

FRANKLY SPEAKING

From the Chairman's Desk

29 NOVEMBER 2006
ISSUE 28



As we reflect back on the 2006 year it is fair to say it has been a difficult period for our market community.

Growers had to deal with adverse weather conditions and modest irrigation water allocations.

Wholesalers and Retailers had to deal with over production of some products, unfair and hurtful criticism of market activities, banana crisis and the relocation project. These issues and others ensured the year was full of controversy and for many, anxiety.

Through all this anxiety the many normal positives a central market and its people provide to its customers have prevailed. However, this year's standout positives include the continuous working together of many cultures, the community speaking with one strong voice on some important issues, the ability of wholesalers to move huge increased tonnages of some products, a successful independent retail sector, an increase in

marketing promotion by industry, government and the MMA, and the continued response to help the needy which has once again been extremely generous.

Sure we have had our moments of disagreement but remember no two people are alike. Each of us has a distinct characteristic and personality. The Market community and your businesses are just like people... big-small, strong-weak, fat-lean, each unique but similar which gives the community the mobility to progress and the ability to change direction quickly as conditions warrant. This is your strength, never lose this uniqueness.

As we enter the festive season the MMA Board and Management wish you all a Merry Christmas. Please ensure you have a happy and peaceful time with your loved ones. Let's look beyond Christmas into a year that will expand our horizons and continue the concept of people working together to solve common economic problems.

Neil Lowe, Chairman

LAUNCH OF FRUIT AND VEG FOR HEALTH



With the increased focus on healthy eating "Fruit and Veg for Health", a Melbourne Market Authority (MMA) and Victorian Government "Go for your Life" program initiative, was launched on Tuesday, 31 October 2006.

The event, held at the Footscray Community Arts Centre, was supported by culinary greats Gabriel Gaté, Stephanie Alexander and Andrew Blake.

The project will provide local retailers with resources, training and support so that they can respond to the increasing number of public

requests for help in regard to the types and quantities of fruit and vegetables that are needed as part of a healthy diet.

Key components of the project include;

1. An informative brochure "Your Guide to Fruit and Veg for Health" (see enclosed) which provides answers to many of the questions that people have about healthy eating.
2. A resource kit for retailers that provides them with in-depth information to help answer customers' queries and to work with schools and community groups to increase fruit and vegetable consumption within their locality.

contd overpage

INSIDE THIS ISSUE

1. Frankly Speaking - From the Chairman's Desk
2. Launch of Fruit & Veg for Health
3. Golf Day
4. Christmas & New Years Trading
5. VicFresh 2007
6. 40 Year Service Awards



For further information please contact:

Melbourne Market Authority, Box 1, 542 Footscray Road, West Melbourne VIC 3003

Ph: 9258 6100 Fax: 9687 7714

Email: info@melbournemarkets.com.au

Web: www.melbournemarkets.com.au

3. A training program for fruit and vegetable retailers, titled "Working with your Community to Increase Fruit and Vegetable Consumption", which will be run by William Angliss Training and includes components that are accredited nationally as part of the Certificates II & III in Retail Operations. For any enquiries or bookings please contact Trina on 03 9258 6130.

Melbourne Markets & Business Partners Golf Day "A Driving Success"!

Once again the recent Melbourne Markets & Business Partners Golf Day held at Sanctuary Lakes attracted capacity participation from across all areas of the Market community. Everyone had an enjoyable and memorable day that saw fine weather, lots of laughs and keen competition.

Prizes awarded on the day were:

Top Team with handicap - Gross Score: Dykes Bros

Top Team with handicap - Nett Score: Dykes Bros

Top Team without a handicap: Tasmanian Freight Services

Second Team without a handicap: Westpac Agribusiness

Longest Drive 1: Simon Milton (1st Hole)

Longest Drive 2: Michael Corbay (10th Hole)

Nearest to Pin 1: John Sykes (2nd Hole)

Nearest to Pin 2: Robert Apted (6th Hole)

Nearest to Pin 3: Claire Pasini (11th Hole)

And not forgetting our last, but not least team, awarded the Goofy Golfer prize: MMA Team No.1

Many thanks to the MM Business Partners and industry groups that sponsored the event - Toyota Material Handling, Melbourne City Lexus, National POS Systems, Westar Trucks, Westpac Agribusiness, Veli Velisha and Antonello Produce P/L

Also many thanks to other prize donors, Melbourne Markets Credit Service, Tas Freight, Fresh State and Mildura Fresh IPG Vic.



