



Retail Advisory Committee Meeting

Wednesday 2nd July 2025

10:00am to 11:00am

AGENDA

Chair	Graham Gee
Date and Time	Wednesday 2 nd July 2025 10:00am to 11:00am
Location	MMA Conference Centre Ground Floor, 55 Produce Drive, Epping VIC 3076
Committee Members	Sue Friend (MMA Board Director) Domenic Mollica Desmond Hopwood (Apology) Kara Maisano Anthony Coppolino
MMA Attendees	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 10:05am.

Apologies

Desmond Hopwood

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 additional opportunities to have children on site.

The MMA COO noted that this was investigated; however, as the Market is classified as an industrial site, having children on the site is a safety concern. Additionally, the MMA Insurance will not provide cover to children under 15 years.

There was much discussion regarding the restriction of children on site. The MMA COO noted that children under 15 can only access the market on specified days throughout the school holidays. The committee noted that there are still many children on site outside of these specified days. The MMA COO confirmed that anyone who brings children on site outside the specified days is issued with an infringement. Moving forward, they will be asked to remove their children from the site.

3.0 Items for Discussion

3.1 Safety Update

The committee noted that forklift safety is still of utmost concern, drivers continue to disobey the regulations. The MMA Senior Manager, Marketing and Communications confirmed that the MMA are aware that this remains a problem. For this reason, the Marketing team are doing a video education piece to be released later this month that addresses this. Additionally, the MMA are arranging a presenter who has had their own safety story to present to the marketing community. There are also other strategies being implemented to create awareness and educate the market community about safety.

The committee was asked what they consider the most pressing forklift safety issues. They noted:

- Seatbelt safety
- Regulation of the speed of forklifts on site

There was much discussion regarding the type of fines that should be issued to forklift drivers. The MMA COO confirmed that the current infringements carry demerit points. The committee suggested that monetary fines should be considered, with the fine issued to the driver, rather than the Business Principal, as this tactic would be more effective as a deterrent. The funds obtained from the fine could then be used toward additional safety education.

The MMA Executives confirmed that they will discuss a monetary fine with other Advisory Committees, should there be consensus then the MMA will begin the process of changing the operating rules.

Action Item: The MMA to discuss with Advisory Committees changing the forklift safety related infringements from demerit point based system to a monetary fine.

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.

A committee member shared a compelling safety story of his near safety miss. It was suggested that he could present the story to the market community to highlight the importance of workplace safety.

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 was sceptical of this strategy. The MMA CEO noted that there is no certainty that this will work however the MMA need to try something to prevent pre trade. He added that for this to be successful there needs to be buy-in from the entire market community.

The committee noted that the access time leading up to special events, such as Easter and Christmas, needs to change to allow more time for trading. The MMA confirmed that they will amend the trading hours start time to an hour earlier in these periods. This will also be widely communicated within the market community.

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 within 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 that require further investigation. The MMA CEO added that the MMA Board see this as a way of creating opportunity within the market to ensure that it is sustainable and flourishes in the future.

The committee noted the unique aspects of having a market in Victoria such as the challenges of having more supermarket competition. The logistics of daytime trade were also mentioned noting that current transport infrastructure makes daytime trade difficult. The MMA CEO noted that the MMA is aware of these issues and this is why a short-term distribution facility has been suggested that 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 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 App Store and Google Play store approval.
- A Better Choice - Shop and Win program.
- The excess funds for a Victoria specific campaign.

The MMA Senior Manager, Marketing and Communications asked for the committees’ feedback on the Shop and Win Program. The committee made the following comments:

- It’s a good initiative to encourage people in the stores and keep customers coming back.
- It requires commitment from proprietors.
- Businesses need to be engaging and communicate with their customers for this to succeed.
- Voting should be allowed over the entire competition time.

It was agreed that a Sub Committee will be formed to further discuss the Shop and Win Program.

Action Item: The MMA to organise a Better Choice Sub Committee to discuss the Shop and Win Program and other aspects of the program.

4.0 General Business

The committee commented on the increased number of crows on site and the nuisance they are causing. The MMA COO confirmed that he will address the issue.

Action Item: The MMA to implement additional strategies to minimise the number of crows on site.

The committee asked what the MMA are doing to celebrate the 10-year anniversary, suggesting that a BBQ or something along those lines would be well received in the market. The Senior Manager, Marketing and

Communications noted that her team are currently looking at what they will hold to celebrate the history of the market and the stories.

Close of meeting 11:32am

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