



## **Fruit & Vegetable Retailers Advisory Committee**

**MMA Boardroom & via Zoom**

**1 June 2022**

**10:00am – 11:00am**

**In attendance:** Dean Lamb (Chair), Graham Gee, Des Hopwood, Kara Maisano, Mark Maskiell, David Whitcelo, Malcolm Lum, Jacinta Carboon, Rob Rotondi, Lauren Kitchener, David Power, Amanda Flannery & Georgie Christerson (Minute Taker)

**Apologies:** Andrew Sculli & Amy Dyer.

**Confirmation of Minutes from Previous Meeting:** MMA Chief Operating Officer welcomed all committee members to the Retailers Advisory Committee Meeting. Minutes were confirmed as true and correct from the meeting held on 9 December 2022.

### **MATTERS ARISING FROM PREVIOUS MEETING (DEC 2021):**

- **Safety Committee Meeting:** Management have held three Safety Committee meetings to date and all minutes were distributed via market communications.
- **Safety Requirement: Pedestrian Crossing:** Management have completed the shot blasting on the market crossover areas and have completed the painting of pedestrian crossings.
- **Customer Portal:** Amanda Flannery, MMA has contacted all Advisory Committee Members to ensure they Businesses have the appropriate information to access the new customer portal.
- **Concrete bollards & Forklift access:** Management confirmed concrete bollards have been installed and was covered off in the recent Safety Committee meeting.
- **Future Advisory Committee Meetings (Zoom link):** Management will provide a Zoom link for all advisory committee meetings as an alternate option.
- **A Better Choice:** A Better Choice State Program Coordinator, Zac Egan met with Dean Lamb to discuss the A Better Choice program.

### **OPERATIONS**

- **Safety issues and matters raised at safety committee meeting:** The Committee requested for the MMA to approach VicRoads to reconsider the registration pricing for market vehicles. WorkSafe consider both forklifts and buggies to be mobile plants, and Committee believe registration costs should be consistent between the two. Management will follow up with VicRoads.
- **Traffic Management trials (Buyers Walk):**
  - Traffic Management trials have commenced on buyers walk forklift thoroughfares entries B & D, no through traffic. This will ease the flow of traffic and the impact is currently being reviewed by the Traffic Management consultants
  - Trading Floor one way traffic floor changes.
  - David Whitcelo to review traffic management changes with the Committee
- **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
- **Parking on hard stands:** This item has now been reviewed and resolved by the MMA Operations team.
- **Cultural Transformation – Better Together:** Management have commenced the rollout of this project within the Market community, with the “call out” to create Working groups to reflect the market community’s views & opinions.
- **Warehousing Development Eastern Boundary:** Due to an overwhelming response from a recent EOI for additional warehousing in the market, this project is in planning stages. Should any market users be interested in additional onsite warehousing onsite, to please contact the MMA.
- **Delivery Hub:** Management are further progressing with this initiative and will provide an update at the next Advisory meeting.

## 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

## NEW ACTIONS:

- **Safety issues and matters raised at safety committee meeting:** Committee requested for the MMA to approach VicRoads to reconsider the registration pricing for market vehicles. WorkSafe consider both forklifts and buggies to be mobile plants, and Committee believe registration costs should be consistent between the two. Management will follow up with VicRoads.
- **Customer Portal:** To increase awareness of the customer portal, the Committee suggested creating more videos on Market Mayhem or on social media on how to join the customer portal and how to access it. A video has been planned for release in coming weeks on how to create an access card.
- **Traffic Management trials (Buyers Walk & Trading Floor):** Management to show Committee members the new traffic management changes and review
- **Melbourne Market's Great Big Feast:** Business Commercial Manager will distribute the current sponsorship packages or design a package tailored to suit each business category.
  - Management to consider prize options for Retail customers through A Better Choice.
  - Management to consider how Tafe Colleges can be involved in the event.
  - David Power to further discuss with Kara Maisano opportunities to work together on the event.
- **A Better Choice:** A Better Choice "Win a holiday" campaign has commenced for all Retail stores in the program. To promote the campaign, Zac will email the video to all Retail Committee members. The Committee are prepared to share this content to increase awareness of the promotion.

Chief Operating Officer closed meeting at 11:00am