

## Flower Industry Advisory Committee

MMA Boardroom, Epping

17 July 2018

**In attendance:** Greg Duffy (Chair), Danny Malikovski, Jashar Rustemi, Mark Maskiell, David Whitcelo, Bryan Coyne, Sue Friend, Malcolm Lum & Georgie Christerson (Minute Taker)

**Apologies:** Matt Elliott, Cheryl Roehrich & Nait Ragipi

**Confirmation of Minutes from Previous Meeting:** The Advisory CONFIRMED the Minutes from 17 April 2018 are a true and accurate record of the meeting.

### CARRY FORWARD ITEMS

- **Advisory Vacancy:** The MMA Management & Advisory committee decided to keep this on hold for now until further notice.

### OPERATIONS

- **LED Lighting:** The LED Lighting Project has been installed and completed as of April 2018. The feedback was very positive within the market trading floor, and Flower market.
- **Early Buyers Access Pass** – Similar to the West Melbourne Market, the early buyers access card was discussed amongst MMA & Committee. The suggestion of those who want to come in early shouldn't be penalised, and should be able to purchase an access pass. MMA explained that we are taking this into consideration, together with Market hours and is a work in progress.
- **Fruit & Vegetable Market Hours:** Market Hours were discussed in the meeting. MMA explained the trading hours discussion are in progress. It was discussed that the overall outcome of the market hours need to be a fair and equitable trading environment for all market users. The survey for Market hours was conducted recently (late June) The MMA are currently analysing data and will have an outcome soon and implement the next steps. If market hours were to change, it is expected that there will be a 90 day trial basis. MMA will report this at the next committee meeting.
- **Breezeway:** Temporary barriers have been installed in the buyers walk near the rapid roller doors. The need for the barriers are for increased visibility for oncoming traffic coming around the corner. It was stated that no stand holders will be affected by this and is purely a safety issue for all market users. The barriers are primarily surrounding the outside of the market area.
- **Bird Control (Netting):** An air operated cannon was previously deployed in the Flower Market and operated post trading 5 days per week (from 9:30am onwards). Since the operating of the air operated cannon, there have been no major concerns of birds in the Flower Market, although they are still present. This operation has been extremely successful. However, it was noticed that there are now bird issues in the Fruit & Vegetable market instead. The installation of the rapid roller doors has helped with this issue, and has been extremely beneficial.
- **Site Cleaning:** The entire stand area had a thorough clean in May this year. Market stall holders were very happy with the result, and as such this cleaning has continued. Feedback has been very positive. This standard of cleaning will be maintained at a high level, and will become a fortnightly clean to the entire floor.
- **Bins:** The committee discussed that there are limited bins in the market. MMA will be investigating and will rectify the issue.

### MARKETING

- **Daffodil Day:** Discussions amongst the committee about future events & busy periods for the Flower Market. Daffodil Day is in August, and generally quite a busy period for daffodils.

### GENERAL BUSINESS

- **Dandenong Market:** MMA understands that this Planning Application has been "called in" by the Victorian Planning Minister and the hearing was due to be heard in late May, although this will now be late July, 2018. The South East defenders of the Green wedge are still proceeding with their objection. The MMA have been monitoring this with keen interest and will provide an update at the next Committee Meeting.

- **North East Link** – Link up of the Western ring road and Eastlink – MMA are advocates for this project,
- **Fresh State Board Meeting** – Scheduled at 8:30am on 17<sup>th</sup> July, 2018. Vote of no confidence of the MMA Board & Management. Market Rent reviews are in progress at present, and they are an issue for Fresh State amongst a few other issues.
- **Future of the Market:** Discussions arose amongst the Committee of the future planning of the market. Several members were quite passionate about this topic. MMA discussed future projects, for example; MMA working together with Melbourne Polytechnic and the Green Grocer Program being implemented.  
The opportunity to encourage the smaller growers to use the market, possibly on a casual basis (3 days per week) as opposed to a 6 day week. Possibly take onboard the Sydney market model & have small casual leases. MMA have agreed to take this idea on board and will have further discussions about it.
- **TV Flower Market Area** – Market stand holders were very pleased with the tv being utilised to watch the World Cup and the Tennis recently. A very positive gesture well received amongst stallholders.
- **Rent increase:** From the 1<sup>st</sup> July, 2018 a Market rent increase of 4% was implemented. However, MMA confirmed going forward and as of 1<sup>st</sup> July 2019 it will only be a 2.5% increase instead.