



Fruit & Vegetable Wholesalers Advisory Committee Meeting

MMA Boardroom & Via Teams

Tuesday 13th June 2023

9:30am – 10:30am

In attendance: Adrian Antonello (Chair), Brett Collins, Malcolm Lum, Jason Cooper, Thanh Truong, Mark Maskiell, David Whitchelo, Rob Rotondi, Zac Egan, Sue Friend, Amanda Miceli & Georgie Christerson (via Teams, minute taker).

Apologies: , Lauren Kitchener, Amy Dyer & Michael Barker.

Confirmation of Minutes from Previous Meeting: MMA Head of Projects, David Whitchelo welcomed all committee members to the Wholesalers Advisory Committee Meeting. Minutes were approved from the previous meeting held on 21st March 2023. Committee praised the new process of the Management report as being very “professional” and liking the new initiative.

MATTERS ARISING FROM PREVIOUS MEETING (DECEMBER 2022)

- **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. Report is now distributed prior to meeting to update Advisory members on a range of matters that may not require discussion.
- **A Better Choice:** Zac Egan provided an updated on the new A Better Choice campaign, featuring Julie Goodwin.
 - Zac provided a link to the Julie Goodwin tv campaign following the advisory Committee meeting to the Committee.

AGENDA ITEMS:

- **Management Report:** Committee asked about the recent Market Open Day (18 May 2023), of the 53 attendees of how the market could track the new market access card holders and if they are utilising this incentive. Management confirmed being able to track this information and follow up will be the next step. Management to further investigate and track the new access card holders.
- **Hort Connections Conference (5-7th June):** Committee mentioned that the Hort Connections Conference, Adelaide this year (5-7th June) as receiving far greater engagement this year as opposed to previous years. They mentioned the increase in the variety of products and services available this year.
- **Gate 1 and National Flower Centre Traffic Management:** Management discussed the refurbishment of the gates upon entry at Gate 1. Committee mentioned the regular congestion of trucks upon entry and Management discussed having the Gates being installed and upgraded to avoid this congestion moving forward. Committee suggested for the light above each lane to change colour (to perhaps red), to indicate a stationary vehicle (i.e, a driver/ passenger out of the vehicle). This will alert oncoming traffic of this traffic hazard upon gate entry to ideally avoid further congestion.
- **Digital mobile access cards:** Moving forward, market tenants will be able to gain market entry access via their mobile phone. Mobile phone access will also assist in gate/ door access in the market.
- **Flower Market – Traffic Management plan:** This was discussed during the Flower Advisory Committee on 13 June, of speeding traffic through the flower market carpark. As a deterrent, solid barriers have been installed to assist in rectifying this issue. Head of Projects discussed further installations to occur on market site.
- **Market Trading Hours:** Management confirmed the current Market Hours project is still being undertaken, and are not in a position as yet to present a recommendation on whether the hours will change or remain the same. Committee and MMA discussed the challenge around consistency between each market around Australia and their individual trading hours. Committee requested for the MMA to prepare and formalise a timeline for the outcome of the Market trading hours and circulate this to the market community.
- **Cultural Transformation – “Stronger Together”:** Management confirmed the existing MMA market access induction has now been updated and will be available for uploading and will go live as of w/c 19



June 2023. Current advertising campaign will be presented to the Board next week (20 June) for approval and distributed.

- **Market Cleaning:** Management discussed a recent incident where 2 QuayClean employees were verbally abused by market tenant(s) whilst they were cleaning the toilets, causing the toilets to be occupied and unable to use at the time. Management said this behaviour is unacceptable and will further investigate.
- **WorkSafe restraints - Electric vehicles:** Management confirmed the Worksafe directive of fitted restraints installed into all electric vehicles and buggies is to occur by 30 June 2023. MMA also reiterated that vehicle registrations are a responsibility of each individual business, not the MMA.
- **Eastern Boundary Development update:** This initiative is currently being run by the State Government and no updates have been provided at this stage.
- **A Better Choice:** Zac Egan, State Program Coordinator provided an update on the A Better Choice Program. On 14 June, some exciting news will be released on the Retailer of the Year award. MMA are working with a PR company to assist in the promotion and presenting of this award. A Better Choice Winter magazine is due to be rolled out in 3-4 weeks' time, with limited advertising space still available.

GENERAL BUSINESS

- **QuayClean:** Committee discussed the services to be available by QuayClean for individual market tenants. Market tenants could potentially utilise these services of the offerings available. Communications to be provided to the market community of these services available.
- **Line Marking:** Currently line marking works will be completed over the next 2 months throughout the market.

ACTIONS ARISING FROM CURRENT MEETING:

- **Gate 1 and National Flower Centre Traffic Management:** Committee suggested changing the colour of the lights above each lane to identify someone out of the vehicle as such (i.e, change the lane light to red if someone is out of the vehicle).
- **Market Trading Hours:** Committee requested for the MMA to prepare and formalise a timeline/ timeframe for the outcome of the Market trading hours and circulate this to the market community.

Meeting closed at 10:50am.