

Fruit & Vegetable Growers Advisory Committee
Meeting held in MMA Boardroom & via Teams
Wednesday 7th December 2022
7:30am – 8:30am

In Attendance: Nick Patsuris (Chair), Vince Doria, Ricky Mazaris, Hermione Parsons, Amy Dyer, David Whitcelo, Rob Rotondi, David Power, Amanda Miceli & Georgie Christerson (Minute Taker).

Apologies: Lauren Kitchener, Mark Maskiell, Frank Attana, Anthony Pignataro & Malcolm Lum.

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 6 September 2022.

MATTERS ARISING:

- **Vacant Stand holder:** Management have investigated a small number of buyers using their stand licences not to sell, but to get access into the market early.
 - The MMA have rectified this issue.
- **Flower Market & Truck parking – Traffic Management:** 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 MMA confirmed with the new traffic management plan, this will rectify the traffic congestion issue.
- **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.
 - However, the MMA provided an update on the delay on the fans for March 2023 to be installed. The MMA are further investigating installing water pipes along the roof line to assist in lowering the inside temperature by 5 degrees during warmer months is also underway.
 - The MMA will further investigate alternative fan providers other than “kick arse fans”.

OPERATIONS

- **Cultural Transformation – “Stronger Together”:** HR Business Partner presented the Stronger Together Project and the timelines associated with the project. A brief update on the project was provided. Future campaigns for the project were discussed and will commence rollout in early 2023. The project will provide the market community with the confidence to call out unacceptable behaviour. The MMA requested if anyone is interested in joining the Committee to please reach out.
- **Gate 1 Traffic Management – Update:** The MMA are working on the traffic management plan, including installing upgraded signage above the Gate 1 entrance, line marking to be completed also.
- **Market Trading Hours:** The MMA have appointed external consultant, Fiona Whitworth on the Market hours project. Throughout the duration of the project, Fiona will conduct research on the feasibility of changing the market hours, and how this will impact the market community.
- **Flower Market – New traffic Management:** Due to a few incidents occurring in the flower market area, the MMA have implemented new traffic management plans to deter any further occurrences.
- **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 (enables four entries). 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 Fresh State and WorkSafe on their directive to ensure all electric vehicles have a restraint fitted.
- **Eastern Boundary Development update:** Planning works have been completed for the designs on the eastern boundary development. The MMA mentioned being in discussion with Ampol to potentially have a facility onsite at the market.
- **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:** Recent Market open day was held in October 2022, and the next open day will be scheduled for March 2023 and will focus predominantly on the flower market. The next generic market day will be in June 2023. The majority of the visitors for the Open day were generated by our presence at the Fine Food Expo.
- **Melbourne Market's Great Big Feast:** This event has been postponed at this stage, although will be considered to occur in 2024.
- **A Better Choice:** The MMA provided a thorough description of the new A Better Choice campaign, being rolled out nationally featuring Julie Goodwin, ex: MasterChef contestant.
- **Website and App Development – Overview and feedback:** The MMA are currently developing an updated website and app, and a powerpoint presentation on the app was presented during the meeting. All market users will utilise this app, and can update their own business details in the app.
- **Market Customer Satisfaction Survey:** The MMA confirmed the survey will be rolled out via text/ email following the last Advisory Committee meeting on Wednesday 7th December, post 11am. The MMA encourage the Committee and market community to complete the survey.

GENERAL BUSINESS

- **Great Big Feast:** Committee discussed the idea of promoting the Great Big Feast to potentially be held on Good Friday to raise money for the Good Friday Appeal. Community suggested people bringing in their classic cars, and perhaps have some media personalities onboard including Julie Goodwin. Making it more a family event and include Foodbank onsite to hand out food hampers.

ACTIONS ARISING FROM CURRENT MEETING:

- **Melbourne Market's Great Big Feast:** Committee discussed the idea of promoting the Great Big Feast to potentially be held on Good Friday to raise money for the Good Friday Appeal.
 - Community suggested people bringing in their classic cars, and perhaps have some media personalities onboard including Julie Goodwin. An idea is to make it a family event and include Foodbank onsite to deliver food hampers.
 - The MMA to further investigate this initiative.

The Chief Operating Officer closed the meeting at 8:34am.