

FRANKLY SPEAKING

From the Chairman's Desk

25 OCTOBER 2007

ISSUE 30



CHRISTMAS AND NEW YEAR TRADING HOURS

As we draw closer to the Christmas trading period we are receiving many requests

regarding trading hours. We have therefore circulated all the Market Advisory Committees with proposed trading hours for 2007/2008 Christmas/New Year and sought their views. A consensus has been reached and these hours are now listed in another part of this newsletter for your perusal. A further notice will be circulated as we get closer to Christmas.

MAJORITY OF BUYERS ENTER MARKET AFTER 4am

The MMA recently completed an intensive investigation into the use of the market by the buyer groups. We have identified that on a busy day around 880 buyers use the market of which just over 75% enter after 4am. Average time spent in the market is just under 3 hours.

This survey was conducted because in recent months some market user organisations approached the MMA Board and Management seeking a change to later opening hours.

The MMA has also been discussing future opening hours with Market Advisory Committees and individual businesses in the market. The overwhelming message received from market users is that the Early Buyer Permit should be abolished and that opening times that are fair and reasonable for the large majority of users should be introduced.

The current operating times will continue during the Christmas and Summer period but we envisage that after further discussions with user groups some new operating times will be introduced. We will keep you informed on this issue.

Neil Lowe, Chairman

UPDATES FROM THE CEO

- Peter McLennan

FOOTSCRAY ROAD WORKS AND MARKET ACCESS

Those market users who regularly use the market will have seen the amount of road works going on in Footscray Rd. These works are in preparation for the construction of an overpass that will run from the fish market to approximately Gate 4 in the market. The first real milestone in the project will see the current outbound lanes of Footscray Rd closed from mid November 2007 and traffic moved across, resulting in the service lane outside the market being used for city-bound traffic. The project is expected to run for 18 months with completion in mid 2009.

The following are the main actions planned by MMA to reduce the impact of construction on market users.

GATE ACCESS

The Overpass Project will see some changes to the way market customers enter the market. All the current gates will remain open for entering the market during the early morning. Due to OH&S issues, leaving the market will not be permitted from Gates 2, 3 or 4 while construction is in progress.

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Gate 1 will replace Gate 6 as the main access point for the market and will be open all the time. While Gate 6 will still be a high user gate it will only be open for approximately 18 hours each week day. Gate 6 will be closed on weekends. The access point for Gate 6 will be moved towards the fish market so that warehouses 'A' and 'B' fork truck traffic will be able to move to and from the market without travelling as it does today down the Warehouse 'M' roadway.

CAR PARKING

From February 2008, the market will lose access to the employee car park known as the Gate 8 employee car park behind the fish market. The people using the Gate 8 car park, together with the vehicles currently parked against the fence adjacent to the main market building along Footscray Rd, will be relocated to the new car park currently under construction behind the Flower Centre. The new car park will be completed in November 2007.

In recent years the number of retailers and providores that park their trucks on market land during the day has resulted in significant congestion to the east of the trading floor. This in turn restricts market cleaners from cleaning the area properly. Once the new car park is open, these vehicles will be moved into the new car park area.

The new car park will provide the market with much needed space to move as many cars away from the trading area as possible, providing priority access to the trading floor to produce handling vehicles. It is hoped that this change will reduce the turnaround times for produce delivery vehicles and buyers using the market.

Further market circulars detailing the proposed changes will be provided when the new car park is completed.

MARKET ADVISORY COMMITTEES

The next meeting of the Market Advisory Committees is scheduled for 27 November 2007. If any market users have any issues they wish to bring to the attention of the Committees and Market Authority, please advise your representatives on the Committees so the issues can be discussed at the upcoming meetings.

VICFRESH 2008

The 2008 Annual Gala Industry night is booked for Saturday, 23 February 2008 at the Crown Palladium. Tickets will go on sale early December 2007. Put the date in your diaries now.

SPRING RACING CARNIVAL - HIGHLIGHTS UPDATE

The National Flower Centre Spring Flower Promotion is now well underway. So if you are going to the races or having a cup day celebration, don't forget to wear the flower of the day. Official race day flowers, racing events, florists and flower fashions can be found on www.marketfresh.com.au. Look in the flower section occasions guide.

