

**Flower Industry Advisory Committee**  
**MMA Boardroom, Epping**  
**31<sup>st</sup> May 2016**

**In attendance:** Greg Duffy (Chair), Fidrim Halit, Cheryl Roehrich, Danny Malikovski, Jashar Rustemi, Mark Maskiell, Sue Friend, David Whitchelo, Shaun Matthews, Theresa Hunt, Genevieve McCaskill (observer), Jenna Patan (Minute Taker)

**Apologies:** Matthew Elliott

**Amendment to Minutes from 10<sup>th</sup> March 2016**

- **Stand Allocation Process:** Agreed that a fair and equitable process is required when stands become vacant. Communication from the MMA must be clear and an EOI and subsequent Ballot should be required where there are more than one interested party.
- **Bulletin Board:** Confirmation that the request from the advisory is to be completed and installed next month. The MMA will provide a list of Vacant Stands and Stands Holders can use it to post vacancies and other relevant information.
- **Advisory Committee Appointment Process:** Jashar Rustemi **NOTED** in his opinion the current process is not transparent and he would like to see members voted in by Flower Market tenants, not selected in the current way.

**Item 1: Actions Arising**

- **Music:** Has been discontinued at the request of the Advisory Committees.
- **Clock:** The NFC Clock from West Melbourne has been installed and was commissioned this week.
- **Drinking Water:** Pipes have been installed; awaiting appropriate signage then it will be commissioned for use early next week.
- **Bulletin Board:** Confirmation from the MMA that this has been installed. A list of Vacant Stands are to be provided from Legal by the end of this week. All Flower Market users are welcome to post vacant cool room space, parking etc or items that are relevant to the tenant group as they see fit. Procedures on how to do this are stated on the Bulletin Board.
- **General Waste Bins:** There are now 10 x 240L bins in the Flower Market for General Waste as per the request of the advisory. These bins are provided for everyone, however some stand holders are moving and using them for disposal of larger waste. The MMA **REQUESTED** that the advisory assist in making sure the bins are not moved and are used for General Waste only. The MMA can provide 240L bins to individual stand holders who require them. All agree the market is much cleaner after trade with the larger bins and the satellite stations in close proximity.
- **Casual Stand Fees:** The MMA presented pricing at \$60 (+GST) per stand for non-peak times and \$150 (+GST) for Peak / Seasonal times. The advisory **NOTED** that \$80 (+GST) would be a fairer price and that casual rates should be capped to a maximum amount of days of the year so it does not disadvantage the current stand holders. The MMA will review and revert back to the group.
- **Children in the Market:** Currently the MMA will make no changes to the Operating Rules. It is **NOTED** the F&V Wholesalers have requested consideration is given to a small number of family orientated days during the year and the Flower Advisory **REQUESTED** that consideration is given to Saturday as an open policy to make it easier for Florists with Children to buy from the site and that 16 is too old. The MMA will review the Operational Procedures and associated discretion of the MRO's.
- **Night Market:** The concept is supported by the advisory as long as it is promoted effectively. The advisory **AGREED** that 9pm – 11.30pm on a Friday night should be the basis of the trial. The advisory **REQUESTED** that the MMA send out communication to the Stand Holders requesting their feedback and support of a trial night market. The MMA will prepare an event brief, circulate it to the advisory for comment and will then go to the stand holders for feedback.

- **Fruit & Veg Stand Holders Utilising Flower Market Stands:** Current Flower Market Stand holder licences are for 6 days, there are no options currently available for 2 or 3 day licences like the Growers. The advisory SUGGESTED that if the Flower Market Stand Holders were able to reduce their licenced days it could provide smaller businesses an alternative to exiting the market. Jashar Rustemi NOTED that there is a double standard between licences available to the Fruit & Vegetable Stand Holders and those available to the Flower Market Stand Holders. In his opinion, this arrangement discriminates against the Flower Market Stand holders. The MMA advised that the decision for 6 day licences was agreed to during discussions with the Advisory Committee elected during that time.
- **General Market Trade:** The advisory AGREED that Saturday was the slowest trading day, with Tuesday also slowing and that all need to do more to attract more buyers. The advisory SUGGESTED that parking should be free for the Florists, or that Saturday is free to encourage florists to attend. The MMA reminded the Advisory Committee that a survey was conducted of the Licence holders to offset free parking for Florists with a nominal increase in licence fees with the result being that 78% voted against the proposal. The advisory REQUESTED that Swipe Card data is provided for analysis.

