



# Growers Advisory Committee Meeting

Wednesday 2<sup>nd</sup> July 2025

7:30am to 8:30am

## MINUTES

<b>Chair</b>	Vince Doria
<b>Date and Time</b>	Wednesday 2 <sup>nd</sup> July 2025 7:30am to 8:30am
<b>Location</b>	MMA Conference Centre Ground Floor, 55 Produce Drive, Epping VIC 3076
<b>Committee Members</b>	Margret Burdeu (MMA Board Director) Thien Nguyen Matt Kelsall (Apology) Ahn Nguyen Malok Jakupovski (Apology) Anthony Pignataro
<b>MMA Attendees</b>	Mark Maskiell, Chief Executive Officer Malcolm Lum, Chief Legal & Commercial Officer Syed Shahed, Chief Operating Officer Lauren Kitchener, Senior Manager, Marketing & Communications Bianca Tully, Executive Assistant to CEO (Minute taker)

## 1.0 Opening

### 1.1 Welcome and Apologies

#### Welcome

The Chair welcomed the committee members and opened the meeting at 7:35am.

#### Apologies

Malok Jakupovski  
Matt Kelsall  
Khaled Roumieh

## 2.0 Business Arising from Previous Meeting

The MMA to provide committee members with a copy of the Transition to Daylight Hours document. Distributed after the meeting to committee members.

The MMA to investigate further opportunities of the app to include a bulletin board.

The MMA Senior Manager, Marketing and Communications confirmed that the App contains a bulletin board in the form of a community noticeboard and explained how it functions.

The MMA to provide more comprehensive education program on the use of headphones on site – particularly whilst operating a forklift.

The MMA Senior Manager, Marketing and Communications confirmed that the Marketing team are arranging a video education piece to be released later this month that addresses this. Additionally, the MMA is organising a presenter who has had their own safety story to present to the market community.

The MMA to refine the process of extra stand billing to ensure the appropriate business is being billed.

The MMA CEO confirmed that the MMA is in the process of refining its processes to ensure billing is correct.

## 3.0 Items for Discussion

### 3.1 Safety Update

The MMA COO explained the free independent and confidential consultation process that WorkSafe are offering businesses. Noting that the two free consultations being offered are a great opportunity for businesses to understand where they can improve safety within their existing safety obligations. He confirmed that the MMA will continue to assist WorkSafe as at this stage no one has signed up to the program.

The Board Director suggested that the MMA encourage a business to sign up and they then do a video case study on the process and its outcomes. The Committee agreed that this approach should increase uptake.

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**Action Item:** The MMA to do a video case study on a businesses' experience using the WorkSafe free consultation.

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### 3.2 Introduction of the Pre Trade Zone

The MMA COO provided an overview noting:

- An initial soft approach commencing at the end of the month.
- The implementation of all proposed access zones.
- The enforcement of no access to buyers until 3:15am.
- The deployment of additional resources behind stores to assist with increased forklifts and buggies.
- The deployment of additional resources outside of the Trading Floor.
- Further escalations if required will include the following;
  - o Close and barricade off all roller doors in Buyers Walk, except crossover A, B, C, D & E, North and South Forklift Highway.
  - o Barricading the Buyers Walk to stop electric vehicles entering from the crossover and turning left or right onto the Buyers Walk.

The MMA CEO noted that for this to succeed, the MMA will require buy-in from the market community.

The Committee raised its concerns with the Pre Trade Zone strategy, in particular the barricading of the Buyers Walk. They felt that this would create several issues.

### 3.3 Market Hours – Report Feedback

The MMA CEO referred to the Transition to Daylight Hours document distributed to committee members. He noted that the MMA will undertake a thorough consultation process with the market community to properly understand its implications and determine the best way moving forward. The committee agreed that there are benefits to daytime trade; however, restraints such as the current transport infrastructure make daytime trade difficult. Until this infrastructure is in place, daytime trade will struggle to succeed. The MMA CEO noted that the MMA is aware of this issue, which is why a short-term distribution facility has been suggested, as it will allow products to be taken and transported at any time.

### 3.4 MMA Activities - Update

The following items were noted by MMA executives:

- The opening of the relocated Sportsman Café.
- EOI for the new store 5 is live.
- Gate 1, Gate 2, and Gate 3 repairs have been completed.
- EF2 fire damage is repaired.
- Waste and cleaning tender is underway.
- Line marking continues and is scheduled for completion by the end of the month.
- Changes to the current cleaning schedule, resulting in a cleaner trading area.
- The Stronger Together Campaign - in the NFC "The joke is on you" anti-sexual campaign and in the fruit and Vegetable 'not crossing the line' that comes from real life examples and reports
- The Market App that is scheduled to go live on the 26<sup>th</sup> July 2025 pending approval via the App store and Google Play store.
- A Better Choice - Shop and Win program.
- The excess funds for a Victoria specific campaign.

## 4.0 General Business

None

## 7.0 Next Meeting

<b>Date and Time</b>	Tuesday 7 <sup>th</sup> October 2025 8:00am to 10:00am
<b>Location</b>	<b>Combined Advisory Committee Meeting</b> MMA Conference Room Level 1, 55 Produce Drive, Epping VIC 3076