



Fruit & Vegetable Retailers Advisory Committee

MMA Boardroom & Via Teams

Wednesday 20th March 2024

10:00am – 11:00am

In attendance: Dean Lamb (Chair), Graham Gee, Andrew Sculli, Mark Maskiell, Malcolm Lum, Lauren Kitchener, Amy Dyer, Des Hopwood, Angie Bradbury (via teams) & Georgie Christerson (Minute Taker)

Visitors: Ayse Halil & Zac Egan, A Better Choice

Apologies: Kara Maisano.

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed committee members to the Retailers Advisory Committee Meeting commenced at 10:07am and noted any apologies. Minutes were confirmed as true and correct from the meeting held in November 2023. Management provided a report as a pre-read prior to the Committee meeting to cover recent MMA related topics.

MATTERS ARISING FROM PREVIOUS MEETING (NOVEMBER 2023):

- **Melbourne Market “Fun Day”:** Committee suggested hosting an event onsite at the Melbourne Market either annually, or twice per year as a “family fun day”. The event would involve opening the market to families, hosting a classic car show, offer free fruit to kids, which would not only promote fresh produce it would also be an ideal way to raise funds for much needed worthy charities.
 - Management team will discuss with Lauren Kitchener and Hayley Williams, Marketing Team to further consider how the event could run.
 - Management confirmed there is a classic car show scheduled on Good Friday in Sunbury. The Marketing team are looking at a large-scale event onsite at the Market, e.g., Melbourne’s Biggest Farmer’s Market. However significant resources will be required to coordinate and plan an event of this size.
 - Event is anticipated to be held in late 2024/ early 2025.

AGENDA ITEMS

- **A Better Choice (in attendance from 10:00am – 10:30am) - ABC:** Marketing & Communications Manager introduced Ayse Halil, Victorian Program Coordinator & Zac Egan, National Partnerships Manager from A Better Choice to the Committee meeting. Ayse has been with A Better Choice for 3 months, having taken over Zac’s role and has been a welcomed asset to the business. A few changes have been made to the Shop & Win campaign which runs in conjunction with Retailer of the Year award. The campaign window is over a 4-week period, ending in mid-May.

A Better Choice had an exhibit recently at the City of Whittlesea Festival held on 17th March 2024, and will also be attending the Food & Wine Exhibition at Federation Square the weekend of 23/24th March 2024. The Little Food Festival will be aimed predominantly at children and increasing awareness of the invaluable fresh produce industry. Event will be held at Fed Square in April to further educate people and share the importance of fresh produce.

Management confirmed that Victoria has additional funds to spend on the program given the ABC levy charged on market access cards. Whereas interstate markets, their retailers pay for the marketing material.

- Committee suggested perhaps doing a state-by-state competition instead. Management & A Better Choice will take it onboard and further consider.
- Management and ABC will provide more printed copies of the new A Better Choice magazine to Victorian retailers.
- Committee suggested delivering the ABC magazines to businesses parking bays.
- Management will consider providing stickers/ marketing material with the campaigns to assist in promoting fresh produce.



- **National Partnership role:** Zac introduced Ayse as a welcomed asset to the A Better Choice business. Zac discussed the upcoming campaign's with the Advisory Committee, including partnering with; Montague apples, Kanzi apples, Zespri kiwi fruit.
- **Modernisation of Melbourne Market (including Market Hours):** Management discussed the continued workings being conducted over the last few months on compiling and analysing market data to create the report. Ideally, the Melbourne Market will be a "centre of excellence" and allow market tenants access to the market 24 hours a day, to suit the requirements of all market tenants. Management discussed the onsite facility in mind which in turn will provide tenants with 24-hour access to their produce/ stock at any one time. Management discussed that if this facility is viable & feasible, it could potentially assist the market community to allow a better work/ life balance. During the meeting, the Committee and Management had a robust conversation and will reconvene to further discuss once report has been completed.
- **Facilities Management Contract – BGIS:** The MMA recently appointed BGIS as the new Facilities Management provider at the Melbourne Market. During the restructure, the MMA have brought some roles in-house, by appointing Amy Dyer, Customer Service Manager and Izzy Sarikaya, Operations Manager.
- **Market Operations – MSS:** Management are actively seeking people to join the team who are customer service focused and will provide a beneficial service to the market community. An updated Market business directory will soon be updated online, which will include updated businesses details and their produce lines. This will provide a more "end to end" journey for people visiting the market.
- **Gate 1 and National Flower Centre Traffic Management:** Management have installed new signage at the Gate 1 entry, by providing access lanes upon entering the market. The new signage will ideally ease traffic flow, avoiding congestion.
- **General Cleaning of Market Premises & Facilities (Raised by Graham Gee):** Management confirmed discussing with Quayclean and BGIS to ensure the cleaning of the market is increased and remains at a high standard. Management have put a cure plan in place to ensure the cleanliness of the market remains high. Should you need to contact BGIS, please contact them on their 24/7 Helpdesk number: 1800 952 266.
- **Market Satisfaction Survey – Results:** Management will provide the Market survey results report to the Committee following the meeting.

GENERAL BUSINESS

- **Market Trading Time:** Committee are finding it slightly challenging to access the items they require within the time frame of Market operating hours.
- **Retailers and Wholesalers Meeting:** Committee suggested holding a joint committee meeting between the Retailers and Wholesalers to discuss specific market related concerns.
- **Wholesalers Trading in Carpark:** Committee discussed the contentious issue of several wholesalers operating out of their carparking bays, and perhaps the MMA need to further investigate as a possible option/ opportunity to operate in the market.

NEW ACTIONS:

- Nil

The meeting was closed at 11:30am.