

Flower Industry Advisory Committee
MMA Boardroom, Epping
10th March 2016

In attendance: Greg Duffy (Chair), Fidrim Halit, Cheryl Roehrich, Danny Malikovski, Jashar Rustemi, David Whitchelo, Matthew Elliott, Shaun Matthews, Sally Devlin (Minute Taker)

Apologies: Mark Maskiell

Item 1: Terms of Reference

The advisory **AGREED** to the Terms of Reference. The MMA **REQUESTED** that EFT details that were not provided prior to the meeting are be sent to the MMA ASAP.

Item 2: Meeting Dates & Times

The advisory **REQUESTED** that the meetings are rescheduled to Tuesday at 8.30am. The MMA will source alternative dates one week prior and confirm via email the new dates.

Item 3: Market Hours

The MMA is committed to reviewing Market hours within the first 12 months of operating at Epping. This process will commence in April 2016 to ensure a review can be completed prior to August 2016. An independent consultant will be engaged to undertake the work. Preliminary work suggests that the Flower Market has shifted to one visit per week vs multiple visits per week.

The advisory **SUGGESTED** the following:

- 4.30am start on Tuesdays is potentially early enough;
- A fee could be introduced for Florists that enter the market early and then make it free for those after a certain time (including free parking with the cost to be absorbed by the Stand holders).

A night market should also be given consideration with a trial on Friday from 9pm. The advisory **SUPPORTED** a night market trial and will discuss with the rest of the Flower Market Community and provide feedback to the MMA.

Item 4: Casual Stand Fees

The MMA will commence a process to charge current tenants overflowing onto additional vacant stands at a rate of \$66 (inc GST), all agreed. The advisory **NOTED** that the rate should be increased to those that are not current / permanent stand holders and that key industry days should also attract a higher casual rate.

Item 5: Access Card Renewal

The MMA advised of the process regarding the new Common Expiry Date rollout. Letters to Business Principles will be distributed this week, asking to confirm current employees / access cards prior to invoicing from 1st April 2016.

Item 6: Market Operations

1. **BPAY:** The MMA will be introducing BPAY before 30th April 2016 as an alternative payment method. The advisory **REQUESTED** if one invoice can be issued with all items, rather than separate invoices.
2. **POOLING ACCOUNTS:** The MMA is working with Stand holders that use Pallets to have the appropriate accounts in place (there are only 8 in total). MMA Management agreed that due to the nature of the Flower Market, Statutory Declarations would not have to be signed to indicate non-use for Stand holders and Florists.
3. **WASTE MANAGEMENT:** The construction phase of the Waste Transfer Facility is due for completion by the end of April 2016, with the facility operational late May.
4. **DISPLAYING ACCESS CARDS:** Lanyards or armbands are not practical or safe for tenants, therefore the MMA should consider that access cards must be carried at all times instead.

5. **PARKING:** There are a number of people on the waiting list (mostly LCVs). No Florists are being denied entry into the market. White Permits have been issued to those on the waitlist so they can be easily identified within the market. The demand is for more undercover spaces to be made available and that free parking for florists should be reconsidered. The MMA will forward all correspondence from the previous committee on florist parking.
6. **MUSIC:** Agreement that it is too loud.

General Business

- **DIVERSIFIED PRODUCTS:** The MMA are investigating engaging with vendors that offer complimentary products for florists (gifts, jewelry etc). All agree that it is worth considering to increase florist retention.
- **VISITORS:** Market tenants are unclear on the process for having people visit the market. The MMA will provide updated communications to the tenants and will also brief MRO's and Security staff on the procedure.
- **CHILDREN IN THE MARKET:** The advisory noted that some florists are no longer purchasing from the market on Saturday because children cannot be onsite. The advisory **REQUESTED** that children be allowed onsite on Saturday due to the decreased OH&S risk of only the Flower Market trading that day.
- **FLOWER MARKET CLOCK:** The MMA has refurbished the clock from West Melbourne and are commencing structural reinforcement works in the coming weeks.
- **DRINKING FOUNTAINS:** There is no access to drinking water in the market. The MMA will investigate possible water supply and location options.
- **ATM:** The MMA confirmed that the ATM is now installed and operating within the Flower Market.

Meeting closed 10.00am