



Flower Industry Advisory Committee
MMA Boardroom, Epping
13 December 2016

In attendance: Greg Duffy (Chair), Fidrim Halit, Cheryl Roehrich, Jashar Rustemi, Danny Malikovski, Mark Maskiell, David Whitchelo, Sue Friend, Matt Elliott, Kirsty Harvison, Jenna Patan (Minute Taker), Anastasia Volpe (Observer, Flowers Victoria).

Apologies: Theresa Hunt

Confirmation of Minutes from Previous Meeting: The Advisory **CONFIRMED** the Minutes from 13th September 2016 and 25th October 2016 are a true and accurate record of the meeting

MARKETING

- **Flower Market Diversification:** 100 key businesses were contacted to participate at the Flower Market. Only 2 businesses were considering the opportunity in the coming months, however barriers to participation included: hours, insufficient staff, and logistics of managing stock in a stall setting. These businesses were a silk flower seller and a soft furnishings wholesaler.
- **Florist Satisfaction Survey:** Results were presented to the advisory. The response rate was consistent with previous surveys, 10 stand holders and 44 florists returned a response. Overall florists indicated that the Epping market met their expectations or was better than expected. Results were mixed for lighting and parking and others indicated that atmosphere and trading hours were important to them.
- **Valentine's Day Campaign:** The power of the flower campaign will be utilised again in 2017. This will include a strong social media and radio campaign that commences in January 2017. In addition to this the MMA will provide Florists the opportunity to purchase posters in the weeks leading up to the date.

OPERATIONS

- **Christmas Trading Hours:** The trading hours were issued to the market at the end of November. The only change to the Flower Market is that there will be no trade on Tuesday 27 December 2016.
- **Children in the Market Trial:** The trial was deemed a success. There was a robust registration process and additional MRO's were resourced to ensure the safety of those onsite. The next event will be held in the first term school holidays 2017.
- **Trading from the rear of the stands:** The MMA have requested that stand holders with perimeter parking bays park vehicles towards the road end and only utilise the space behind for packing and distributing orders. MRO's will be enforcing the operating rules and those that are misusing the bays as increased trading space will be at risk of losing their bay.
JR **REQUESTED** that the MMA consider implementation of a new premium to be payable by those licence holders with rear access door. The MMA confirmed that there is already a premium for reserved covered parking bays adjacent to the building and therefore no additional premium will be added to the doorways.
- **Ring Road Speed Limit:** The MMA confirmed that the Ring Road Speed limit will be increased from 20km to 40km. The MMA are working with Cardno and Worksafe to ensure the implementation satisfies safety requirements where the current forklift crossovers exist. It is likely the design will reduce traffic flow to one lane in some areas.
- **Site Cleaning:** An impact clean has been completed on all amenities. The frequency of cleaning in common areas has also increased. All bird nests have also been removed and will be included in an ongoing schedule.
- **Condensation in Coolrooms:** All reported issues to the MMA have now been rectified.
- **Dust Testing:** The MMA will continue discussions with Alex Fraser and COW. Alex Fraser will install additional wind breaks and monitoring on their site. The testing conducted by the MMA shows that it is currently within the Australian Standards.
- **Early Access:** The advisory reported that buyers are still entering prior to 3.30am. The MMA will review access data and ensure MROs keep focusing on early buyers.
- **Infringement Process:** The MMA has made changes to the current process with documentation issued to the offender and the employer. It should seek to provide more clarity on the offence. The issue of smoking outside of the designated area still remains an issue for the Flower Market.

OTHER OPERATIONS

- **Coolroom EOI:** 8 applications were initially received. Upon providing further information it is likely 3 – 5 will expand existing facilities or build new coolrooms. There will be an upfront cost to the tenants and the rent will be the same as those with coolroom space.
- **LED Lighting Upgrade:** The MMA will tender works to install LED lighting across the site in all common areas (including the trading floor). The change to LED lighting will improve colour clarity and are 60% more efficient.
- **CCTV Upgrade:** The MMA has entered into a contract to increase and upgrade site wide CCTV coverage. Works have already commenced and will be complete before the end of February 2017. Cameras will be installed into areas that are fit for purpose and will help identify stock loss as well as other security benefits.

GENERAL BUSINESS

- **40 Years of Service:** The advisory **REQUESTED** further information to be provided on the recipient. This will be provided to the Chair out of session.
- **Truck Curfew:** Consultation with VicRoads indicates that the curfew will be extended, however it will likely to be changed to limit certain vehicles types and those that do not use engine brakes.
- **Dandenong Market:** There has been no further development. Council has sought further information from the applicant. The planning application is now required to be approved by the full council. At the recent elections 9 out of 12 councillors were re-elected. The advisory agreed that it will split the industry and will be detrimental to the flower market.
- **Road Closures:** The MMA will communicate to the market about the Tullamarine Freeway road closures including maps and alternative ways to get to the Market.
- **Lights in the Flower Market:** The MMA advised there are minimum LUX levels (at 1.2m) that are required to meet OH&S requirements for internal areas.
- **Saturday Free Florist Parking Trial:** A trial was undertaken for the Oct / Nov / Dec quarter and saw an increase of only 6 over the period (14 causals in total). There are on average 100 businesses that visit the market on a Saturday, with most florists wanting permanent parking arrangements.
- **January 2017 “Come and See” Promotion:** The advisory **REQUESTED** that the MMA consider a free “come and see” escorted tour of the market (via Jan C the Market) in the last two weeks of January to encourage buyers to the market before Valentine’s Day. Flowers Victoria have also offered assistance to support this initiative by offering to handout industry only “come and see” vouchers at the Flower Show in March 2017.