

## Flower Industry Advisory Committee Meeting

### Microsoft Teams Meeting

7<sup>th</sup> December 2021

8:00am – 9:00am

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

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

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

### MATTERS ARISING

- **Early buyers:** Management are continuously working through the issues of early buyers entering the market pre trade to purchase flowers.
  - The MMA have commenced the Access card audit at Gate 1 entry and is progressing well.
- **Mask wearing:** MMA Communications Manager to assist Greg Duffy draft a letter to the Flower market tenants regarding not complying to mask wearing.
  - Management created a letter and distributed it to the Flower market tenants regarding the non-compliance of mask wearing. Letters were printed and hand delivered to each Flower market tenant.
- **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.
  - Our experience shows there aren't long wait times to use the toilet facilities. The market toilets aren't designed for a large amount of people to use them at one time.
- **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.
  - Management investigated the issue (via CCTV) of forklifts driving through the flower market. The offenders were recognised as predominantly flower market tenants. All offenders have been issued with warnings and demerit points.
  - Flower Advisory Chair still believes there are fruit & vegetable tenants speeding at the back of the flower market in the carpark via forklift. Management will further investigate.
- **Customer Portal:** MMA will assist Flower advisory committee members on-boarding to the Customer portal when it goes live.
  - Amanda Flannery, Operations has reached out to the Flower Advisory Committee members to assist with their onboarding of the Customer portal. Management confirmed having reached out via several methods (TWITM) to the remainder of the market community.

### OPERATIONS

- **Safety issues and matters raised at Safety Committee Meeting:** The MMA amongst market tenants have instigated a Safety Committee, and the first meeting was held in mid-November. Outside interest has sparked following the minutes being issued and Management welcome additional members to apply to be in the Committee.
- **Solar Canopy Project – Update:** The Solar canopy project is progressing well and is on schedule. The actual build will be completed prior to Christmas, although the solar panel connections will be completed in mid-2022.
- **COVID-19 – Market updates & communications:** Management have continued to provide Covid updates to the Market Community. The MMA have created a market exposure site page on the MMA website.
- **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. MMA confirmed of having excess demand in the additional onsite warehousing.

Several flower wholesalers have shown interest in the warehousing. The MMA will continue to provide updates to the market community. The State Government are progressing with their plans for the adjacent land next to the market, called MFiX (Melbourne Food Innovation and Export).

#### **MARKETING & BUSINESS DEVELOPMENT**

- **Cultural Transformation:** Management discussed the workshop in January 2021, about the issue of culture in the market. Following this meeting, Management discussed the need to appoint an external company to assist in working on improving the culture in the market. A Tender is currently live, a tour is happening on Thursday 9<sup>th</sup> December (6am), and the tender will close on 17 December 2021.
- **Longest Lunch:** Management confirmed a tender is open for the Melbourne Market to host a “Longest Lunch” in November 2022. A tender is currently open for 6 weeks, closing on 17 December 2021.
- **National Flower Centre Branding:** In the new year, there will be new signage installed for the National Flower Centre. Works will commence with the new branding.
- **Food Services Australia – Exhibition (February 2022):** Due to lockdown restrictions, the Exhibition is now scheduled in February 2022. Management will reach out to the Market community to see if they would like to be involved closer to the date. Following this exhibition, a Market Open day will be scheduled for March 2022.
- **Fresho Update:** Further promotions have commenced in the Flower Market to initiate interest in the online trading platform.

#### **GENERAL BUSINESS**

- **Digital Transformation – Update on customer portal Demonstration:** Management discussed the new customer portal now available, and Amanda Flannery will assist with any onboarding issues if required. The MMA will work with the Flower Advisory Committee members to assist them with the new customer portal.
- **Christmas Trading Hours:** Management confirmed the Market Trading hours over the Christmas period, and communications have been distributed to the market community with the relevant information.
- **Customer Service Satisfaction Survey:** Will be rolled out in the coming weeks, and Management discussed the importance of completing the survey.
- **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. Management thanked Greg and Lesley for attending the final meeting for 2021 and to encourage them to renominate for the next Advisory Committee term.
- **Seagulls:** Committee discussed the issues of seagulls swooping in the Flower market carpark. Management will investigate the issue of using the canon to deter the seagulls in the area.
- **Restroom:** A request from the Market community for an onsite “restroom” to be onsite. Management will further investigate this request. Committee suggested visiting West star Trucks in Derrimut, Truck Servicing Centre that have an onsite facility.
- **Drinking Fountain:** Request for a drinking fountain in the eastern end of the Flower Market, together with one on the western side of the Flower Market. Management will investigate the request, and the suggestion of Yarra Valley Water, Choose Tap providing these free of charge to businesses.
- **Flower Market Trolleys:** The flower market trolleys are an issue again, 150 trolleys were once provided, although a large amount are now missing. Stand holders using to the detriment of buyers who can now not access trolleys. Management will investigate this issue.

The Chair closed the meeting at 8:59am.