Top Team with handicap Gross
L to R: Peter Stevenson, Joe Djuric, Harry and Brian Dykes



Top Team with handicap Nett
Back: Dennis Davidson and Frank Prestia
Front: Mark Dykes and Ron Evans

Top Team without a handicap
L to R: Nick Simitsis, Rodney & Robert Watts and Con Simitsis

CHRISTMAS AND NEW YEARS TRADING

Trading will be as follows for both the fruit & vegetable and flower markets:

Saturday, 23 December	OPEN (Flower Market only)
Sunday, 24 December	CLOSED
Monday, 25 December	CLOSED
Tuesday, 26 December	CLOSED
Wednesday, 27 December	OPEN*
Thursday, 28 December	OPEN
Friday, 29 December	OPEN
Saturday, 30 December	OPEN (Flower Market only)
Sunday, 31 December	CLOSED
Monday, 1 January	CLOSED
Tuesday, 2 January	OPEN*
Wednesday, 3 January	OPEN

Trading from Wednesday, 3 January as normal (except for Friday, 26 January 2006 where the Market will be closed for Australia Day).

* Open 1 hour earlier, ie. 4.30am (2.30am for early buyers)

VICFRESH 2007

**3 MARCH 2007 - CROWN PALLADIUM
TICKETS ON SALE !**

VicFresh 2007 is just around the corner and once again we have some great entertainment for you.

Invitations will be out to you soon and tickets will be on sale from 8.00am on Friday, 8th December 2006.

For all enquiries and bookings please ring Nancy on 9258 6108.

Tickets can also be purchased from the Customer Centre by arrangement.

SPECIAL SERVICE AWARD FOR 40 YEARS

Attached to this newsletter you will find a circular regarding this award. Applications for this award are now open to any member of the market community who has achieved 40 years or more of continuous service in the industry. Awards will be presented at VicFresh 2007. For further enquiries please call Trina on 9258 6130.

MELBOURNE MARKET AUTHORITY

MARKET CIRCULAR NO:

TO: ALL TENANTS AND MARKET USERS

FROM: PETER MCLENNAN, ACTING CHIEF EXECUTIVE, MMA

DATE: TUESDAY, 14TH NOVEMBER 2006

SPECIAL SERVICE AWARD FOR 40 YEARS OR MORE OF CONTINUOUS SERVICE

The Authority is continuing to offer 40 Year Continuous Service Awards to members of the Melbourne Market Community. These awards will be presented at VicFresh 2007 on Saturday, 3rd March 2007.

Did you start at the Queen Victoria Market prior to February 1967, and then continue to attend the Melbourne Markets Footscray Road site to achieve 40 years or more of **continuous** service in the wholesale industry?

It doesn't matter whether you changed companies or started as an employee or are still an employee. This award is open to all whether working in flowers, fruit, vegetables or service companies. You will qualify as long as your service is **continuous** at the markets.

Perhaps you don't fit the description but know someone else who does? If so, please let us know. The Authority will verify details of service.

About the Award

The Market Authority, together with industry groups, would like to officially recognise service to the industry and provide our "veterans" with special recognition and special privileges through the award of a "Golden Market Pass". Individuals that qualify will receive **free life** entry to the Market in recognition of their service, a certificate and a Golden Market Badge to signify their status.

Presentation of Awards at VicFresh 2007 on Saturday, 3rd March

Awards will be presented at VicFresh 2006 Market function to be held on the night of Saturday, 3rd March 2007 in the Palladium Room at the Crown Entertainment Complex. For ticket enquiries call Nancy 9258 6108 or Joan 9258 6180.

Registrations for Award

If you qualify for 40 years or more service or know someone who does, could you please assist by completing the registration form on the back of this notice and return it to the Authority by Friday February 2, 2007.

Any Questions

For further details or questions you are invited to call Catriona in the MMA Marketing Department on 9258 6130.

Peter McLennan
Acting Chief Executive