



**Flower Advisory Committee**  
**MMA Boardroom, Epping**  
**1<sup>st</sup> October 2015**

**In attendance:** Geoff Maguire, Greg Duffy, John Boon, Bill Lewis, Mark Maskiell, Jenna Patan (Minute Taker)

**Apologies:** Adrian Parsons

**Messages from the Chairman and CEO**

The Chairman would like to express great thanks to the committee in helping make the transition a success. The Florist and Growers are very impressed with the facility and happy with how transition went. Congratulations was also given to the MMA and the Operations Team for a successful opening.

The MMA CEO has been impressed with how tenants have embraced the new operating environment and has been very pleased with the opening month, he would like to thank the advisory group for their support during the transition.

**Advisory Committee Roles**

All roles expired in December 2014, however a decision was made that no change to current positions would be made until after Transition. It is agreed that in January 2016 a call for re-election of positions will be undertaken and the Charter updated if required.

**Stands**

- **Casual Stands:** The process should be consistent with what was at West Melbourne, there is no consistent messaging about the process with the tenants. The advisory *requested* that this is rectified by better communication. The advisory endorsed a 1 week price (that was only issued a maximum of twice a year), and a 3 month and 6 month stand option. Pricing would need to remain fair to those that have committed to the market.
- **Cool rooms:** There is an opportunity for permitter stand holders to have a cool room built on their stand. The MMA will formalise appropriate costs, rents and then write to the tenants as an EOI.

**Florist Parking**

- The advisory is pleased with customers attending in the first month however they are concerned that once they need to pay for parking they will no longer purchase from here.
- The advisory *requested* that the MMA extend the unreserved free parking indefinitely. The current Flower Market tenants will consider an increase in fees in the form of a levy to cover the costs of Florist parking. They advised the MMA will also receive correspondence from Flowers Victoria to discuss this topic further.
- The MMA will conduct analysis on the financial impact and revert.

**TRANSITION OBSERVATIONS**

- **Flower Market recycling transfer stations:** The advisory *requested* more organic maxi cages in the satellite stations.
- **Rubbish Bins:** The advisory *requested* more general waste bins are required around the Trading Floor. At the moment Coffee cups are the biggest issue during and at the end of trade.
- **Female Toilet Access:** One of the Orchid Man Employees card would not give her access to the female bathroom. The MMA requested that the MRO's are notified on a case by case basis so it can be rectified immediately.
- **Market Hours & Trading Times:** The advisory are happy with the current trading times, however it can be frustrating when buyers are entering the Trading Floor prior to 3.30am. The advisory *requested* that MRO's are diligent to keep buyers out prior to trade.
- **Post Trade Bollard Removal:** The advisory identified that some trading days doors and bollards aren't being removed until 7.15am. It is causing frustration to stand holders that wish to pack up because majority of buyers have exited pre 6.30am. The MMA will follow this up with PAM.

- **Traffic Management:** The advisory suggested that the traffic lights pre 6am should be on a longer cycle for Gate 1 exiting traffic. There is a camera and it is being monitored by VicRoads and altered when required. City of Whittlesea are also moving forward with O'Hearns Road Interchange project which should ease any potential traffic congestion to the local area.
- **MRO:** The advisory passed on their thanks to "Angelo". He is highly regarded by the traders and the florists for his professional and friendly approach to his role.
- **Café:** Works are to commence next week, there is no delay from the landlord works.
- **Market Hire:** Works on the new locations will commence this week and Green Machine will be relocated once the contraction and fit out is complete.
- **Line marking:** The MMA will line mark the reserved bays once parking arrangements across the site are finalised. We anticipate works to be undertaken early November 2015. The advisory *requested* that a communication is sent to clarify where the unreserved and reserved parking spaces are located.
- **Lights inside the Flower Market:** The advisory suggested that staggered lighting reduction is consider during daylight savings. There is no need to have the same amount of lighting for 3am at 9am, the natural light is very good.
- **Water access points:** The advisory are concerned that the current set up is an OH&S issue. They are concerned about potential tripping as well as damage to produce from flooding when they are hit with trolleys. The taps have been damaged on more than one occasion.
- **Children in the Market:** The operating rules stipulate that there is no access to the market for anyone under 15 years old. MMA will consider alternative options if children accompany a tenant, however given it is an industrial site there will be no changes to the current operating rules in the short term.
- **Leaving a truck overnight:** Currently the MMA do not allow trucks to be left onsite overnight. The advisory *requested* that an alternative (paid) location is offered to those that wish to keep additional vehicles onsite. There are approx. 4 flower tenants that would be interested in utilising this if it was offered under strict guidelines and /or licensing arrangements.