



**Flower Advisory Committee  
MMA Boardroom, Epping  
3<sup>rd</sup> December 2015**

**In attendance:** Geoff Maguire, Greg Duffy, John Boon, Adrian Parsons, Bill Lewis, Fidrim Halit (Observer) David Whitcelo, Kirsty Harvison, Matthew Elliott, Jenna Patan (Minute Taker), Theresa Hunt (Marketing)

**Apologies:** Mark Maskiell

**CHRISTMAS TRADING HOURS**

Wednesday 23<sup>rd</sup> December 2015 – 3.30am Start  
Thursday 24<sup>th</sup> December 2015 – 3.30am Start  
Friday 25<sup>th</sup> December 2015 - CLOSED  
Saturday 26<sup>th</sup> December 2015 - CLOSED  
Sunday 27<sup>th</sup> December 2015 – No change to current hours  
Monday 28<sup>th</sup> December 2015 - CLOSED  
Tuesday 29<sup>th</sup> December 2015 – 3.30am Start  
Wednesday 30<sup>th</sup> December 2015 – 3.30am Start  
Thursday 31<sup>st</sup> December 2015 – 3.30am Start  
Friday 1<sup>st</sup> January 2016 - CLOSED

The advisory *suggested* that the F&V buying period is aligned to the Flower buying times of 3.30am for the Christmas Trading Period.

**FLORIST PARKING**

At the request of the Advisory Committee the MMA undertook analysis of the Cost impact of a levy imposed to the Flower Stand Holders to support parking for the florists.

The advisory *noted* that trade for them has slowed on Thursday & Sat market trade days and that Florists paid parking will be detrimental to the viability of the Flower Market. Seasonally it is very quiet period for the florists in January, although financial pressure will discourage them.

The advisory *requested* that the MMA provision for the January – March Billing quarter to be waived while a long term solution can be found. The MMA *noted* that the initial 3 months of parking was already extended for an additional month until 1<sup>st</sup> January 2016.

Agreed Next Steps:

- The MMA will review the figures presented and will formalise a levy amount based between \$184.20 - \$240.83 per quarter / per stand.
- Online communications to the stand holders will be released tomorrow, which will include information of the levy and the voting system for / against.
- Flowers Advisory Committee members will discuss with Stand holders on Saturday 5<sup>th</sup> December; MMA staff will be on the trading floor on Tuesday 8<sup>th</sup> Dec and the formal vote collected on Thursday 10<sup>th</sup> Dec.
- The Flower Advisory Committee and MMA management will meet on Tuesday 15<sup>th</sup> December to discuss the results.

**SITE PARKING**

- The MMA confirms that P4 will have unreserved florist parking, however P2 & P3 will now turn into reserved parking; with all other unreserved (not florists) moved to P1.
- The MMA is currently undertaking a review of the traffic management plan and it is likely in the next 2 weeks the current proximity Semi bays will be overlaid with rigid bays, and those uncovered rigid bays will change to LCV bays.
- The MMA is working to look at utilisation rates, going into the next quarter will likely hand them back because they won't want to pay now they know how the market works.

### EOI OUTCOME

- Additional stands EOI closed 2 weeks ago.
- There were two respondents (one seeking additional stands, another seeking relocation. Both want the same location (where Green Machine is currently occupying). There are some limitations on the stands that both parties are interested in, therefore the MMA will discuss this with the individual parties and if both wish to proceed, a ballot will be undertaken.

### RECYCLING MODIFICATIONS

- **Organic Bins** have now been installed and signage changed as per the request of the advisory committee.
- **40 General Waste Bins** have been installed across the market, however the advisory committee requested another six 240ltr bins around the flower market. The bins installed will have bin restrictors installed so that large amount of waste cannot be dumped in them.
- **Stand Cleaning:** The MMA are trying to encourage stand cleaning – some traders are refusing to clean up after trade. The cleaners will charge per stand if they continue to refuse. Comms has gone out, more will be sent out (Fact sheet next week) and one on one visits to be undertaken. The advisory suggested that the middle stand holders see the perimeter stands being cleaned by the MMA and that they are therefore being unfairly targeted due to their location. DW will follow up current cleaning process as this should not be occurring.

