

Flower Industry Advisory Committee

MMA Boardroom, Epping

20 May 2017

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

Apologies: Danny Malinkovski, Jashar Rustemi, Sue Friend

QUORUM NOT MET

Confirmation of Minutes from Previous Meeting: The Advisory CONFIRMED the Minutes from 4th April 2017 are a true and accurate record of the meeting.

CARRY FORWARD ITEMS

- **Early Access:** The MMA have conducted an audit on the gate data and can confirm that no early access is granted to florists pre-trade. Anyone misusing access card classifications will have early privileges removed immediately. The advisory REQUESTED the MMA have a presence on the main trading mornings approx. 30mins prior to trade.
- **Produce Delivery Classification:** The MMA are currently reviewing all businesses with a Produce Delivery classification. In the Flower Market, three have been identified as sellers and restrictions were placed on their access immediately.
- **Smoking Outside Of Designated Areas:** The advisory NOTED that it continues to improve, however people still smoke in the trading area. The MMA advised that new legislation from 1 Aug 2017 will increase the smoke-free zones around the buildings.
- **Cleaning / Bins:** Changes have been made to the placement of the bins and the advisory NOTED that there is less cut flower waste in the general waste bins. The advisory REQUESTED that the birds are removed as soon as possible. The MMA have contractors assessing how to safely remove the birds that have started nesting and are lowering the doors after cleaning. There have also been reports that birds are getting caught in the netting on the south side.

MARKETING

- **Increasing the profile of the Advisory Committees:** Filling the vacancy is a priority for the MMA. A virtual suggestion box would provide the opportunity to all Flower Market users to provide direct feedback and an informal meeting in the café once a year should be considered.
- **Mother's day Campaign:** The \$7,000 investment from the MMA and Flowers Victoria was used to drive the "Blooms for Mum" campaign over 11 days. The campaign consisted of Point of Sale material and Social Media & Radio advertising. Fox FM were engaged to hand out flowers to the public with campaign material. Post implementation insights revealed that men were not engaged in the campaign because it was too feminine, therefore the 'you don't have to have a reason' campaign material will be released in spring to re-engage with the male demographic. The advisory NOTED that it was one of the strongest Mother's Day for pre-orders and general sales. The post review survey indicated 88% of respondents had an increase of sales on last year.
- **Drug & Alcohol Education Program:** In conjunction with Melbourne Polytechnic, the MMA will host a Drug & Alcohol education session aimed at business owners and HR Managers. The topics that will be covered include legal obligations, policy implantation and strategies to help encourage discussion about drug and alcohol issues in the workplace.
- **Product Diversification:** Stix and Flora's trial has ended. They had challenges with the working model and will not be continuing in a permanent capacity. APAC unfortunately cannot support additional product line capacity. The MMA will continue to engage with the Nursery & Garden Industry Victoria, however they have indicated they do not want to change their current arrangements at the Caribbean market.
- **Student Placement Program:** Northlink in conjunction with La Trobe and RMIT are offering to place students into local businesses where they can provide project support (ie: introduction of a new accounting package). Further details can be provided by Matt to any tenants that are interested.

OPERATIONS

- **Children in the Market:** The MMA will continue to run registered days during the school holidays. Upcoming dates are Tuesday 4th and Wednesday 5th July. The MMA is expecting 100 registrations across both days.
- **Ring Road Speed Limit:** The MMA are undertaking work to ensure traffic management concerns with the forklift crossovers to the south of the site are appropriately managed. MRO's are closely monitoring the speeds of the ring road as the traffic modifications are made for the increase to 40km p/h.
- **Site Cleaning:** The new scope is to be implemented next month. This includes a weekly scrub of all stands and an initial deep clean.
- **Access Card Renewal Process:** Approximately 9500 cards were renewed as part of the process. Classifications and Parking rights are continuing to be validated with new parking permits to be issued in the current invoice cycle.

OTHER OPERATIONS

- **LED Lighting:** In April the MMA Board approved the Business Case to upgrade all the common area lighting to LED lighting. It is currently with the Minister for sanctioning. We anticipate approval before the end of July and that works will commence immediately once we enter into contracts with the preferred supplier.
- **CCTV Upgrade:** This project has now been completed. It has been identified that some cameras do need to be repositioned within the Flower Market. These works will be completed before the end of the month with no impact to market users.
- **Coolrooms:** In April the MMA Board approved the Business Case to proceed with the Capital works for the installation of the 3 additional coolrooms. The MMA are working with the preferred contractor to supply, install and commission the works.

GENERAL BUSINESS

- **ATM:** CBA have advised the MMA that they will not renew the licence for the Flower Market location. The closest ATM will be available near Customer Service until the MMA can secure a replacement.
- **Advisory Vacancy:** Two people have made representations that they would like to be considered for the vacant position on the advisory committee but no formal nominations have been received.
- **Dandenong Market:** The planning application for Dandy Fresh is scheduled to be considered at the Council meeting on 26 June 2017. The Report is available for viewing from 22 June 2017.
- **Melbourne Market Credit Service:** Fresh State are happy to discuss arrangements for florists and flower wholesalers who are interested in utilising the MMCS. The MMA will arrange an informal briefing in the café before the end of July with Fresh State / MMCS representatives for anyone interested.
- **40 Years of Service:** The advisory APPROVED the award for Giuseppe Cidoni.

North East Link Authority

The North East Link Authority is undertaking community consultation to help the Authority understand what people value in their local neighbourhood and gather information about how and when people travel around the North East Link study area and across the region. Consultation results will help the Authority prepare the final Business Case for the North East Link due at the end of 2017.

The Advisory NOTED that it can't be built in isolation, it is about connecting Melbourne's South East with the North which is important route for many market users. It also needs the appropriate capacity to avoid future disruptive widening works. The MMA discussed the current impact on market users which includes the increased pressure to vacate the site before 6am and that a work / life balance is hard to achieve without the road. The MMA has already circulated the online survey and will provide any additional support to the Authority as part of the consultative process. Authority representatives have agreed to return to the market within the fortnight to better understand how the site operates and to talk to traders about the impact of not having the road.