## Item 2: Marketing Activities

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- **Mother's day Campaign:** The campaign was run primarily through social media to bring the public directly to the florists. Click rate data suggested that over 2500 clicks took over 700 customers to local florist search pages. A survey was also conducted to rate the success of the campaign. Initial results indicate that 85% of respondents saw value and would like to see it continued. 80% said they had an increase in sales on previous years.
- **Florist Retention:** Promotional activity and Marketing activity are continuing via closed social media groups, promotional specials and creating new channels of communication. A new "For every reason in every season" campaign has been supported by Flowers Victoria to ensure flowers stay relevant. This will launch in Aug 2016, as will a new look Market Fresh Website.
- **Market "Event" Days:** As part of the florist retention strategy the MMA is considering additional product diversity available on event days (giftware, plants etc) once a month to help drive more florists to visit. This strategy is being developed in conjunction with Flowers Victoria. The advisory SUGGESTED that the MMA engage with the Caribbean Market Plant sellers. All agree that the process needs to be well defined and that there cannot be any barriers to entry (parking & access).

## Item 3: Market Operations

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- **Hoses and Taps:** The MMA has invested in 40 new lighter hoses and have changed the fittings on the current taps to be universal / standard. The MMA can make hoses available to businesses. More drop water points have been installed down the side of the building for treated grey water so tenants on the perimeter can have easier access to what is currently available
- **Recycling Transfer Centre:** The new centre will open on the 6<sup>th</sup> June 2016.
- **Access Card renewal:** All cards for Stand Holders, Employees and Florist have been renewed. There should be no issues with access as long as the individual has correct parking rights attached to their access. If users do not have parking rights they will need to park in P1 (Admin) for \$11 per day.
- **Parking:** The advisory REQUESTED that the MMA consider free parking for market employees. The MMA advised that this is not possible.

## General Business

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- **Flowers Victoria:** Feedback has been provided by bigger customers that the buying period should be longer. The advisory AGREED that no early access should be provided unless the buyer is regional.
- **Entry into the Market:** The MMA advise that a known market user with a valid access card can present at Gate 1 Security and request temporary access for the day if they have left theirs at home (no cost).
- **Market Hours:** Process will commence at the end of June via the engagement of an independent consultant to conduct the review.

- **Flower Market MRO's:** The advisory SUGGESTED that discretion should be given where possible and customer service should be their first priority.
- **Parking Warnings:** The advisory REQUESTED that unless requested by the bay owner (or if parked illegally) the MRO's should not target vehicles utilising the bays. The MMA confirmed that the bays are available for florists to pick up orders at the discretion of the bay owner. Frustration from stands holders was that APACK can advertise their loading bays to the florists, yet stand holders didn't have the same opportunity and were being punished for how bays were being used.
- **Advisory Committee Appointment Process:** Jashar Rustemi NOTED again that the current process is not transparent and he would like to see members voted in. The MMA advised that the process is legislated by the MMA Act. Three members are appointed by an industry body and the other two positions are awarded by the MMA based on market nominations. The MMA will have a minimum of 2 Management Team members in attendance and for transparency an MMA Board Member is appointed to each committee. All agreed that transition and new committee appointments is a chance to move forward. It is NOTED The Terms of Reference were redistributed and Minutes will be distributed to all members (not just the Chair) prior to publishing to ensure they are a true and accurate record of the meeting.
- **Recording of Minutes:** Jashar Rustemi NOTED that in his opinion the meetings should be recorded by an audible device and available for distribution. The MMA does not consider this as a requirement.

Meeting closed 10.16am