### WATER ACCESS

- The MMA is investigation pull down roof hoses to remove the taps from the trading floor (similar system to the power reels that are currently installed).

### CAFÉ

- The MMA advised the committee that completion of works is due before 25<sup>th</sup> December 2015, however after assessing the progress we have made arrangements for the current mobile coffee cart to be available into the New Year. The delay to the café has been attributed to build specification not meeting the building permit requirements.
- The advisory *requested* that Coz's Café Delivery Vehicle should be allowed into the trading floor (pre-trade) to service the traders. DW will investigate and make appropriate arrangements.

### OH&S PLAN

- The MMA distributed the DRAFT OH&S Plan to all attendees. It is noted that the MMA Board have approved the version that has been distributed to the Advisory Committees.
- The Market Operating Rules require Market users to comply with all relevant OH&S Requirements at all times (Rule 12). This includes compliance with the OH&S Plan. MMA Legal have, in consultation with PAM and with advice from external OH&S lawyers (Barry Sherriff of Norton Rose). The Plan is broken into key sections with headings and sets out the OH&S requirements for Market users while using the site. Market Businesses can also use the Plan within their own businesses if they wish.
- The MMA *requested* that any comments are returned to the CEO prior to 17<sup>th</sup> December 2015 (2 weeks review period).

### ADVISORY COMMITTEE ROLES

- As discussed at the last meeting the process of disbandment and election of roles will commence as of 31 December 2015. Industry associations will be contacted regarding the election nomination process, as will the market community via State Publications and Internal market notifications.
- All advisory members can re-stand.

### VALENTINES DAY 2016

- Last year the creative that was invested in was a promotion that could be reused in other years and other major flower buying periods. "The power of the flower" consisted mainly of advertising on radio / online, with less support on POS items. Investment was approximately \$33k between Flowers Victoria, MMA and the Tenant Group. All parties agreed to support a similar approach to last year, however Flowers Victoria cannot offer extended resourcing as per last year. Adrian has agreed to drive the promotion again and Theresa Hunt from the MMA will provide support from the MMA.

### General Market Discussions:

- **Casual Stands:** All agreed that the same process would be carried forward from West Melbourne. The MMA will communicate this internally and to the Flower Market to ensure consistent messaging is achieved.
- **Florists:** Some cannot access the market when they swipe at the Gate. The advisory are reminded to have florists report this to an MRO or to go directly to the Cashiers. Those that have been identified today by GD will be send to DW for rectification.
- **Gate access:** The MMA have made changes to Gate access times to 3.30am for florists and have dedicated left lane queuing on Flower Market days. The Advisory suggested that this is problematic when F&V Retailers don't have access to the market until 4.30am as they block the entry lanes. The MMA will review the use of dedicated lanes at Gate 1 on flower market trading days.
- **Parking:** It has been noted that people are parking illegally in P4. It is requested that more MRO's monitor this issue as there is a significant creep into this parking space when it should just be for florists only.
- **Smoking:** People are still smoking the Flower Market. The current MRO Angelo is doing his best, but additional resourcing might be required to ensure it stops.
- **Website:** The advisory requested that the content in the flower section needs to be updated as it is not current and that the traders details are not current. The advisory have offered their assistance to update trader's details if required by the MMA.
- **Coolroom control lock:** An attachment has been put over the controller without notice.
- **Coolroom Condensation:** It has been noted by some stand holders that condensation is occurring within the coolrooms whilst the doors are closed and it is damaging stock overnight. The MMA have requested that all maintenance issues are reported to the PAM helpdesk so they can be logged and followed up.
- **Perimeter stands:** The joints in the concrete at the sliding doors is every uneven, the advisory requested that the MMA investigate and rectify.
- **Market Hours:** The advisory requested that 3.30am is working for the Flowers Market. They suggested that it is paramount to the success of the market so Florists can leave early before the traffic.

**Meeting closed: 9.15am**