

Flower Industry Advisory Committee Meeting

MMA Boardroom

1st June 2021

8:00am – 9:00am

In attendance: Greg Duffy (Chair), Vince Cidoni, Lesley Imbesi, Cheryl Roehrich, Mark Maskiell, David Power, David Whitcelo, Malcolm Lum, Lauren Kitchener, Sue Friend & Georgie Christerson (Minute Taker)

Guest Presenters: Grant Kirby, Michelle Hall, William Li, David Graham from Sapere Research Group.

Apologies: Di Templeton & Kathleen Farrell

Confirmation of Minutes from Previous Meeting: MMA COO welcomed all committee members to the Flower Industry Advisory Committee Meeting. Minutes were approved from the meeting held on 8 December 2020, acknowledged the Re-branding session on 19 January 2021 and the All-Advisory Committee Welcome dinner on 8 March 2021.

MATTERS ARISING

MARKETING

- **Flower Market – Research Project Presentation from Sapere:** Following the feedback received from the Customer Service Satisfaction survey, the MMA conducted a tender process for a Flower market research project consultant. The purpose of the research is to assist the MMA in understanding the findings on consumer habits in the market from a tenants & customers perspective. The Sapere Research Group were the successful tenderer.
- **Sapere Research Group Presentation:** David Graham, Director, from Sapere Research Group introduced his team assisting with the Flower Market Research project. Sapere provided a detailed presentation of the work to be undertaken in the research project (including data analysis and survey content to be conducted).
The anticipated completion date of the project is late July 2021. A suggestion from the group was to not only survey past and present customers, also target consumers who are yet to visit the market and the reasoning behind this. Survey will “go live” w/c 7 June 2021 and Sapere will contact each Advisory Committee member following this meeting to assist in the project.
- **Flower Promotional Campaigns:** Management & Committee discussed the recent Mother’s Day campaign as being successful, performing well, providing positive feedback. The Melbourne Market participated in the Urban Blooms exhibition last year and intend to do so this year again. Management will liaise with the Flower Market Advisory Committee on all future plans for the remainder of the year.
- **Flower Market branding:** Following the Flower Market Branding meeting held in January 2021, Richard Henderson, R-Co has provided a re-branding proposal for the Flower Market. Results from the proposal were shared in the meeting and discussed in detail. Management confirmed further developments will be visible from July onwards.
- **Food Services Australia – Exhibition (June 27-29) & Market Open Day:** Food Services Australia Exhibition, is an exhibition to promote the food service industry. Currently scheduled between 27-29 June, Melbourne Exhibition Centre. The exhibition’s purpose is to widely promote the food service industry and is an ideal way for networking and to gain contacts in the food industry. The exhibition is intended to proceed, however depending on the current restrictions in Victoria. Management reached out to the Committee for their participation in the event and will continue to update the committee as required. The Melbourne Market are considering hosting several Market “Open Days” throughout the year and will inform the market community as further plans come to fruition.

OPERATIONS

- **Fresho Update:** Fresho, the new online trading platform held their launch in the Flower market recently, offering coffee and Fresho themed donuts to encourage participation of the platform. The uptake has been positive to date by the market community.

- **Drug & Alcohol Testing – Re-Introduction:** The Melbourne Market have continued with drug & alcohol testing within the market and have recently welcomed new tenant TDDA, (The Drug Detection Agency) into the MMA Administration building.
- **COVID-19 – Market updates and communications:** The MMA have continuously provided the Market Community on all Covid-19 related updates. All communications have been distributed via market television screens and This Week in the Market (TWITM) weekly email/ text publication. Victoria is currently in a circuit breaker “7 days lockdown” until 11:59pm Thursday 3 June 2021. Management will continue to keep the market community abreast of all current restrictions.
- **Early Buyers:** Management are currently undertaking a review of all access card holders entering the market via Gate 1. The purpose is to identify each business-related entry, and to allocate them accordingly, ensuring they are adhering to market policies regarding market entry.
- **Rapid Roller Doors:** The MMA confirmed the future installation of rapid roller doors on the southern side of the market, replicating the existing doors on the northern side. Installation is scheduled by the end of June 2021.
- **Additional Warehousing (EOI):** Management discussed the increased demand in additional warehousing within the market and will provide further updates to the market community as they arise.
- **GN Insurance Pty Ltd (New tenant):** Management confirmed an additional new tenant in the Administration Building, is Kulwant Dhoot, GN Insurance Pty Ltd. Management will distribute their details to the Advisory Committee as requested.

GENERAL BUSINESS

- **Digital Transformation Customer Portal:** Management confirmed as of 1 June 2021, there will be a dedicated employee to assist with the roll out of the new customer portal. The rollout will occur over a period of approximately 12 months. The portal will provide all market tenants with unlimited freedom to their account information, providing a secure portal, on-line payment of accounts, request additional access cards and to liaise directly with the MMA.

MATTERS ARISING

- **Trolleys:** The Committee discussed the issue of the handheld market trolleys on Thursday (6 May 2021) prior to Mother’s Day. Unfortunately, all hand trolleys were already in use, therefore not leaving any available for retailers to use. The MMA have since rectified this situation and trollies will be readily available going forward.
- **Mother’s Day Week (Saturday):** Advisory Committee discussed the market community being informed of being able to enter the market pre trade on Saturday 8 May, prior to Mother’s Day. Management confirmed this information did not come from the Melbourne Market Authority.
- **Forklift Safety & Traffic Management Plan:** The Committee discussed the speed at which forklifts have been entering the market, in particular, through the carpark where retail florists park their vehicles. Management confirmed this is an issue at present and is included in the new Traffic Management Plan. Management will continue to monitor the situation and will ensure this to be rectified going forward.
- **Flower Market Grants:** The Committee requested that the MMA inform market tenants if grants/ funding become available for tenants, who have lost income in the current 7-day lockdown. The MMA will continue to keep abreast of any Government funding initiatives in the current situation and will inform any updates if they occur.