



Retail Advisory Committee Meeting

Wednesday 9th April 2025

10:00am to 11:00am

MINUTES

Chair	Graham Gee
Date and Time	Wednesday 9 th April 2025 10:00am to 11:00am
Location	MMA Conference Centre Ground Floor, 55 Produce Drive, Epping VIC 3076

Committee Attendees	Domenic Mollica Desmond Hopwood Kara Maisano Anthony Coppolino
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MMA Attendees	Mark Maskiell, Chief Executive Officer Syed Shahed, Chief Operating Officer Bianca Tully, Executive Assistant to CEO (Minute taker)
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1.0 Opening

1.1 Welcome and Apologies

Welcome

The Chair welcomed committee members and asked them to provide a brief introduction.

The CEO explained that one Board Member has been appointed to each Advisory Committee. Sue Friend has been assigned to the Retail Advisory Committee, however unfortunately she is unable to attend today.

Apologies

Sue Friend and Lauren Kitchener.

2.0 Business Arising from Previous Meeting

The Chair noted that there is no business arising from the previous meeting.

3.0 Items for Discussion

3.1 Safety Update

The MMA COO noted that the Safety Committee has dissolved due to lack of attendance. There has been some discussion regarding reconstituting the Safety Committee, however for now safety will be a standing item at every Retail Advisory Committee meeting.

The following points were raised by the MMA COO regarding safety:

- WorkSafe will be visiting the market, the intent of their visit is to build a safer work environment. They are also offering a program that provides free independent consultations.
- October's Safe Work Month saw a significant reduction in incidents, participation from the market community is appreciated.
- The safety quiz in the MMA newsletter has had great engagement.
- The key focus on upcoming safety communications/messages will focus on mobile phone use while driving.

The Committee noted that there is an increasing issue with the use of mobile phones whilst operating a forklift. The challenges involved in policing this were discussed.

3.2 Market Rent Review

The MMA CEO gave a brief overview of the Market Rent Review process:

- Rent increases amounts were determined by an independent expert; they are for wholesale store holders, and these will be implemented over a 10-year period.
- The MMA is currently in a conciliation process, the rent increase has been assessed by the Valuer General (VG).
- The MMA will accept the VG recommendation, and this will be communicated later this week.

3.3 Market Hours

The MMA CEO noted that unfortunately due to time dedicated to Market Rent the MMA has had to hold off on Market Hours. When the time is right the MMA will begin a formal consultation process – this will include focus groups so the MMA can gather feedback from the market community.

The MMA CEO referred to the Transition to Daylight Hours document distributed in the 2024 Combined Advisory Committee meeting and advised members that a copy would be sent at the conclusion of the meeting.

Action Item: The MMA to provide committee members with a copy of the Transition to Daylight Hours document.

The MMA CEO explained that daytime trade could be beneficial for the long-term sustainability of the market.

The MMA CEO noted that there are two key areas that the MMA will focus on:

1. The distribution facility
2. Enforcing the current market hours.

There was much discussion regarding the enforcement of current market hours. The MMA COO noted that the MMA are currently investigating the best way to achieve this.

On the subject of early buying, the MMA CEO explained that there are many retailers that are accessing the market early and partake in pre trade and then there are others that are still purchasing items at 8:30am/9:00am. This is increasing the hours of work for wholesalers. The MMA CEO confirmed that enforcing the current market hours is the first step, this must be properly managed before the MMA can begin to look at changing the market hours.

The MMA COO noted that controlling access to the market cannot be achieved via access card alone, there are retailers that register under wholesalers or stand holders as employees. The entire market community needs to be on board for this to succeed

3.4 MMA Activities - Update

The MMA COO provided a brief recap on MMA activities:

- NFC Customer Service line
- Traffic Management review
- Café Conversion
- EFS Repair
- Gate 1, gate 2 and gate 3 repair
- Line marking
- Deep cleaning of the trading floor
- Positive PR and promotion of the market – Sunrise, Food and Wine Festival tour.
- New 40-year wall and celebration that will now become an annual event
- New App that is now in testing phase. Businesses can add new lines this will assist first time buyers.
- A Better Choice – there is a new national team
- Stronger Together Campaign that will initially be rolled out in the NFC and then transitioned into Fruit and Veg. This campaign will focus on sexism/sexual harassment. Imagery is being finalised, and this will be rolled out in the coming months.

4.0 General Business

There was much discussion regarding bringing children on site outside of the allocated days. The committee requested that this be further investigated as it would be beneficial to many business owners to have their children with them to teach them their business.

Action Item: The MMA to investigate additional opportunities to have children on site.

7.0 Next Meeting

Date and Time	Wednesday 2nd July 2025 10:00am to 11:00am
Location	MMA Conference Room Level 1, 55 Produce Drive, Epping VIC 3076