

## Flower Industry Advisory Committee

### Meeting and Zoom Meeting

8<sup>th</sup> December 2020

8:00am – 9:30am

**In attendance:** Greg Duffy (Chair), Vince Cidoni, Lesley Imbesi, David Power, David Whitcelo, Malcolm Lum, Lauren Kitchener, Sue Friend & Georgie Christerson (Minute Taker) – Via Zoom and in attendance.

**Apologies:** Cheryl Roehrich, Kathleen Farrell, Di Templeton, Mark Maskiell and Bryan Coyne.

**Confirmation of Minutes from Previous Meeting:** MMA COO welcomed all committee members to the final Flower Advisory Committee Meeting for 2020. Minutes were approved from the meeting held on 8 September 2020.

### MATTERS ARISING

- **Fresho Presentation:** MMA General Counsel and Head of Property introduced Fresho to the Flower Advisory Committee. Fresho work with approximately 20,000 businesses within Australia and NZ and have been in operation for 5 years. Huw Birrell, Fresho presented a short video on how Fresho operate and explained the benefits provided to all members on their online trading platform. Fresho displayed how buying and selling of produce will occur through the online platform. The program will be rolled out to the Flower market initially, followed by the Fruit & Vegetable market community. A membership with Fresho will be a monthly subscription fee of \$200 p/mth and Fresho are offering the first 3 months complimentary. The MMA will pass on the Flower Advisory Committee members details to Fresho to enable them to connect and further discuss options.
- **COVID-19 – Market updates and communications:** The MMA are continuously providing the Market Community with updates on Covid-19. All communications have been distributed via market television screens and This Week in the Market (TWITM) weekly email/ text publication.
- **Early Buyers:** Early buyers entering the market prior to trading hours continues to be a key topic of discussion at Advisory Committee meetings. Noting: An email received by the MMA from a market tenant regarding these issues about early buyers was discussed with the Committee. The MMA will continue to investigate the issue and stipulate market hours to the community, enforcing market operating rules.
- **Access to Online Platform:** As discussed previously in the Fresho presentation. The online customer trading platform is anticipated to commence in early 2021. Online trading platforms are effectively a “way of the future”, and several businesses have been in discussions with the company assisting in the process.
- **Rapid Roller Doors:** The MMA confirmed installing new rapid roller doors on the Southern side of the Market, to replicate the Northern side. The installation will occur by May 2021.

### MARKETING

- **Flower (four) Promotional Campaigns:** The MMA BDM discussed the upcoming flower campaigns for the Flower market. The MMA are progressing with the introduction of a new Flower market website, to increase the overall brand awareness. The new flower market website will be predominantly consumer driven, similar to the A Better Choice website.
- **Flower Market Industry Strategy:** MMA discussed a letter drafted to be sent to the Minister of Agriculture, Ms Jaclyn Symes regarding the Flower market strategy. The MMA, Greg Duffy (Chair of the Flower Advisory Committee) have signed it, although now awaiting Flowers VIC to sign the letter.
- **Customer Satisfaction Survey:** MMA Strategic Communications Manager discussed the Customer Satisfaction survey to be launched soon for all Market tenants, requesting feedback from the market community on several topic. Early in 2021, the MMA will present the findings from the survey to the all Advisory Committees.
- **Branding Strategy:** Following the previous Flower Committee meeting, the MMA have engaged an external party to assist in creating a Flower Market brand specifically for the flower market. The MMA will work with the Flower Advisory Committee early in 2021 to request feedback on the overall branding design.

## **GENERAL BUSINESS**

- **Digital Transformation: Update on online portal:** The MMA discussed the customer online portal to be available and accessed by all market tenants. Market tenants will have visibility to view their accounts, pay invoices, find all relevant information as well as communicate with the MMA directly. The customer portal will be user friendly, and training will be provided by the MMA for those requiring assistance. Current forecast for initial rollout is May 2021.
- **Post Covid-19 outlook:** The MMA and Committee agreed on how well the market community have responded to the Covid-19 restrictions and adhering to all mask wearing and social distancing restrictions. Mask wearing will be enforced in the market, given the close-proximity and nature of our business. However, mask wearing isn't mandatory in the carpark, unless you're unable to social distance.
- **Café relocation:** Management confirmed the Market café, Moon bean are relocating to a larger premise, moving into the old delicatessen site in the Market.
- **Barkers Relocation:** MMA discussed the movements of a few store holders, Barkers Produce being one of those businesses.

## **MATTERS ARISING**

- **Hand Trolleys:** MMA confirmed owning 156 market trolleys, of which are available for complimentary use for all market tenants. Committee suggested to lock up half of the market trolleys at 3:15am pre-trade to ensure availability for the flower market community to access. Management will highly prioritise confirmed this to be a high priority and will ensure this occurs. The MMA will ensure further communications will go out to the market tenants regarding hand trolleys and their use and be mindful of others.
- **Florists in the Market:** Committee requested the number of florists trading in the market. The MMA confirmed there are 800 retailers with access cards and operate in the market.
- **Flower Market Minutes:** The MMA will ensure the minutes once finalised, are enlarged, printed and displayed on the notice board at eye level.