

Fruit & Vegetable Growers Advisory Committee
Meeting held in MMA Boardroom & via Zoom
Wednesday 1st June 2022
7:30am – 8:30am

In Attendance: Vince Doria, Ricky Mazaris, Anthony Pignataro, Mark Maskiell, Hermione Parsons, David Whitchelo, Rob Rotondi, Malcolm Lum, Lauren Kitchener, David Power, Amanda Flannery & Georgie Christerson (Minute Taker)

Apologies: Nick Patsuris (Chair), Frank Attana & Amy Dyer

Confirmation of Minutes from Previous Meeting: MMA COO welcomed all committee members to the Growers Advisory Committee Meeting & noted the apologies. Minutes taken from the previous meeting on 8 December 2021.

MATTERS ARISING:

- **Truck Loading & unloading behind stores:** Operations have been conducting random checks to assist with ensuring bays are being used by allocated businesses.
- **Safety Committee Meeting:**
 - To date, there have been three meetings held. Traffic Management consultants, Impact have been engaged by Plenary on behalf of the Melbourne Market to assist with the traffic management plan.
 - Meeting held 19 May: Discussed traffic safety changes & WorkSafe seatbelt initiative.
 - Traffic Management trials, buyers walk forklift thoroughfares entries B & D, no through traffic. Trading Floor one way traffic floor changes.

OPERATIONS

- **WorkSafe Seatbelt Initiative – Electric Vehicles:** As a directive from WorkSafe, all mobile plant / electric vehicles in the market will be required to be fitted with headlights connected to the ignition switch, a roof mounted strobe light or pole mounted flashing light and fitted with lap seatbelts front and rear. Further communication will be shared with all registered vehicle owners to ensure compliance as vehicles are re-registered
- **Cultural Transformation – Better Together:** The Cultural transformation project to improve market culture has commenced and will be rolled out in coming weeks. Project working groups to represent the market community are being created with a “call to market” tenants for their interest.
- **Warehousing Development Eastern Boundary:** From the overwhelming response for additional market warehousing, this project is in the planning stages. Should you have interest in warehousing onsite, please contact the MMA to discuss.
- **Trading Floor – ventilation (air flow):** Management confirmed large fans are currently on order for installing in the trading floor to assist with ventilation in warmer months, ideally prior to Spring 2022. Further investigation of installing water pipes along the roof line to assist in lowering the inside temperature by 5 degrees during warmer months is also underway.

MARKETING & BUSINESS DEVELOPMENT

- **Market Industry Open Days:** The MMA Industry Open day was held on 5 May 2022. Positive event and well received amongst the market community. By attending the Open day, visitors were offered complimentary access to the market for 12 months, although to date, no one has taken up the offer.
- **Melbourne’s Market’s Great Big Feast:** This event is scheduled on 23 February 2023. Management, with the assistance of an external consultant are currently seeking sponsorship for the event. Management confirmed this is a work in progress.
- **A Better Choice:** Management displayed the current advertising campaign for the A Better Choice promotion, for “Retailer of the Year” award which has been reintroduced. The campaign “Are you Australia’s Favourite Fruit & Veg Shop” is in stores at present, with the winning prize being a holiday. Zac Egan, State Program Coordinator for A Better Choice has visited retail stores to promote the campaign, and to date there are 175 stores signed up to the program. Zac has been working to increase retailer engagement in the program.



- **Website and App Development:** Management confirmed a tender is open for the redevelopment and relaunch of the MMA website and app. Market businesses will have the ability to list their current produce available on the app.
- **Children in the Market - Charity Event: Heart Kids:** The June Children in the Market program will be in conjunction with Heart Kids Charity, featuring heroes of the Melbourne Market, superheroes, footballers and breakfast will be available on the morning. This will be held on Wednesday 29 June, 5am-7:30am.
- **Customer Portal:** The Customer portal is in operation as a business tool for the market community, and contains features such as; all access card information, viewing accounts, cancel and apply for access cards and is a convenient way to access information.

GENERAL BUSINESS

- **Vacant Stand holder:** Management to investigate whether a small number of buyers are taking stand licences not to sell, but to get access into the market early.
- **Flower Market & Truck parking:** Committee discussed driving through a certain section behind the flower market to be quite dangerous as it's quite narrow. Investigation to be undertaken

ACTIONS ARISING FROM CURRENT MEETING:

- **Safety Issues: One-Way traffic initiative:** Management to further consider how the one-way traffic initiative will affect stand holders in particular moving product within their own stands.
 - COO and Advisory Committee members to meet and further discuss on Thursday 2nd June.
- **Melbourne's Market's Great Big Feast:** Management to further investigate the ideas of the different types of sponsorship that will be on offer for the event. Particularly for Growers who do not have the benefit of having a table outside of a store.
- **Warehousing Development Eastern Boundary:** Management to reach out to Ricky Mazaris to discuss warehousing opportunities.
- **Vacant Stand holder:** Management to investigate whether a small number of buyers are taking stand licences not to sell, but to get access into the market early.
- **Flower Market & Truck parking:** Committee discussed the congestion of the trucks on the northern side of the flower market during setup, and what could be done to ensure the safety of flower market users who are walking between the flower market and their trucks.

The Chief Operating Officer closed the meeting at 8:23am.