

March 2015

Epping flower market update

Message from the Minister

I am pleased to announce that the new state-of-the-art fruit, vegetable and flower market in Epping is expected to open on 3 August 2015.

The new market gives Victoria's fresh produce and cut flower industries the opportunity to grow and to cement their position as a leader in Australia.

Work to relocate stalls and other market operations will commence in late June, and the Government will work closely with market tenants to monitor progress and provide ongoing assistance required to meet the target date.

Over the coming months, all market participants will have many opportunities to visit the new Epping market and familiarise themselves with all the necessary landmarks so that they are prepared on day one of the market opening.

This is an exciting time for all market participants and we look forward to working with you.

**The Hon. Jaala Pulford,
Minister for Agriculture and Regional Development.**

Site visits

Soon everyone at the flower market, including both flower stand holders and florists will get the opportunity to visit the new Market at Epping. Having everyone there at the same time will help florists find their suppliers and map their route.

This will be your chance to:

- Walk around the flower market floor and identify stand allocations using the map.
- Hear from the MMA on market operations and participate in a Q&A session.
- Walk between the flower stand and parking spaces.

Flower market site visits	Time
Monday 23 March	10.30am - 11.30am
Sunday 29 March	10.30am - 11.30am

Bookings are essential, and please advise if you are bringing others with you. To book:

- Call MMA on (03) 9258 6100
- Email info@melbournemarkets.com.au

Access to the new Market

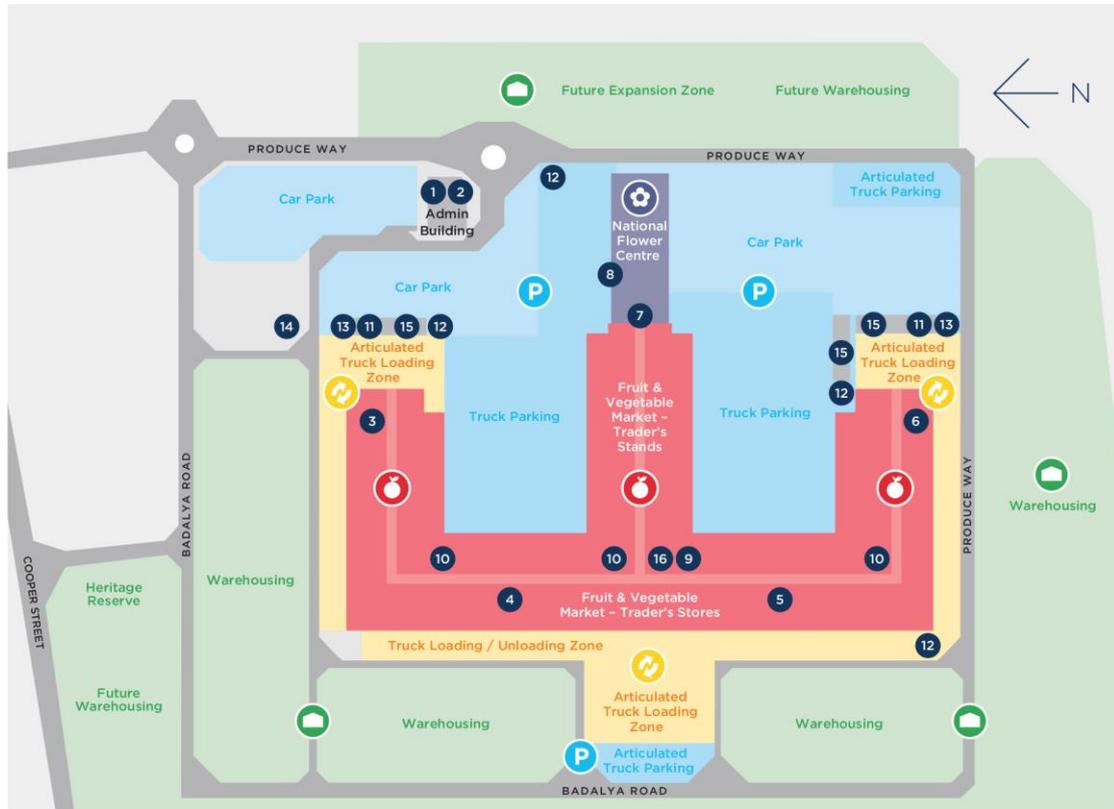
Everyone will need a new access card for the new Market at Epping. To get your access card you will need to do an online induction - similar to the one you did for the West Melbourne Market, and have a new photo taken. We'll let you know when the induction is available - please keep an eye out in the Flower Market Circular.

