



Fruit & Vegetable Retailers Advisory Committee

MMA Boardroom & Via Teams

Wednesday 14th June 2023

10:00am – 11:00am

In attendance: Graham Gee, Des Hopwood, Kara Maisano, Malcolm Lum, Angie Bradbury (via teams), David Whitchelo, Fiona Whitworth, Zac Egan, Lauren Kitchener & Georgie Christerson (Minute Taker).

Apologies: Dean Lamb (Chair), Amy Dyer, Andrew Sculli, Rob Rotondi, Amanda Miceli & Mark Maskiell.

Confirmation of Minutes from Previous Meeting: MMA Head of Projects welcomed committee members to the Retailers Advisory Committee Meeting and noted any apologies. Minutes were confirmed as true and correct from the meeting held on 21 March 2023. Management provided a report as a pre-read prior to the Committee meeting to cover all MMA related topics.

MATTERS ARISING FROM PREVIOUS MEETING (DECEMBER 2022):

- Any outstanding items have been covered off previously.

AGENDA ITEMS

- **Market Trading Hours:** Management confirmed they will provide a detailed timeline on the Market hours project to the Market community in coming weeks. Management reiterated that no decision has been reached on the market hours project, although will ensure the market community are kept abreast of any updates and fully aware on the decision-making process. Fiona Whitworth, Market Hours consultant provided an insight on the Toronto Market, Canada from her recent visit regarding market hours and how the different times impact the community.
- **Gate 1 and National Flower Centre Traffic Management:** Management discussed the upcoming changes to be implemented at Gate 1. This includes although not limited to: number plate recognition, lights to be positioned above each lane to indicate a stationary vehicle, an express lane to avoid traffic congestion and to ease traffic flow. Head of Projects has offered his time to meet with anyone over a coffee to further discuss market hours.
- **Digital mobile access cards:** Management confirmed of the upcoming changes to be made at Gate 1 upon entry, including having your market access card being available digitally via a mobile phone.
- **Cultural Transformation – “Stronger Together”:** Management discussed the recent changes within the marketing team, and moving forward Lauren Kitchener will be your point of contact on this project. Market induction has been updated to include more bilingual options and to cater for the cultural diversity within the community. The new Stronger Together campaign will be presented to the Board next week (20 June), and to be rolled out into the wider community.
- **WorkSafe restraints - Electric vehicles & Safety:** Worksafe directive for all electric market vehicles and buggies to be fitted with restraints must be completed by 30 June. Marketing are currently developing safety content (and re-enactments) to ensure safety is “top of mind” upon entering the market, and to display the extreme importance of safety in the market.
- **A Better Choice:** Retailer of the Year award will be presented w/c 19 June, and Management have been working with a PR company to promote this award. Management will provide updates on this award, and the event to follow including: “meet and greet your Retailer of the Year finalists”. The new Winter edition of the A Better Choice magazine is soon to be released. Management are looking into a way of potentially combining the A Better Choice program with the Market Fresh Schools program, and how this can value add to promote healthy eating.
- **Eastern Boundary Development update:** State Government are managing this project and no recent updates have been provided.

GENERAL BUSINESS

- **Children in the Market:** Will be running in the June/ July school holidays. This will be a standard Children in the market, with the September holidays a more extensive program planned.

NEW ACTIONS:



- **Market Trading Hours:** Communications on the Market hours project timeline will be provided to the market community. MMA Head of Projects offered to meet with anyone wanting to discuss the hours over a coffee.

Head of Projects closed the meeting at 10:55am.