

Flower Industry Advisory Committee Meeting

MMA Boardroom

Tuesday 19th March 2024

8:00am – 9:00am

In attendance: Vince Cidoni (Chair), Di Templeton, George Ambatzidis, Mark Maskiell, Lauren Kitchener, Amy Dyer, Syed Shahed, Malcolm Lum & Georgie Christerson (Minute Taker).

Apologies: Michael Pavlou, Margaret Burdeu & Ilayda Kaplan.

Confirmation of Minutes from Previous Meeting: CEO welcomed all the to the March meeting and opened the meeting at 8:00am. Minutes were approved from the meeting held in November 2023.

MATTERS ARISING FROM PREVIOUS MEETING (November 2023)

- **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 investigated and the deep clean partially occurred in November \(2023\), with a follow on clean scheduled for 15th April 2024.](#)
- **Smoking occurring onsite in Flower Market:** Smoking has been reported on the Flower trading floor. Management are aware and will further investigate.
 - [Management confirmed that MRO's have been asked to reinforce the use of designated smoking areas.](#)

AGENDA ITEMS

- **Modernisation of the Melbourne Market (including Market Hours):** Management discussed the report currently being compiled on the modernisation of the Melbourne market. Report is being consolidated and “pulled apart” to ensure every market aspect is covered from a market tenant perspective. The reasoning is to identify how each market tenant may be affected if a change were to occur to the current market trading hours. Once the report is complete, this will then be shared with the Market community.
 - Management discussed working on a number of new initiatives for the flower market, in particular although not limited to; a concierge service in the flower market, to escort & guide people and to assist them with their items to their car, utilising the flower market space post trade, and to allocate an area for florists to work to create flower arrangements etc.
 - Management confirmed implementing a “customer service experience” in the market, where visitors and new access card holders will be guided out into the market and shown where to access services in the market together with useful resources.
 - MMA to provide more messaging in the market to further encourage Florists to come to the market, to buy directly from the wholesalers to be more economical.
- **Facilities Management Contract – BGIS:** Melbourne Market Authority (MMA) have appointed BGIS as of 1st March 2024. BGIS have a 24/7 helpdesk number/ maintenance service: 1800 952 266.
- **Market Operations – MSS Gate 1 and National Flower Centre Traffic Management:** Additional signage has been installed at Gate 1, with allocated express lanes to ideally ease traffic flow upon entering the market and to avoid congestion. Amy Dyer has been appointed as Customer Service Manager and Izzy Sarikaya is our new Operations Manager.
- **Flower Market Cleaning:** Management confirmed a further deep clean of the Flower market will occur on the 15th of April 2024.
- **Market Satisfaction Survey:** Survey results were on par from last year’s results, and Management will circulate the presentation results to the Committee following the Advisory Committee meeting. Lauren Kitchener, Marketing & Communications Manager is available to further discuss the results with should you wish to reach out.

GENERAL BUSINESS

- **Proposed Market Sale:** Management confirmed there are no plans in the pipeline at this stage of any market sale transaction occurring.

ACTIONS ARISING FROM CURRENT MEETING:

- **Flower Market Toilets:** Management confirmed the flower market toilets, together with the wider market area, the toilets will be cleaned on a more regular basis, especially during flower market trade days.
- **Additional Warehousing:** Market tenants asked the status on additional warehousing opportunities onsite. The MMA will share warehousing plans once they are drafted & finalised.
- **Market Satisfaction Survey:** Flower market satisfaction survey results will be shared with the Advisory committee.

The meeting was closed at 9:00am.