You will need to get your new card from the new Market at Epping - you'll be able to pick your card up at a future site visit. 2015 access cards for the new Market will cost \$28.20 (inc. GST). If you have a Gold Card, you will not be charged for your access card. Cards will be activated closer to the opening date.

April - May	Business principals: <ul style="list-style-type: none"> • Secure vehicle parking allocation • Open a Pooling Equipment Account (pallet account) - if required • Provide proof of market-related business • Meet all other conditions under Operating Rules
	Individuals: <ul style="list-style-type: none"> • Complete online induction • Complete access card application • Meet all other conditions under Operating Rules
May - July	Card issued: Visit the new Market at Epping and present your completed application form and evidence of passing your online induction.
Prior to Market opening	Card activated! Giving you access to the new Market.

Finding services near you

You can now work out the closest place to buy coffee, get your forklift serviced or buy supplies. The plan of the Market below shows that no matter where you are located, you won't be too far from market services. There is a wide variety of outlets, with more to come.



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|--|---|
| <ul style="list-style-type: none"> 1 Office accommodation 2 Conference facilities 3 Proprietors of Norm's Café No. 4 4 Proprietors of Café No. 2 (Berkis) 5 Proprietors of Orino Café No. 3 | <ul style="list-style-type: none"> 6 Proprietors of Rando's Snack Bar Café No. 1 7 Proprietors of Flower Market Cafe 8 A pack florist supplies 9 Cue B R packaging supplies 10 Retail outlets 11 Forklift maintenance 12 Market hire facilities 13 LPG Filling Stations 14 Recycling station 15 Forklift/electric vehicle storage & charging 16 Cashiers' Office |
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Apack will be moving to Epping

After 18 years at West Melbourne, Apack will be moving to the new Market at Epping - providing a convenient place for flower retailers and growers to stock up on supplies.

Anthony Maccora, along with Andrew White and Noo Amaru will be making the move.

Currently they only carry 70 per cent of their products. At the new Market, Apack will carry a full range of their products. There will also be a section in the shop for all their new lines.

"We'll be located right in the middle of the National Flower Centre amongst the growers, which will be great. We'll also have a dedicated loading bay behind the shop so we can help customers load their orders," Anthony says.

At the current market, Apack are located outside the flower centre, and have no official loading bay.

Being within the flower centre at the new Market at Epping means that florists can get everything they need under the one roof, with no need to wait for deliveries.

Communication survey

An online survey was open to everyone in the market during February, to provide feedback on how they would like to get information about the transition to the new Market at Epping.

We received almost 300 responses from people representing most groups within the market community.

Survey responses showed there is a need for up-to-date information from a range of sources. For many, email is most effective because it can be read on a mobile device. Others prefer more traditional means, such as printed information and word of mouth.

Florists were one of the largest groups to participate in the survey. Most florists who responded to the survey indicated they would like more information about the transition to the new Market at Epping. Emails directly from the MMA/Department, and text messages (SMS) were florists' preferred communication channels.

Most flower market stand holders would also like more information about the relocation, through emails directly from the MMA/Department and printed updates.

We will continue to offer you a range of ways to keep up-to-date on developments in the lead-up to the transition to the new Market at Epping.

Questions?

Do you feel you have enough information about the transition to the new Market at Epping? If not you've got some options:

- Visit the Epping Information Centre at the middle of the fruit and vegetable market trading floor
- Contact the MMA team on 03 9258 6100, 8am - 4pm Monday to Friday, or email info@melbournemarkets.com.au
- Visit the MMA website www.melbournemarkets.com.au/market-relocation

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