MARKETFRESH SCHOOLS PROGRAM

The Marketfresh Schools Program is booked out for the rest of this school year with numerous bookings received for 2008. For term three (14 July to 14 December 2007) the program will have visited 90 schools, provided 130 hourly sessions and reached 18,000 children with fresh produce samplings and education. Recent visits to the Ballarat Region and Greater Mildura Region have been extremely successful and we thank retailers, wholesalers and growers that have supported our visits to these areas.

PARTNERSHIP WITH HEART FOUNDATION (VIC)

Melbourne Markets and the Heart Foundation will be working together over the coming months to deliver a new project that aims to support increased consumption of fruit and vegetables and improve the health of Victorians. The project will commence in three regional areas. This important new initiative is being supported through the Victorian Governments Go for Your Life Program. Details will be released shortly.

MARKETFRESH.COM.AU

Visits to our marketfresh website from individuals, schools and companies continues to demonstrate demand for the system.



Melbourne Markets Golf Day

Our annual Melbourne Markets Corporate Golf Day held 23 October at the Waterford Valley Golf Course, Rowville saw teams from across the market enjoying a social day out together. Thanks to the support of our Business Partners Toyota Material Handling and National Point of Sales Systems and industry sponsors for making this a great event.



Congratulations go to the prizewinners as follows:

1st place (handicapped nett): **Moraitis** Sea Masters
1st place (handicapped gross): **Tas Freight Services** TFS Grinners
1st place (non handicapped): **Vegie Van** Eat the Greens
2nd place (non-handicapped): **Kapiris Bros** KB Drivers

Last place (goofy golfer): **MMA** Team 1
Nearest to the Pin 1: Nat Schiavello (Fruitopia Produce)
Nearest to the Pin 2: Paul Mithen (Fresh Centre W'salers)
Longest Drive 1: Joe Argiro (Delaware Shaun)
Longest Drive 2: Con Simitsis (Tas Freight)



1st Prize Winners (handicapped nett): Moraitis Sea Masters:
Craig Marten, Paul Taranto, Andrew Taylor and Todd Moraitis



1st Prize Winners (handicapped gross): Tas Freight Services TFS Grinners:
Con Simitsis, Rodney Watts, Robert Watts and Nick Simitsis



1st Prize Winners (non-handicapped): Vegie Van Eat the Greens:
Alf Leuzzi, Bill Purchase, Harry Ind and Peter Mantel

THANK YOU TO OUR SPONSORS:

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Scanoz

Australian Strawberry Distributors P/L

Melbourne Markets Credit Service P/L

Tasmanian Freight Services P/L

2007/08 Christmas and New Year Trading Hours

The following are the proposed trading hours for the Christmas and New Year trading period.

Public Holidays in **Blue**

Proposed Early Start Days in **Red**

Early starts following a Holiday in **Green**

Saturday	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
		17 Dec	18 Dec	19 Dec	20 Dec	21 Dec
22 Dec	23 Dec	24 Dec	25 Dec	26 Dec	27 Dec	28 Dec
29 Dec	30 Dec	31 Dec	1 Jan	2 Jan	3 Jan	4 Jan

Australia Day Holiday

26 Jan	27 Jan	28 Jan	29 Jan
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This year's public holidays fall on Tuesday 25 December, Wednesday 26 December, Tuesday 1 January and Monday 28 January.

The following are the proposed Market opening times for Christmas and New Year Trading days.

For Fruit and Vegetable Businesses, Saturday 22 & 29 December and Sunday 23 & 30 December are **NOT** market trading days. Retailers will be provided with access on these days to pick up pre-ordered product from 'A' and 'B' Store Tenants between 6.00am and 8.00am each day.

NFC will operate as normal on Saturday 22 & 29 December.

Monday 24 and 31 December - Trading Stand Businesses enter the market from 12.30am to set up.
- All Retail Buyers enter the market from 2.30am.

Wednesday 2nd of January - Normal Monday, Thursday & Friday opening times apply.

Australia Day Holiday - Monday, 28 January

Saturday 26 January and Sunday 27 January are **NOT** market trading days. Retailers will be provided with access on these days to pick up pre-ordered product from 'A' and 'B' Store Tenants between 6.00am and 8.00am each day.

The NFC will operate as normal on Saturday 26 January.

Tuesday 29 January - Normal opening times for Monday, Thursday & Friday apply.