Floor (re-design):** Committee suggested an idea to perhaps widen the trading floor, by re-designing the overall floor design layout to allow for easier access to the trading floor. The Committee suggested to develop an allocated parking area. MMA Management have taken this suggestion onboard and will investigate further to see if this would be feasible.
- **Digital Transformation Customer Portal:** The Customer portal is now complete and will be rolled out over the next 12-months. The portal will provide a vast array of services, including being a fully secure site, providing market tenants with visibility of their accounts, view online statements, liaise with the MMA directly and overall will provide a more efficient way for business. The MMA have employed a dedicated resource to assist businesses with the rollout to ensure a smooth transition.
- **Café Relocation:** Management advised the relocation of Café tenancy 105 Moon Bean café into the deli space adjacent to Art & Style, Moon Bean Café (Tenancy 105) will in-turn be converted into a trading store, following an Expression of Interest (EOI) process. These projects will occur within a month of each other.
- **G N Insurance Broker: (New Tenant):** The MMA Admin Building has welcomed a new market tenant, G N Insurance Pty Ltd (Insurance Broker), Kulwant Dhoot, offering a wide range of services for insurance needs. The MMA will provide the details to the Advisory Committee following this meeting as requested.
- **Fresho: Online trading Platform:** Fresho, a new online trading platform launched recently in the Flower Market for consumers. Once the rollout and introduction phase is stable in the Flower Market, there are future plans for rolling out in the Fruit & vegetable market. MMA, Strategic Communications Manager will discuss further with Fresho the opportunities associated with fruit & vegetable businesses.

Chair closed meeting at 10:50am