

## Flower Industry Advisory Committee

MMA Boardroom, Epping

10<sup>th</sup> September 2019

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

**Apologies:** David Power, Sue Friend & Vince Cidoni.

**Confirmation of Minutes from Previous Meeting:** MMA CEO welcomed all committee members to the third Flower Advisory Committee Meeting for 2019. Minutes from the previous meeting on 4 June 2019 were confirmed as accurate and correct and have been uploaded onto the MMA website for perusal.

### MATTERS ARISING

- **Pedestrian Access to Market:** Committee discussed the need for all market tenants to display their access cards whilst in the market, and upon entering at Gate 1 security.
- **Netherlands Visit:** MMA discussed the recent Netherlands trip undertaken, especially the logistics at the Aalsmeer Florist Market. MMA mentioned the automation and barcoding system used within the Flower market. The Committee discussed how some of their logistics can be implemented into the Melbourne Market site.
- **Breezeway – Railing, Pedestrian Access & Forklift Highway:** The current hand railing is due for removal within the next 2 weeks, and new Armco hand railing will be installed, to ensure better visibility & provide safer conditions.
- **Bird Control:** The Committee agreed that the bird controlling has worked well and is a noticeable improvement in the Flower Market.
- **Retail Market:** The MMA & Committee discussed the idea of trialling opening the flower market to the general public between 6:30am – 9am on a Saturday. Both the MMA and Committee believe this to be a good idea, and potentially a beneficial one, although are aware that this will not suit all market tenants. The retail market could include several fruit & vegetable stand holders to operate in the retail market. The trial will run for approximately 6 weeks, commencing in October. MMA will communicate within the market community, and will continue to work on marketing campaigns, including social media advertising. The MMA will investigate this idea, and work through the logistics of opening a Saturday retail market.
- **A Better Choice Program:** Will now include Florists, due to Fruit & vegetable retailers selling flowers in their retail stores.

### MARKETING

- **Drug & Alcohol Testing:** MMA distributed an information FAQ document to the Committee. The MMA have an external party assisting with the testing (Fit4Duty). Fit4Duty will randomly select people to be tested, aimed at high traffic areas, forklift highways, buggy and truck areas. Thorough education by the MMA will be provided, and formal notification will be distributed to all market users of the process.

### GENERAL BUSINESS

- **Warehouse 7:** Construction works have commenced on Warehouse 7, for a completion date of March 2020. There is small format warehousing still available for any interested parties and the MMA will provide further information upon request.
- **CCTV:** New CCTV cameras have been installed in the Flower Market, and throughout the entire market.
- **Digital Transformation:** The implementation of the new CRM system, Salesforce into market operations is on track, with the release of the Alpha phase by 30 September, followed by the Beta phase later in the year. The MRO's will now carry I-pads for operational purposes. The new system will overhaul the current financial system to inevitably ease interaction between the MMA and tenants, particularly in terms of transactions, paying invoices and viewing accounts online via the portal.
- **40 Year Market Service Award:** Several nominations have been received by the MMA and are encouraging more market tenants to apply. Once approved, the MMA will present the nominee with a Gold Access card (free market access), and complimentary parking after 7am, together with receiving their award.

- **Forklifts:** The committee are concerned about the issue of forklifts travelling through the non-forklift area. The MMA are investigating this issue and will continue to enforce these areas with market tenants.
- **Fatal Accident:** The Committee discussed the recent fatality occurring on Produce Drive, outside the flower market on Tuesday 20 August 2019. A truck collided with a motorcyclist, and the rider of the motorcycle passed away in hospital on 21 August 2019. Fresh State have set up a Go Fund Me page, to raise educational funds for the deceased, Chris Elston's 6 year old daughter.
- **Market Tours:** Committee mentioned about Saturday morning market tours. MMA will speak to Jan to close the loop.
- **Recycling:** Due to increased demand, the MMA have provided additional recycling areas within the market. The MMA also mentioned the construction of the roof canopy project are in the pipeline and work will commence soon to assist in the weather affected market users.

#### **MATTERS ARISING**

- Nil