



Wholesale Advisory Committee Meeting

Tuesday 1st July 2025

9:30am to 11:00am

MINUTES

Chair	Jack Wilson
Date and Time	Tuesday 1 st July 2025 9:30am to 11:00am
Location	MMA Conference Centre Ground Floor, 55 Produce Drive, Epping VIC 3076
Committee Members	Angie Bradbury (MMA Board Director) Shane Schnitzler Jason Cooper Brett Collins Giuseppe Accurso (Apology) David Ngo (Apology) Jason Mile Angelo Usai
MMA Attendees	Mark Maskiell, Chief Executive 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 8:15am.

Apologies

Giuseppe Accurso
David Ngo
Malcolm Lum

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 COO to investigate a means to reestablish the Safety Committee.

The MMA COO confirmed that regular informal monthly safety meetings will commence this month between the COO and key stakeholders. Safety will continue to be an agenda item at all advisory meetings.

The MMA to investigate additional methods to educate market users about safety.

The MMA Senior Manager, Marketing and Communications confirmed that the Marketing team are:

- Developing a safety video series where market users recount real life stories about safety related incidents and near misses.
- Storyboarding a video for their communications channels that shows what you can and can't do in relation to headphones and mobile phone use on forklifts- This will provide clarity as to the operating rules
- Organising a presenter who has had their own safety story to present to the market community.

The MMA Senior Manager, Marketing and Communications, provided an example of a presenter who had a near safety miss at the Sydney Market. The Committee liked the idea of him presenting but wanted to ensure that the MMA thoroughly investigate what will be discussed to ensure no negativity toward another market.

The committee was asked for their suggestions on other safety education initiatives. The committee noted that for any initiative to succeed, there needs to be buy-in from the Business Principals so that they can then translate this into their businesses.

There was a discussion regarding the circulation of the Market Hour reports and the MMA CEO confirmed that the reports generated form part of the board meetings, due to confidentiality, MMA Board reports cannot be shared. He added that the MMA will continue to be open and share relevant information.

3.0 Items for Discussion

3.1 Safety Update

The Committee highlighted the importance of continual education on safety, noting that a combination of education, enforcement and infringement are key. The MMA Senior Manager, Marketing and Communications noted that safety is always of the upmost importance and the MMA is continually looking at other avenues to create awareness and educate the market community, these have been previously mentioned.

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 for the program.

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 committee noted that until the MMA can control the current trading hours, the daytime trading project may be unsuccessful. The MMA CEO agreed, noting that the introduction of the pre-trade zones as outlined by the COO is the first step in controlling pre-trade. For this to succeed, the MMA will need buy-in from the market community.

3.3 Market Hours – Report Feedback

There was much discussion regarding wholesaling in today's environment and its challenges. The committee suggested that the MMA lacks understanding of what is involved in wholesale operations. The committee invited the MMA CEO and the Board Director to visit the site at 1:30am to better understand wholesale operations.

The MMA Board Director noted that she would be happy to do so, providing an opportunity to move forward and share knowledge, so that everyone ultimately has common objectives and can collectively work together to improve the market.

The Board Director suggested that after the market visit, they meet to build a shared understanding of the key issues. She added that for this to be successful, the MMA asks attendees at the meeting to bring specific examples and facts; the more transparent all parties are, the better the outcome. The committee agreed that transparency is key.

Action Item: The MMA CEO to organise a site visit for the CEO and Board Director to further understand wholesale operations. Following the site visit, the group comes together for a meeting to discuss key wholesaler issues.

The committee explained the changes in wholesale regulations and the challenges these are creating to conduct business. They suggested a collaboration with the MMA so that ultimately Melbourne Market would be at the forefront of best practice.

The committee explained that an upcoming Hort Code review will impact wholesale fruit and vegetable trade regulations. The proposed changes are anticipated to create significant challenges for wholesalers in conducting their businesses. The wholesaler committee asked the MMA to contribute financially to a national advocacy fund so they can work towards getting a favourable outcome for wholesalers as part of the review. The MMA asked the committee to put the request in writing, including details regarding the amount requested, timelines, and what the funds will be used for, for MMA Board consideration.

Action Item: Wholesalers to put a financial request for the Hort Code review advocacy fund in writing to the MMA for Board consideration.

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 has gone 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 26th July 2025 pending approval from Apple Store and Google Play store.
- A Better Choice - Shop and Win program.
- The excess funds for a Victoria specific campaign.

4.0 General Business

Close of meeting 11:17am.

7.0 Next Meeting

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