

Flower Industry Advisory Committee Meeting

Microsoft Teams Meeting

7th September 2021

8:00am – 9:00am

In attendance: Greg Duffy (Chair), Lesley Imbesi, Mark Maskiell, David Power, David Whitchelo, Malcolm Lum, Lauren Kitchener, Sue Friend, Rob Rotondi, Lauren Kitchener, Amanda Flannery & Georgie Christerson (Minute Taker)

Apologies: Vince Cidoni, Cheryl Roehrich, Di Templeton & Kathleen Farrell

Confirmation of Minutes from Previous Meeting: MMA COO welcomed all committee members to the Flower Advisory Committee Meeting. Minutes were approved from the meeting held in June 2021.

MATTERS ARISING

- **Early buyers:** Management are continuously working through the issues of early buyers entering the market pre trade to purchase flowers. Management will provide an update at the December Flower Advisory meeting.
- **Mask wearing:** MMA Communications Manager to assist Greg Duffy draft a letter to the Flower market tenants regarding not complying to mask wearing.
- **Flower Market Amenities (toilets):** Management will investigate the issue of the toilets in the flower market. Predominantly for the Flower community, it has been made aware that fruit & vegetable tenants are using them.
- **Flower market forklifts:** The issue of forklifts driving through the southern flower market carpark is still a major concern. Management and Operations will investigate the issue and will identify the offenders.
- **Customer Portal:** MMA will assist Flower advisory committee members on-boarding to the Customer portal when it goes live.

MARKETING

- **Flower Market Research Project - Findings and Recommendations:** Following feedback received from the Customer Service Satisfaction survey; a survey was released to the flower market community regarding several issues identified in the flower market. Upon completion of the research project, the findings and recommendations were provided to the MMA. Management will distribute the results of the project in coming weeks.
- **Advertising screen in the Flower Market:** A large advertising screen has been installed in the flower market for businesses to advertise, both internally and externally, and a way of sharing communications from the MMA.
- **Flower Market Branding – Update:** Management have finalised the re-branding project for the Flower Market, and the rollout will commence over coming months.
- **Food Services Australia – Exhibition (February 2022):** Due to lockdown restrictions, the Exhibition is now scheduled in February 2022. The MMA will reach out to the Market community to see if they would like to be involved closer to the date.
- **Artwork Mural - Admin Building:** The artwork mural is now in its finalisation stage, displayed on the side of the admin building. The artwork is very appealing and has provided very positive feedback from the market community.
- **40 Year Celebration Wall – Feedback:** The 40-year celebration wall is now complete in the F & V buyers walk, and the feedback from the market community has been extremely positive.
- **Fresho – Update:** Fresho have been liaising with several flower market wholesalers, to gain further traction to potentially maximise the “uptake” of the online trading platform.

OPERATIONS

- **Solar Canopy Project – Update:** Solar canopy project is progressing well and on schedule. The first two canopies are complete, the second two will be complete in 6 weeks and the third two have progressed to the completed framework phase with an expectation of completion in 12 weeks. Committee asked

if the Flower market will receive canopies, although Management confirmed this is a work in progress finalising the canopy design for the eastern end of the Flower Market in coming weeks.

- **Market Incident – Traffic Management & Pedestrian Crossings:** Management discussed the recent market fatality that occurred on the 2nd of August. This tragic incident enforces the importance of safety within the market, Safety remains a high priority with the forming of a Safety committee consisting of Safety advocates from every business group within the Market.
- **COVID-19 – Market updates & communications:** Management discussed the recent positive case in the market and confirmed the necessary contact tracing steps administered by the MMA. The MMA continue to keep the market community abreast of all detailed communications. The Market remains community transfer free.
- **Early Buyers:** The Committee and Management discussed the issues of early buyers entering the market pre-trade and acknowledged the issues this causes market tenants. Management is aware and will continue to work through these issues.
- **Warehousing Development Eastern Boundary:** Interest has been consistent with the additional future warehousing development in the market. Management will work with those interested parties to discuss their requirements and inform the market community of all future updates.
- **Vaccination Hub Feedback:** The implementation of the vaccination hub onsite at the Melbourne Market has been well received within the market. Over 1000 people to date have been vaccinated.

GENERAL BUSINESS

- **Digital Transformation – Update on customer portal Demonstration:** Management provided a live demonstration of the new customer portal to the Flower Advisory Committee. The portal will be highly beneficial, allowing customers to access information, view infringements, view account information and an additional feature is a repairs page, requesting works to be undertaken within your premises. The MMA will work with the Flower Advisory Committee members to assist them with the new customer portal.
- **Advisory Committee nominations 2022:** The Advisory Committee Election will occur in early 2022, and the MMA will be advocating for committee nominations, highlighting the importance of becoming a member.

The Chair closed the meeting at 9:00am.