



Flower Advisory Committee
MMA Boardroom, West Melbourne
28th October 2014

In attendance: Greg Duffy, Adrian Parsons, Geoff Maguire, Mark Maskiell, David Whitchelo, Mary Baker, Jenna Patan (Minute Taker), David McKinna (Part Time), Catherine Wall (Part Time)

Apologies: Phillip Mays, John Boon

MARKET HOURS

McKinna et al Report and Presentation Noted

Key Findings:

- Increased competition with new independent satellite wholesalers outside of the market (Richmond & Footscray). They are to be considered as active and competitive trading platforms.
- Retailers are concerned about traffic congestion.
- Pre Ordering is an increasing industry trend and this would benefit retailers
- There is a need to cross over with Fruit & Veg trading hours because customer's expectations are for a full service of supplies at their local stores.
- Retailer protection is key to the success of the new market in the first 12 months

Recommendation:

- **Trading Window:** 3.30am – 6.30am in line with the F&V, and 4.30am – 7.00am on Sat for the Flower Market only.
- **Night Market:** Trial of a night flower market proposed in early 2015
- **Review Access Data:** The MMA agree to review market hours within the first 12 months of trading at Epping. Access Card data can be used to validate movements for each category group and therefore determine actual movements within the market.

The advisory endorsed the proposed Trading window, however they do not support the trial of a night market.

PARKING

- EOI data has been collection from the initial mail out completed in May 2014
- Letters will be drafted to NFC Tenants and Retailers to confirm requirements from the first EOI, then allocation can commence.
- First option is for stand holders to have first right to the adjacent parking where there is a door at the back of their stands.
- Second option is for all other stand holders to have second right to perimeter truck parking
- Florists will have designated reserved florist bays (dependant on demand)
- Staff parking: It is anticipated that people will be encouraged to pay for causal parking outside the administration building to keep cars out of the trading site, otherwise reserved or unreserved packs will be available.

Next Steps

- Distribution of revised letters to be undertaken on Thursday 30th October 2014.
- Depending on allocation, there may not be any ballots required for the NFC

Meeting closed 9.12am