

Flower Industry Advisory Committee Meeting

MMA Boardroom

5th December 2023

8:00am – 9:00am

In attendance: Vince Cidoni (Chair), Di Templeton, Ilayda Kaplan, Mark Maskiell, Margaret Burdeu, Malcolm Lum, Lauren Kitchener & Georgie Christerson (Minute Taker).

Apologies: George Ambatzidis, Michael Pavlou & Amanda Miceli.

Confirmation of Minutes from Previous Meeting: CEO welcomed all the to the November meeting and opened the meeting at 8:07am. Minutes were approved from the meeting held in September 2023.

MATTERS ARISING FROM PREVIOUS MEETING (September 2023)

There were no Matters Arising from the previous meeting held in September 2023. All matters discussed during this meeting will be further discussed below in agenda items.

AGENDA ITEMS

- **Market Trading Hours/ Gate 1 and National Flower Centre Traffic Management/ Digital access cards:** MMA are in the process of compiling a Market hours report, which will consolidate the MMA's thinking. Management will continue to provide updates to the market community and keep them abreast of all updates as the project progresses. Report will be transparent and shared with the broader market community. The digital access card project is progressing (ensuring all access card holders have the appropriate access into the market). The gantry over the Gate 1 entry signage will be changed in early 2024, with the implementation of express lanes, visitor lane and designated market access card holders. The digital access card will be "rolled out" to align with the annual access card renewal (April 2024).
- **Cultural Transformation – "Stronger Together":** Management are continuing to progress the Stronger Together campaign, with promotional material and campaign being visual on market tv screens. Small (business card size) cards will be printed and distributed to the market community of who to contact if they need assistance/ seek help in the market.
 - Management to work on further communications to be distributed to the market community to reinforce unacceptable behaviour in the market.
 - Management to consider appointing a female MRO to be present in the Flower market, for females to feel more comfortable to approach relating to market related issues.
 - Management to consider implementing "ambassadors" for new buyers, people to be able to assist new buyers when they first commence in the market.
- **New Business:** Committee suggested potentially having a function space/ area to build for florists to utilise in the market. Management confirmed work is underway in this space, and to possibly provide an incentive for the new generation/ younger florists to engage with the market.
- **FM Tender Contract:** The MMA have recently appointed a new FM provider to commence in February 2024, and transition has commenced. The MMA will take on components of the FM contract, to streamline the process and bring some aspects of Market Operations inhouse.
- **Eastern Boundary Development – Update:** Management confirmed traction is still underway on this project, although currently working with the Government on this project.
- **Optus IT Outage – What would happen if this were to occur in the market:** CEO discussed the recent Optus power outage and mentioned "What would happen to the Market if a similar outage occurred with Telstra"? Disruption to landline, mobile and internet systems would cause difficulty within the market, however, would not prevent it from operating.
- **Market Satisfaction Survey:** Management distributed the Market Satisfaction Survey on the 4th December and encourage all market users to complete the survey to provide their feedback, views and opinions. Management confirmed that the Stronger Together campaign was initially created by feedback received in survey results. The Board also take interest in the data received from the survey results.

- **Format of “future” Advisory Committee Meetings:** Management opened up the conversation regarding the structure of future Advisory Committee meetings and welcomed any ideas on future meetings.

GENERAL BUSINESS

- **Deep Clean Flower Market:** A deep clean of the Flower Market floor works were scheduled to occur last week (w/c 27 November 2023), although the works did not occur. Committee suggested staging the clean (one side per day at a time).
 - Operations team will further investigate and communicate to the market tenants.
- **Flower Market Smoking on trading floor:** Smoking has been reported on the Flower trading floor. Management are aware and will further investigate.

ACTIONS ARISING FROM CURRENT MEETING:

- Nil

The meeting was closed at 9:08am.