



Flower Advisory Committee
MMA Boardroom, Epping
15th December 2015

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

Apologies: John Boon

Florist Parking Levy Outcome

- **DOCUMENT REFERENCED:** Flower Market Circular: Flower Market Stand Licence Holders Vote for Reallocation of Parking Fees
- **VOTE FOR:** Stand Licence fees increase by \$229.65 per quarter to \$2,404.10 ex GST. Flower buyers have free unreserved parking beyond December 2015.
- **VOTE AGAINST:** Stand licence fees remain unchanged at \$2,174.54 ex GST. Flower buyers commence paying for unreserved parking from 1 January 2016.
- **VOTING TERMS:** Flower market stand holders would receive 1 vote per stand occupied

Results:

- 78.5% voted (108 stands)
- 78% vote against the motion, therefore it did not carry
- 8 chose to abstain, 3 were not back until 2016.

Key items for noting:

- The advisory stated that the Flower Stand holders were disappointed that the levy rate was higher than what the unreserved florists were paying. Many were frustrated that the vote was occurring (more money out), others suggested the MMA should cover the cost and other were happy to be consulted and asked to vote on the matter. Others suggested that they can help compensate their own customers with reduced purchase fees / subsidies rather than all of market.
- Florists will be charged for parking from 1st January 2016 (an invoice is to be raised and issued before the end of next week. The MMA will issue this invoice with a cover letter stating that the current rate for unreserved parking equates to \$8 per week and that they have had 4 months of pro-rata free parking since operations commenced at Epping.
- The advisory committee stated that florist parking should be free.
- The MMA agreed that there will be an annual review undertaken across all fees.

Flower Buyer Survey - General Market Experience

- Survey has just been released to the Florists, as of yesterday 55 / 500 have completed it
- Early indications and feedback suggest that 4 buyers have stopped coming since the move; 2 of those were due to the change of location only and 1 based their decision on cost / time.
- **Parking:** Suggestions have been made that there needs to be better messaging for the difference between unreserved / reserved parking, including what to do is someone has occupied your bay.
- **Entry:** Dedicated lanes for Florists at Gate 1 on early trading days.
- **Trolley Hire Fees:** \$10 hire fee, \$10 deposit (which is double WM) is unreasonable.
- **Female toilets:** Sensor lights are too slow and the preference would be to remove the first entry door to ensure no obstructions to visibility into the female toilets.

Valentine's Day

- Creative concept was distributed
- MMA and Flowers Vic will enable a social media and radio campaign only, radio spend is approx. \$15K which will be funded by majority of the larger stand holders. The preference is that all stand holders contribute to funding however this approach has been unsuccessful previously.
- Intraflora had very similar messaging which helped strengthen the slogan "the power of the flower".

Other Business

- **Music:** Will commence in January 2016
- **Clock:** The MMA is awaiting an engineer's report to ensure the structural integrity of the proposed location.
- **Water Access Points:** The MMA is currently reviewing proposals for overhead reels. Specifications of hoses and appropriate pressures are being considered.
- **Cool room locks:** Keys and locks for the cool room control covers to be issued to all effected stand holders ASAP.
- **Café:** The MMA met with the owner this morning, it is his intention to open next week. They do however need appropriate certifications to commence trading therefore the MMA has engaged the temporary coffee van service over the Christmas / New Year period so there is no shortfall in service.
- **APACK:** Lime marking will be undertaken for the loading zone once APACK commit to the additional parking space.
- **Line marking:** Reserved signage, forklift and flowers symbols will be painted next week.
- **Parking:** The MMA reconfirm that P4 parking is for Florists. Some car parks adjacent to the flower market were allocated to F&V for loading, the MMA is working to move these.
- **Trading Floor Cleaning:** The MRO (Angelo) will engage with those people who are not doing the right thing. The MMA requested that the advisory members ensure stand holders understand their obligation to clean their stand post trade.
- **EOI Outcome:** Discussions are underway with the two interested parties. Extended commitment will be required due to the capital works required for the cool room construction. Both parties are aware that there is no parking available at the back of the stands.
- **Dry Store:** It is understood Mayflower would like to create a dry store shell. A proposal for works is required to be submitted to the MMA for consideration.

Meeting closed 8.45am