

All Advisory Committee Meeting
MMA Conference Room
Tuesday 6th September 2022
8:00am – 9:30am

IN ATTENDANCE:

Flowers: Vince Cidoni, Ilayda Kaplan, George Ambatzidis, Di Templeton & Michael Pavlou
Wholesalers: Thanh Truong, Jason Cooper & Adrian Antonello
Growers: Nick Patsuris & Frank Attana
Retailers: Desmond Hopwood, Graham Gee & Kara Maisano,
MMA: Mark Maskiell, David Whitchelo, Amy Dyer, Amanda Flannery, Lauren Kitchener, David Power, Malcolm Lum, Rob Rotondi, Zac Egan, Sarah Heyhoe, Harry Battal & Georgie Christerson (Minute Taker).
Time2Talk: Isabel Boyce & Kerrie Nobes

APOLOGIES:

Flowers: Nil
Wholesalers: Brett Collins
Growers: Ricky Mazaris, Vince Doria, Anthony Pignataro
Retailers: Andrew Sculli, Dean Lamb
MMA: David Beatty, Hermione Parsons & Sue Friend

Confirmation of Minutes from Previous Meeting: MMA Chief Operating Officer (COO) welcomed all committee members to the September “Joint Advisory Committee Meeting”. COO reinforced how important attending the meetings are, in particular the joint committee meetings for all committees to liaise and knowledge share. The combined meetings will occur twice a year.

CULTURAL TRANSFORMATION PROJECT

Project background and updates: MMA HR Business Partner discussed the vibrancy of the market environment, provided a high-level update on the Cultural Transformation Project, and the specific timelines in place. The project stages were presented, including the end goal and how we will achieve this outcome. Management asked for those interested in joining the working group, to please advise the MMA. The MMA will work with the market community to ensure expectations are met and standards, policies, procedures are in place to achieve a desired outcome. Management will follow up on any issues and/ or complaints made in this space, with business principals.

The Cultural Project, now known as: **Stronger Together**, It’s time to stamp out racism, sexism, harassment and violence.



Committee suggested to follow up with market visitors following their visit to the market, i.e., the MMA to send a follow up text: “how was your recent visit to the Market?” please tell us about your experience. Management have taken this feedback onboard. The MMA and advisory committee members are focussed on the project and committed to a positive outcome. Management will further investigate a “safe space” for people to inform the MMA of any issues they may be experiencing.

Management discussed zero tolerance of racism, sexism and violence in the market. Management will consider this dialogue to be included in the online induction going forward. Perhaps a “refresher” induction course (or session) to be implemented.

OPERATIONS

- **Traffic Management Plan:** COO presented the new proposed changes to the traffic management plan, in particular ingress and egress at Gate 1 & 2. Market users with time restricted access to use lanes 1/2, lane 3/4 to be express lanes for 24-hour access with parking rights, and lane 5 to be a visitor lane. These lanes will have a similar look to bus lanes, with the road lanes painted to identify the allocated lane, together with the signage above the gate. Traffic Management barriers will be installed after entering Gate 1, to avoid changing lanes following entry and Management expect the changes implemented will be beneficial for all market users.
- **WorkSafe Updates – Seatbelt initiative:** As a directive from WorkSafe, all mobile plant, VIC Roads & Market registered vehicles are now required to be fitted with seatbelts (or a restraint as referred to by WorkSafe). This is a directive from WorkSafe and must meet compliance standards. Management will continue to keep the market community abreast of all updates and information on this topic.
- **New Melbourne Market app:** Strategic Communications Manager provided an overview of the new features of the MMA website and app, including a digital access card (via mobile phone). Management recently awarded a tender to Elegant Media to redevelopment the Melbourne Market website and app. Management will investigate having retailers contact details included on the app for the market community to access. Committee advised the MMA that the location feature on the app is frequently used and to ensure it remains in the redevelopment.
- **MarketSafe Program:** October is National Work Safe month. The MMA will roll out a new market safety initiative, MarketSafe to elevate our safety program and platform. This will consist of a series of safety videos and messaging to be circulated within the market community.



MARKETING & BUSINESS DEVELOPMENT

- **Melbourne Market's Great Big Feast (24 February 2023):** Business Commercial Development Manager discussed the event, together with presenting a video on the event during the meeting. Management discussed when tickets are on sale, and the cut-off date to purchase tickets by the market community, prior to being open to public sales, and event sponsorship. Des Hopwood to further discuss the event with David Power following the meeting.



- **A Better Choice:** Zac Egan, State Program Coordinator – A Better Choice discussed the recent “Retailer of the Year” campaign. To date, Victoria has 180 stores participating in the A Better Choice Program, figures showing that engagement has increased by retailers. The Retailer of the year award was recently presented to Arnold’s Fruit & Vegetable store, Wodonga, VIC. An additional recent campaign was for zespri kiwi fruit, providing positive feedback. An upcoming campaign will feature Julie Goodwin, past participant of Master Chef. A Better Choice magazine will be rolled out in December 2022, a quarterly

magazine to feature recipes and advertising opportunities. At a more local level, A Better Choice are currently working with Fresh State to ensure more exposure for wholesalers.

- **Promoting the Melbourne Market**
 - **Everyday Gourmet TV series:** Strategic Communications Manager discussed the recent tv segments of Everyday Gourmet, promoting fresh produce, which feature our own market tenant, Thanh Truong, Aus Asia Produce.
 - **Fine Food Expo - 5-8 September 2022:** Fine Food Expo is currently taking place this week, being a larger expo as opposed to the Food Services Industry Expo in February earlier this year.
 - **Market Industry Open Day:** Next Industry Open day is scheduled for Thursday 6th October 2022, 5-8am. Management are hopeful of those visiting the Fine Food Expo this week, will partake in the industry open day.

GENERAL BUSINESS

- **Flower market:** Speeding trucks (vehicles) on the southern side of the flower market has been identified as hazardous for pedestrian traffic. Management will immediately implement surveillance and enforcement of operating rules and consider alternative routes for ridged and heavy vehicles.
- **Flower Market Trolleys:** Committee discussed the weight of the flower market trolleys being an issue in getting them out of storage each day. Management to further investigate.
- **Flower Market roses:** Flower market tenants have been cutting roses on the market floor causing slip hazard, as opposed to being done in a store. Management will further investigate.

The COO closed the meeting at 9:48am.