

Flower Industry Advisory Committee

MMA Boardroom, Epping

9 October 2018

In attendance: Greg Duffy (Chair), Mark Maskiell, Matt Elliott, Bryan Coyne, Malcolm Lum & Georgie Christerson (Minute Taker)

Apologies: David Whitchelo, Danny Malikovski, Jashar Rustemi, Nait Ragipi & Sue Friend

Confirmation of Minutes from Previous Meeting: The Advisory CONFIRMED the Minutes from 17 July 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, and discussed the Advisory Committee concluding terms later in the minutes

MATTERS ARISING

- **Fruit & Vegetable Market Hours & Early Buyers Access Pass:** The Committee were informed of the MMA's decision to trial earlier market hours for the Fruit and Vegetable Market as of 1 October 2018. The change to the market hours is to 3:30am on Tuesdays and Wednesdays. MMA will review the market hours at the end of the 90-day trial period.
- **Early Buyers Access Pass:** The MMA confirmed the trialling of the introduction of an early buyers access pass (access to trade commencing at 2:30am). MMA explained that this won't necessarily have an impact on the Flower Market, although they might receive some increased foot traffic on a Tuesday morning. The Early Buyer Access pass has been introduced for an annual fee and provides access (for up to 4 people from the one business) to have access to the Market at 2:30am. The money generated from the early buyer access pass will be injected into the National Retailer Green Grocer Program.
- **Breezeway:** Temporary barriers have been installed in the buyers walk near the rapid roller doors. The need for the barriers was for increased visibility for oncoming traffic coming around the corner. 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). MMA are continuously working through this process of deterring birds from entering the market.
- **Market Bins:** The committee discussed that there are limited bins in the market at the previous meeting. MMA have provided additional bins within the market, and the majority of the community are utilising them.
- **Florist Parking – Unreserved Bays:** At the July Flower Advisory Committee Meeting, the discussion arose as to how the MMA can continue to promote the Flower Market. An opportunity exists to introduce a retail market to the Flower market on a Saturday morning. The MMA are currently investigating the operational constraints and likely impacts of such a market. In addition, the opportunity of providing lapsed florists with free parking for the Summer period (complimentary parking/ vouchers/ coffee vouchers) as in previous years will be offered. The suggestion of a more centralised delivery service for Flower Market was discussed, although unsure if this would be viable due to the nature of the flower industry i.e, need to have delivery company with experience in transporting flowers.

GENERAL BUSINESS

- **Dandenong Market:** The MMA continue to monitor this matter and confirmed that to date there has been no change. MMA will continue to monitor and provide an update at the next Committee Meeting.
- **Advisory Committee Vacancy/ Terms Ending:** The Advisory Committee terms conclude as of 1 January 2019 after a three -year term. The MMA will work through the process of going out to market and reappointing new committee members. To be involved in an Advisory Committee, there needs to be a level of commitment from the members, as they are the voice of the Flower Market Community.
- **Retail Market:** The suggestion of a Saturday morning Retail (Clearance) Market was discussed. Fiona Whitworth, Strategic Officer, MMA will continue to do feasibility studies on this strategy. The Retail Market would be Direct to Public and operate on a Saturday morning, suggesting from 6:30am-8:00am.

MMA need to further investigate this idea, and will continue to update the Committee on further outcomes.

- **Christmas period:** The Christmas trading period and Melbourne Cup were brought up for discussion at the meeting. These will be the next busy periods within the market, especially for the Spring Racing Carnival that will be in full swing later this month. Both Christmas Day and Melbourne Cup Day fall on a Tuesday, therefore the Market won't operate on those days. The Events Calendar is on the MMA website and it includes all major upcoming events. The Committee suggested to include the Christmas trading hours in *This Week in the Market*, for the Market community to be aware of Market trading hours.