



Fruit & Vegetable Wholesalers Advisory Committee Meeting

MMA Boardroom & Via Teams

Tuesday 6th December 2022

9:30am – 10:30am

In attendance: Brett Collins (via teams), Thanh Truong, Jason Cooper, Mark Maskiell, David Whitchelo, Rob Rotondi, Zac Egan (via teams), Lauren Kitchener, David Power, Sue Friend (via teams), Amanda Miceli & Georgie Christerson (Minute Taker).

Apologies: Adrian Antonello (Chair), Michael Barker, Amy Dyer & Malcolm Lum.

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to the Wholesalers Advisory Committee Meeting. Minutes were approved from the previous meeting held on 6th September 2022.

MATTERS ARISING FROM PREVIOUS MEETING (SEPT 2022)

- There were no matters arising from the previous meeting relevant to Wholesalers. Any outstanding items have been covered off previously.

A BETTER CHOICE:

- **A Better Choice:** Zac Egan provided an updated on the new A Better Choice campaign, featuring Julie Goodwin. Zac discussed the successful Beyond Blue Wellness Run that took place on Sunday 4th December 2022.
 - **Victorian Strawberries Campaign:** Zac discussed the new Victorian strawberry campaign, being rolled out at present, with in-store sampling and digital communications and the audience to assist in rolling out the campaign.

OPERATIONS

- **Cultural Transformation – “Stronger Together”:** MMA HR Business Partner provided a thorough description of the project to date, also discussing the future timelines in place. The MMA confirmed Di Templeton, Flower Advisory Committee has nominated herself to join the Cultural Transformation Working Group. Project rollout will commence in early 2023.
- **Gate 1 Traffic Management – Update:** The MMA confirmed releasing a tender for the line marking works, given the current contractor is unable to complete the works due to illness. Dedicated access lanes are being allocated upon entry at Gate 1, being included in the overall Traffic Management project. The MMA confirmed all line marking works will be painted fluorescent yellow, for easier visibility.
- **Market Trading Hours:** The MMA have appointed Fiona Whitworth on the Market trading hours project. Fiona will reach out to Committee members to discuss their ideas, opinions and feedback on the proposed market hours change. Committee and Management had a robust discussion on the “pros” and “cons” of changing the market hours and to seek each perspective.
- **Access card policy:** The MMA proposed the new access card policy upon entering the market. The MMA will have three new types of access cards introduced including; a permanent pass, visitor pass and temporary pass (for use within a 4-week period). The MMA will perform a test on the new access cards, and once confirmed will communicate this to the market community.
- **WorkSafe Seatbelt initiative - Electric vehicles:** The MMA are working with WorkSafe and Fresh State on their directive to ensure all electric vehicles have a restraint fitted.
- **Eastern Boundary Development update:** The MMA mentioned a change within the Management team. Amanda Miceli has been appointed as Head of Operations, and David Whitchelo is now Head of Projects to predominantly focus on market projects. Management are in discussions with Ampol on future developments on the market northern boundary, although nothing has been confirmed as yet.
- **Forklift Training:** Management are partnering with the City of Whittlesea and Syc Employment to arrange forklift training in conjunction with employment opportunities at the Melbourne Market. Ideally, each participant will have the opportunity to be employment by businesses in the Melbourne Market, or alternatively will go into a “pool” of qualified forklift drivers for further employment within



the municipal area. The MMA requested if any Committee members are aware of market businesses that would like to be involved in the initiative.

MARKETING & BUSINESS DEVELOPMENT

- **Market Industry Open Days & Fine Food Expo:** The MMA discussed the recent Market Open day, October 2022. The majority of participants were generated from the MMA's stand at the Fine Food Expo and showing their interest.
- **Melbourne Market's Great Big Feast:** The MMA confirmed postponing the event at this stage and potentially revisit the idea in late 2023 to host in 2024.
- **Website and App Development – Overview and feedback:** The MMA confirmed updating the MMA website and app and provided a detailed "walk through" of the new app (Phase 1 & 2). The new app will provide market tenants with the ability to update their own business details, product lines etc. The market weekly publication, This Week in the Market (TWITM) will also be available on the app. The MMA welcome any ideas or suggestions from the market community on the new app and website.
- **Market Customer Satisfaction Survey:** The MMA confirmed the survey will be rolled out via text/ email on Wednesday 7th December, and requested feedback on encouraging the market community to complete the survey.

GENERAL BUSINESS

- **Market Cleaning:** The MMA will further investigate and rectify recent complaints relating to the cleaning standards from the new contractors. The MMA confirmed this is a high priority and will be investigated further.
- **Agenda items:** The Committee mentioned all agenda items were important, although perhaps limiting these going forward to allow further discussion.

ACTIONS ARISING FROM CURRENT MEETING:

- **A Better Choice:** Zac Egan provided an updated on the new A Better Choice campaign, featuring Julie Goodwin.
 - Zac will provide a link to the Julie Goodwin tv campaign following the advisory Committee meeting to the Committee.
- **Market Cleaning:** The MMA to further investigate the cleaning standards from the new cleaning contractors and will rectify as a matter of urgency.
- **Agenda items:** The Committee mentioned all agenda items were important, although perhaps limiting these going forward to allow further discussion.

Meeting closed at 10:50am.