

FLOWER' MARKET ADVISORY COMMITTEE – MINUTES



HELD AT THE MELBOURNE MARKET AUTHORITY MMA BOARD ROOM
THURSDAY 2 MAY 2013, 08.00AM – 10.00AM

ATTENDEES & APOLOGIES

Flower Advisory Committee Members

Geoff Maguire – Chairman
Greg Duffy
John Boon
Phillip Mays

DBI Representatives

Mary Baker – Stakeholder Relations Manager

MMA Representatives

Mark Maskiell - CEO
Gisela Marven - Board Member
Aurora Kostezky – General Counsel
Darryn Coulson - CFO
Megan Sandiford – Minute Taker

Apology

Adrian Parsons

The committee noted:

- The close off date for flower stand eligibility for the ballot is 31 January 2012. The committee noted that since this time there has been relatively little change in the flower market and therefore recommended that this date be abolished to give all stand holders equal opportunity in the ballot.
- The committee noted that many traders are happy to remain in their current position as the current stand footprint remains however as they need to partake in the ballot, flower growers are concerned they will not have the same position and same neighbour as currently.
 - The committee were advised that the Minister remains of the opinion that there must be consistency and transparency amongst the whole market community. Ballots were conducted for store holders and ballots will also be conducted for fruit and vegetable stand holders.
- The resolution of excess stands following the ballots will need to be discussed. The committee also noted that the cost of casual stands should be increased.
 - The MMA will look into the increase of casual stands. DBI will discuss at a later date excess stands.
- The flower grower committee meeting with the Minister is scheduled for Monday 6 May. The committee noted that due to a busy week of flower preparation for Mother's Day, it was requested to move the meeting to the following Monday 13 May.
 - Mary Baker to confirm if the meeting can be rescheduled.

DBI noted:

- The close off date of stand eligibility in the ballot of 31 January 2012 will remain. It is assumed that traders may have relied on this date for commercial business decisions and consequently the date cannot be changed.
- The process of the ballot will have tenants who possess the greatest number of cool rooms proceed first, followed by rear doors as then stands. The ballots will be divided into two

sections – the perimeter and then the central section. Also, it was agreed the ballot will be conducted based on the licence name.

- The committee noted they were happy with this process and thought it was the fairest way to conduct the ballot.
- The letters and EOI forms for the ballot will be distributed shortly. Tenants will be given a week to complete the form and return to the MMA/DBI.

Meeting closed at 10.00am.