



Fruit & Vegetable Growers Advisory Committee

Meeting held in MMA Boardroom

Wednesday 8th December 2021

7:30am – 8:30am

In Attendance: Nick Patsuris, Ricky Mazaris, Vince Doria, Josh Sharma, Mark Maskiell, Malcolm Lum, Hermione Parsons, David Power, Rob Rotondi, Lauren Kitchener & Georgie Christerson (Minute Taker).

Apologies: Anthony Pignataro, David Whitchelo & Amanda Flannery

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the Growers Advisory Committee Meeting. Minutes taken from the previous meeting on 8 September 2021.

MATTERS ARISING:

- **Traffic Management plan:** Management confirmed the recent line marking and additional physical barriers installed throughout the market are now complete.
- **Safety Committee Meeting:**
 - First Safety meeting was held in mid-November, consisting of market tenants, Toyota, Fresh State etc.
 - Ricky Mazaris, Committee member discussed the issue of truck loading and unloading behind their store. Amanda Flannery, MMA Operations will follow up on this matter as to where to park, and the ease of forklift access etc.
 - Committee suggested considering a one-way traffic situation throughout the market.
- **Covid 19 Vaccination Hub:** The MMA were successful in securing Austin Health to return to the market to administer the 2nd dose of vaccinations to the market community. Feedback was positive.
- **40 Year Celebration Wall Feedback:** Committee suggested listing each nominee's name and include the year beside it. The MMA will take this suggestion onboard and will further investigate.

OPERATIONS

- **Safety Issues and Matters raised at the Safety Committee Meeting:** This item has been addressed above and the MMA will follow up on the suggested items of concern.
- **Parking on Hard stands:** Operations team have been consistently working on allocating parking on hard stands. Committee discussed areas in the market of where trucks can park during the day.
- **Solar Canopy Project – Update:** The initial build of the Solar canopies will be completed prior to Christmas, with the solar panels to be fully operational in early 2022.
- **Covid – 19 Market Updates and Communications:** Management have continuously provided the market community with relevant Covid-19 updates. DHS have sent Authorised officers onsite to the Melbourne Market to check on vaccination status of Market tenants.
- **Access Card Audit:** The MMA are currently undertaking an Access card audit at Gate 1, to ensure everyone entering the market do have a valid access card. Committee requested additional access cards, i.e, one to be kept in their truck and one in their vehicle. MMA advised that this isn't appropriate given fraudulent behaviour could occur.
- **Warehousing Development Eastern Boundary:** Management are currently working on this project and have high demand for additional warehousing. Works are anticipated to commence in mid-2022. Committee suggested including smaller format warehousing to be considered in the design. The State Government are working on the adjacent land project, MFiX (Melbourne Food Innovation Export Hub) and Management will provide updates as they arise.
- **Trading Floor – ventilation (air flow) – update:** The MMA are currently obtaining quotes and project scope for 6 large fans to be installed in the Trading floor and anticipated for completion by June 2022.

MARKETING & BUSINESS DEVELOPMENT

- **Cultural Transformation:** Following on from previous meetings held and the Flower market survey, market culture has been identified as an issue within the market community. The MMA have released a Cultural tender and will appoint an external provider to work on improving the cultural in the market. Management have initiated displaying market advertising on the large tv screens in multilingual languages.



- **Longest Lunch:** As part of the Melbourne Food and wine festival, the Melbourne Market confirmed hosting a “Longest lunch” event in November 2022. The table will be set up along Buyers walk. Committee suggested for this to be an evening dinner event, to include families and children. MMA will reach out to the market for sponsorship and tenant involvement.
- **Food Services Australia – Exhibition (February 2022):** This event will be held in February 2022, after being rescheduled. Management will reach out to the market community to seek their involvement.
- **Market Open Day (April 2022):** Following on from the abovementioned item, this will flow into a Market Open day (April 2022).
- **Certificate III in Greengrocery:** The first round of students graduated on 7 December 2021, and the MMA are encouraging enrolments for 2022. The course is run through Melbourne Polytechnic and requires a minimum of 8 enrolments for the course to be viable.
- **A Better Choice - National Brand Program: New Starter:** Zac Egan commenced as State Program Coordinator for A Better Choice, to engage with Retailers firsthand and assist them with marketing material and various membership topics.
- **Fresho Overview:** Management provided an update on Fresho, online trading platform in the market. Fresho has been rolled out in the Flower market initially, and now expanding into the Fruit & Vegetable market. To date, Fresho have received over 100 enquiries for the platform from fruit & vegetable buyers.

GENERAL BUSINESS

- **40 Year Celebration Wall Feedback:** A 40 Year celebration will be held on 16 December 2021 at 7am in the market with the presenting of awards.
- **Customer Portal rollout:** The new Customer portal is up and running, and Amanda Flannery, Operations at the MMA has assisted with onboarding market tenants to the portal.
- **Café Relocation:** The previous café known as Moon Bean, has now been relocated and rebranded as Beanito’s, and offering expanded to include an onsite bakery. Feedback received has been extremely positive.
- **Customer Service Satisfaction Survey:** The Customer Service Satisfaction Survey will be released to the Market in the coming weeks, and we encourage all market tenants to please complete the survey.
- **Christmas Trading Hours:** Management confirmed the Christmas period trading hours, which has frequently featured in This Week in The Market publication.
- **Advisory Committee Nominations 2022:** The Advisory Committee election for 2022 will commence in early 2022. Committee members to think about re-nominating and/ or recommending other wholesalers to nominate as part of the Committee.
- **Licence/ Lease:** Committee requested the issue of potentially being moved from their current licence stand area around the market, and instead have a lease arrangement. MMA Management confirmed a number of factors are taken into consideration and relocating tenants is the last resort.
- **Credit Service (compulsory):** Committee requested for Management to consider introducing a compulsory credit service in the market.

The Chief Executive Officer closed the meeting at 8:37am.