

Flower Industry Advisory Committee Meeting

MMA Boardroom

6th December 2022

8:00am – 9:00am

In attendance: David Whitchelo, Margaret Burdeu, Rob Rotondi, Di Templeton, Ilayda Kaplan, George Ambatzidis, Mark Maskiell, Amanda Flannery, Michael Pavlou, Lauren Kitchener, David Power & Georgie Christerson (Minute Taker)

Apologies: Vince Cidoni (Chair), Malcolm Lum & Amy Dyer.

Confirmation of Minutes from Previous Meeting: Margaret Burdeu, Board Director welcomed all committee members to the Flower Advisory Committee Meeting and began with an Acknowledgement to Country. Minutes were approved from the meeting held in September 2022. David Whitchelo discussed recently appointing Amanda Miceli as Head of Market Operations, so David can focus further on additional areas of the market. George Ambatzidis joined the meeting at 8:21am and Michael Pavlou joined at 8:45am.

MATTERS ARISING FROM PREVIOUS MEETING (June 2022)

- **Flower Market:** Speeding trucks (vehicles) on the southern side of the flower market has been identified as hazardous for pedestrian traffic. The MMA has implemented the surveillance and enforcement of operating rules and are considering alternative routes for ridged and heavy vehicles. Committee acknowledged the improvement.
 - MMA are repainting the pedestrian crossings to improve visibility and are working on the traffic management on the eastern boundary.
- **Flower Market Trolleys:** Committee discussed the weight of the flower market trolleys when being engaged and out of storage each Market Day. The MMA have ensured that 50% of the trolleys will be released from storage prior to the commencement of trade.

OPERATIONS

- **Cultural Transformation – “Stronger Together”:**
 - MMA HR Business Partner provided a brief update to the Committee on the project to date, and the future focus. Future campaigns for the project were discussed and will commence rollout in early 2023. The project will provide the market community with the confidence to call out unacceptable behaviour.
 - Committee suggested for the racial, sexism details for the project to ensure it’s included in the induction process.
 - Committee suggested a female MRO/person of contact in the Flower Market for complaints and assistance. MMA confirmed both Amy Dyer & Amanda Miceli are two senior female representatives and will communicate this to the market community.
- **Gate 1 Traffic Management (Update):** The MMA are currently updating their traffic management, including entry into Gate 1. The MMA confirmed updating the signage lighting on Gate 1 to ensure easier accessibility, and to create express access lanes for compliant access card holders.
- **Market Trading Hours:** The MMA confirmed appointing Fiona Whitworth on the Market Hours project. Project research is anticipated to take 2-3 months and the MMA will be provided with recommendations based on the research undertaken. As part of the process, Fiona will reach out to each Committee to request their feedback on the idea of changing the market hours from various perspectives.
- **Access card policy:** The MMA proposed the new access card policy upon entering the market. The MMA will have three new types of access cards introduced including a permanent pass, visitor pass and temporary pass (which will allow 4 entries).
- **WorkSafe Seatbelt initiative - Electric vehicles:** The MMA are working with Fresh State and WorkSafe on their directive to ensure all electric vehicles have a restraint fitted.
- **Eastern Boundary Development update:** Management confirmed this is still in the planning stages for the additional development within the market.
- **Quayclean - Cleaning Maintenance:** The MMA confirmed working with Quayclean, as the Market’s new cleaning contractor to ensure cleaning standards are maintained at a high level.

- **Flower Market - Bird nesting:** The MMA confirmed working with our pest control contractor and explained about not being allowed to move young bird nests, although have been using the canon to deter birds from nesting.
- **Forklift Training:** Management are partnering with the City of Whittlesea and Syc Employment to arrange forklift training in conjunction with employment opportunities at the Melbourne Market. Ideally, each participant will have the opportunity to be employment by businesses in the Melbourne Market, or alternatively will go into a “pool” of qualified forklift drivers for further employment within the municipal area. The MMA requested if any Committee members are aware of market businesses that would like to be involved in the initiative.

MARKETING & BUSINESS DEVELOPMENT

- **NFC (National Flower Centre) Brand Roll out:** The MMA discussed the previous flower market project with Sapere Consulting on this project, leading into the National Flower Market Strategy. The MMA will reach out to potential buyers and florist schools to offer incentives to attend the next market open day.
- **Melbourne International Flower & Garden Show:** IMG contacted the MMA recently to see whether we would consider being involved in the International Flower and Garden Show. Management opened the idea to the Committee to gauge their interest. The MMA confirmed having National Flower Centre (NFC) uploaded onto Google recently for accessibility.
- **Market Industry Open Days:** Recent Market open day was held in October 2022 (being the second held in 2022). The next open day will be scheduled for April 2023, predominantly being a flower market specific open day.
- **Melbourne Market’s Great Big Feast:** This event has been postponed at this stage, although will be considered to occur in 2024.
- **Fine Food Expo:** The MMA confirmed involvement at the recent Fine Food Expo, which we believe resulted in the increased numbers attending the October Market Open day.
- **Website and App Development – Overview and feedback:** The MMA presented the new Melbourne Market app to the Committee, providing a detailed description of the features available. The Business directory will be a main feature of the app, and market users will have the ability to update their own business details i.e., providing available produce, produce lines etc. The National Flower Centre will have their own website in adjacent to the Melbourne Market website.
- **Market Customer Satisfaction Survey:** The MMA confirmed the survey will be rolled out via text/ email following the last Advisory Committee meeting on Wednesday 7th December, post 11am and requested feedback from the Committee on encouraging the market community to complete the survey.

GENERAL BUSINESS

- **Visitors to the Market:** Committee discussed new employees (Michael Pavlou from Floriculture) entering the market and how we can make this a smoother process.
 - Management currently investigating new entry access options and access card changes.
- **Toilets:** Committee requested having additional male toilets located on the ground floor, as opposed to the large amount situated on level 1. Proposal under consideration, feedback early Jan2023

ACTIONS ARISING FROM CURRENT MEETING:

- **Contingency Plan for MRO changeover/ absences:**
 - The MMA have released 50% the hand trollies prior to trade.
- **Cultural Transformation – “Stronger Together”:**
 - Committee suggested for the racial, sexism details for the project to ensure it’s included in the induction process.
- **Toilets:** Committee requested having additional male toilets to be on the ground floor, as opposed to the large amount located on level 1.
- **Market Cleaning:** The MMA to further investigate the cleaning standards from the new cleaning contractors and will rectify as a matter of urgency.

Margaret Burdeu, Board Director closed the meeting at 9:25am.