

Flower Industry Advisory Committee

MMA Boardroom, Epping

14 November 2017

In attendance: Greg Duffy (Chair), Cheryl Roehrich, Danny Malikovski, Sue Friend,
Mark Maskiell, David Whitchelo, Matt Elliott, Jenna Patan (Minute Taker)

Apologies: Jashar Rustemi

Confirmation of Minutes from Previous Meeting: The Advisory CONFIRMED the Minutes from 20 May 2017 are a true and accurate record of the meeting.

CARRY FORWARD ITEMS

- **Advisory Vacancy:** The advisory discussed potential people that could be approached for the role. All agreed that a florist would be ideal. The MMA will follow up with the suggestions provided.
- **Early Access:** The advisory discussed that 2am on a Thursday is when there are more buyers in the area. It is believed that some are being signed in as employees and do not have the right access assigned. There are also concerns about wholesalers coming in as produce delivery, buying pre-trade and exiting before trade commences. The MMA will follow up.
- **Smoking Areas / Drug Use:** The advisory noted that Saturdays are the worst for people smoking inside the trading stands and not in the designated area outside. There are concerns about drug use in the disabled toilets and others entering the market without the appropriate access as passengers in trucks.
- **Site Cleaning / Bird Netting:** All agreed that the birds nesting inside the trading floor are causing serious issues. The MMA has engaged pest control specialists to review the current setup and will consider internal netting near the doors if required. The MMA confirmed nests were removed the week of 6 November and contractors will remove any new nests today. The cleaning schedule will be increased until a solution is implemented.
- **Cleaning:** The MMA confirmed the cleaning schedule for the toilets has been increased. The advisory notes that the internal bins are being used less by the F&V traders, however any external bins are used for dumping significant quantities of organic waste and on Tuesday they are full pre-trade. The advisory SUGGESTED that bins are left inside the market on the vacant trading stands.

MARKETING

- **Drug & Alcohol Education Program:** The MMA continues to receive anecdotal feedback regarding drug use in the Market. The MMA in partnership with Melbourne Polytechnic will continue to run information sessions for business owners on Drug & Alcohol policy implementation and how to manage and handle employee behaviour relating to substance abuse.
- **Melbourne Polytechnic:** Floristry course notifications have been circulated in communications over the past 2 months. The Flower Crown workshops for Spring Racing carnival were well received and another will be conducted for Christmas table decorating. These will continue in 2018.
- **WUWM Congress:** The Congress attracted 200 local and international delegates from approximately 30 markets from 22 countries. The MMA would like to thank all market tenants for their participation in the event and for showcasing our market to the rest of the world during the tour of the site.
- **Market Satisfaction Survey:** The survey launched yesterday for all market users to complete. It will be open for 2 weeks and the MMA encourage all advisory members to communicate the importance of providing feedback. Once data is collated the MMA can assess ways to address the concerns of florists and tenants and will be able to engage with targeted promotions in the New Year to increase visitation.

OPERATIONS

- **Ring Road Speed Limit:** The MRO's are monitoring the increase to the speed limit on the ring road, however it is noted that anyone who exceeds the new limit will be issued an infringement. The MMA will remove all 20km zone signs and will notify tenants when any minor roadworks will be undertaken.
- **LED Lighting:** The LED lighting project is running to schedule. The MMA confirmed additional lighting and adjustments to how high the lighting bays are around the canopy have been resolved to ensure that the lux lighting levels are appropriate for these areas.
- **ATM Replacement:** A new ATM will be installed in the Flower Market Café.

- **Coolrooms:** The initial EOI had 5 responses and initial pricing was reconfirmed. Only 2 businesses wanted to continue which resulted in a price change (over double the original quote). The MMA is continuing to work with the tenants and supplier to achieve a cost effective solution.
- **Rapid Roller Doors:** The first phase installation of 2 doors (North Side) has been well received. The advisory suggested that doors on the south side may not add any benefit, but all agree the north side is much better with them installed.
- **Christmas Public Holiday Trading Hours:** The only day that will impact normal flower market trading is the closure on Boxing Day – Tuesday 26 December 2017. All other market closures will be published next week.

GENERAL BUSINESS

- **Ring Road Extension / Toll Increases:** The MMA requested the names of businesses that have been significantly impacted by the Citylink Toll increases in 2017 to build a case to the Minister regarding the importance of expedited construction of the North East Link for the Market community.
- **Dandenong Market:** A briefing session was conducted by Dandy Fresh on 26 October 2017 to discuss current plans and to outline the management structure of the facility. Management understands there were approximately 6 F&V wholesalers and 6 flower representatives at the meeting. The South East defenders of the Green wedge are still proceeding with their objection which is due to be heard by VCAT in February 2018.
- **Combined Advisory Meeting (all groups):** As a result of feedback from the groups at the last meeting, Management will be hosting a Morning Tea with the Board for all Advisory Groups on Thursday 14th December to discuss market operations and industry wide issues.
- **Overnight Parking:** The advisory requested that the MMA review the policy on leaving vans / trucks overnight at the site. There is an inconsistent approach in what is allowed and P7 is too far away. Currently there would be only 3-4 businesses that would leave behind a vehicle and all advisory agree that there would not be many more if an alternative parking area was made available. The MMA will consider additional areas closer than P7.