

## Flower Industry Advisory Committee Meeting

MMA Boardroom & Via Zoom

31<sup>st</sup> May 2022

8:00am – 9:00am

**In attendance:** Vince Cidoni (Chair), Ilayda Kaplan, George Ambatzidis, Mark Maskiell, Amy Dyer, Amanda Flannery, Lauren Kitchener, David Power & Georgie Christerson (Minute Taker)

**Apologies:** David Whitchelo, Sue Friend, Malcolm Lum, Rob Rotondi, Michael Pavlou & Di Templeton.

**Confirmation of Minutes from Previous Meeting:** Chair welcomed all committee members to the Flower Advisory Committee Meeting. Minutes were approved from the meeting held in December 2021. Vince Cidoni (Chair) welcomed our newest member George to his first Flower Advisory Committee meeting and welcomed him onboard.

### MATTERS ARISING FROM PREVIOUS MEETING (DEC 2021)

- **Digital Transformation – Update on customer portal Demonstration:** Amanda Flannery, MMA has met with all Advisory Committee members and assisted them with the onboarding of the new portal.
- **Drinking Fountain:** Management considered this request, and it will not be implemented due to potential impact on cafe.
- **Flower Market Trolleys:** Management have confirmed all flower market trolleys will be locked up (in the storage cage) until 3am on trading days.

### OPERATIONS

- **Safety issues and matters raised at Safety Committee Meeting:**
  - Traffic Management ideas in the Fruit and Vegetable area are being trialled Management mentioned if anyone is interested in joining the Safety Committee meeting to please contact the MMA.
- **Cultural Transformation – Better Together:** Following feedback received by the market community, this project has commenced. Management will be provided with an update on the project bi-monthly (once every 2 months) from our external consultant appointed on the project. A committee member mentioned a contact of his whom discussed the specific issues & would be willing to speak to the MMA about these concerns.
- **WorkSafe Seatbelt initiative - Electric vehicles:** WorkSafe have been onsite and have provided a directive for all electric vehicles to be fitted with seatbelts. Over the next 6 months this will be rolled out by Worksafe,
- **Warehousing Development Eastern Boundary:** Management confirmed it is working with the State Government on the land adjacent to the market). Management discussed the increasing demand for additional warehousing to be development onsite at the market.
- **Gate 2 & 3 (Re-opening):** Management confirmed both Gates 2 & 3 have now reopened.
- **Mainfreight:** Committee mentioned most of the exported flowers go through Mainfreight, and the idea of having a facility onsite would be beneficial to the market community.

### MARKETING & BUSINESS DEVELOPMENT

- **Official Rollout of NFC (National Flower Centre) Branding:** Over the coming months, the new flower market branding will be rolled out.
- **Market Industry Open Days:** Following the recent Market Open Day in May (2022), an additional Open Day will be held in September, specifically aimed at the Flower Market Industry. A concierge service for the Flower Market is being further investigated.
- **Website and App Development:** The redevelopment of the MMA's website and app is currently out for tender. The tender closes in mid-June.
- **Melbourne Market's Great Big Feast:** This event has been renamed to Melbourne Market's Great Big Feast, scheduled on 23 February 2023. Management are currently seeking sponsorship for the event. The event will be a paid ticketed event, and the reasoning for the event is to promote the fresh produce and flowers throughout the Melbourne market. Management will look into possibly aligning the event with a partnering charity.

## **GENERAL BUSINESS**

- **Market Access/ Entry:** Committee discussed, discussed using the left lane only to enter the market for those without access cards to avoid traffic congestion. The MMA confirmed this is on their radar and it's a work in progress.
- **Market ATM's:** Committee requested the desire for increased withdrawal limits at the Market ATM's. Management will further discuss with the Operators of the ATM (which is not the MMA).
- **Digital Access card:** Committee requested introducing a digital access card, as opposed to the existing plastic access card. Management confirmed that this is a work in progress.
- **Number plate recognition:** Management confirmed of further investigating this topic upon market entry.
- **Younger Clientele into the Market:** Committee suggested a video to be created with an exciting young person (vibrant personality) to do a "behind the scenes" type of video to promote and encourage people to enter the market. I.e, TikTok, Facebook, Instagram (snippets of how-to videos). Video Cowboys is a potential company to investigate for advertising. Perhaps request for Justine Schofield, Everyday Gourmet to do a few segments in the Flower Market.

## **ACTIONS ARISING FROM CURRENT MEETING:**

- **Warehousing Development Eastern Boundary:** David Whitchelo to reach out to Vince Cidoni, Grown Florist to discuss export supply chain opportunities.
- **Melbourne Market's Great Big Feast:** Management to further investigate aligning the event with a charity organisation.
- **Market ATM's:** Management to provide feedback to the Market cafes to consider increasing their withdrawal limit.
- **Market Access/ Entry - Safety issues and matters raised at Safety Committee Meeting:** MMA to further investigate easing traffic congestion upon entry at Gate 1. I.e; dedicated entry via lane 1 etc for those without market access cards. The MMA confirmed this is on their radar and it's a work in progress.
- **MMA Digital Access Card (via mobile phone):** Committee requested introducing a digital access card, as opposed to the existing plastic access card. Management confirmed that this is a work in progress.
- **Video Content/Promotion:** Management to further investigate more video content in the Flower Market for promotions.
- **Flower Market:** Management to further investigate new ideas to get the next generation of Florists into the market, by offering incentives including, although not limited to; free market entry once a month, offering \$50 vouchers, and offering florist schools to visit the market.
- **Younger Clientele into the Market:** Committee suggested a video to be created with a young vibrant person to create a "behind the scenes" video to promote and encourage people to enter the market. I.e, TikTok, Facebook, Instagram (snippets of how-to videos). Video Cowboys is a potential company to investigate for advertising. Perhaps request for Justine Schofield, Everyday Gourmet to do a few segments in the Flower Market.

The Chair closed the meeting at 9:15am.