

Flower Industry Advisory Committee

MMA Boardroom, Epping

4 June 2019

In attendance: Greg Duffy (Chair), Cheryl Roehrich, Lesley Imbesi, Mark Maskiell, David Whitcelo, Sue Friend, Bryan Coyne, Malcolm Lum, Lauren Kitchener & Georgie Christerson (Minute Taker)

Apologies: Vince Cidoni

Confirmation of Minutes from Previous Meeting: MMA CEO welcomed all committee members to our second official Advisory Committee Meeting for 2019. As the first meeting was a Welcome morning tea, held on 14 March 2019, there were no minutes recorded.

CARRY FORWARD ITEMS

- **Advisory Vacancy:** MMA advised the need to fill the vacancy for a 5th committee member of the Flower Advisory Committee. The MMA also encourage advisory members to please attend meetings, representing the Flower Market community.

MATTERS ARISING

- **Fruit & Vegetable Market Hours & Early Buyers Access Pass:** Committee agreed that the slight change in Market hours to a 3:30am consecutive start during the working week has not affected the Flower Market. As discussed in the meeting, the MMA will investigate market access cardholders who are seen to be not abiding by Market Operating Rules of the early buyers permit.
- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** The hand railing design trial is complete. Installation of hand rail, pedestrian pathways, crossings and rapid roller doors to create a safer market environment for tenants will commence in June 2019.
- **Bird Control (Netting):** The Committee agreed that the bird controlling is working well and is a noticeable improvement in the Flower Market. The MMA confirmed the use of the cannon to deter birds when the issue arises.
- **Alcohol Consumption onsite:** MMA advised the Committee of the 0% tolerance for alcohol consumption onsite. MMA have since clarified the Operating Rules to reflect the 0.0% as the standard. The Market Authority will be introducing random drug and alcohol testing in all common areas of the Market. The Committee fully supported this idea.
- **CCTV:** MMA advised the installation of 4 new CCTV cameras in the Flower Market, which will be completed by the end of June. This is to enforce more security measures & deter any theft in the market.

GENERAL BUSINESS

- **Unmanned Diesel:** The United unmanned Diesel station is now fully operational, as of 22 May 2019. A committee member mentioned he has tried contacting United for a user card, although customer service has not responded. It's worth noting that United are operating the diesel station. The MMA are not involved and also noting the revenue received from the Diesel station goes directly to United. The Diesel station have very competitive rates in comparison to neighbouring suppliers.
- **Warehouse 7:** MMA confirmed that we have enough demand for the Warehouse 7 project to be viable. Government approval has been provided to the MMA and we are currently working on finalising the contract. Construction works for the Warehouse will commence in June 2019.
- **Early Buyer Access permit/ application and cost:** The Early buyers permit is continuing in the market. The MMA confirmed that there is no simple solution to suit all market tenant requirements.
- **CCTV:** MMA are currently working on a CCTV Policy for all market tenants. The terms of use policy will be about market users installing their own cameras minimising the focus of the coverage to their own premises. MMA have completed a draft policy and once confirmed, this will be distributed to the market community. The Committee voiced concerns over the privacy issues. MMA confirmed this policy needs to suit requirements for all market users. All issues and concerns will be taken in to consideration.

- **Digital Transformation:** Over the next 12 months, the MMA are in the process of introducing a digital operating platform which will streamline financial transaction, access systems, access cards and provide a wide range of services via a customer portal. This was discussed in the Advisory Committee Welcome Morning Tea in March 2019. The Community were very responsive to the implementation.
- **Vehicle Registration:** New vehicle registration pack will be implemented in the near future, and packs will be made available to the market community.
- **40 Year Market Service Award:** A breakfast is being held by the MMA on Monday 3rd June, in the Moon Beam Café to present all current 40 Year Market Service Nominees with awards and new access cards. There are 5 being presented at this time, and the MMA Management team will present the awards.
- **Flower Market Report, Fiona Whitworth:** In late 2018, a Flower Market Report was written by Fiona Whitworth, employed by the Melbourne Market. The report focused in particular on the feasibility of introducing a Saturday Retail market at the Epping site, i.e, running a similar operation to the Prahran Market. The report overall discovered that operating on a Saturday may not be logistically feasible or beneficial for market tenants.
However, the MMA confirmed this is still a work in progress, and a Market research report is currently being written. MMA will consider all factors of having the general public visit the market on a Saturday, and several committee members found the idea appealing to increase trade.
- **Parking for Florists:** MMA confirmed the complimentary parking for Florists would not make a significant difference in encouraging visitation to the market.
- **Smoking Issues:** MMA are actively investigating the smoking issue throughout the market. MMA confirmed they are infringing offenders and to enforce Market Operating rules.