A SEASONAL LOOK AT ACHIEVEMENTS AND ISSUES ARISING AT SYDNEY MARKETS

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CEO'S PERSPECTIVE



Sydney Markets receives world recognition at the 2008 World Union of Wholesale Markets Congress

For the first time, the WUWM (World Union of Wholesale Markets) presented an award for 'Environmental Sustainability' practices in a Wholesale Market. This prestigious award was presented to Sydney Markets during a WUWM gala dinner in Copenhagen on 1st October, in front of 300 representatives from Wholesale Markets around the world.

This fantastic achievement, would not have been possible without the hard work and dedication from our Environmental Team who are committed to ensure the best practices and procedures apply to our environmental sustainability programme.

This award confirms Sydney Markets as a World Leader in environmental sustainability, as highlighted by the following:

- Currently 50% of waste generated on site is recycled into the following waste streams: organic, cardboard, timber, steel, plastic and polystyrene
- Water efficiencies have resulted in a 30% reduction in water consumption
- As a result of improved waste recycling and energy efficiencies our carbon emissions have been reduced by 19%
- Recognition from the Department of Environment and Climate Change, as Sydney Markets is one of only four companies to receive a threestar rating acknowledging our environmental sustainable management procedures.

The benefits derived through our philosophy of 'reduce, re-use and recycle' enhance our commitment to the environment and winning this award is truly a great honour for all in Sydney Markets.



SML Directors, Management and Green Point staff celebrate.



David Smith, London Markets collected a 'Highly Commended', CEO Brad Latham and Chairman, John Pearson collect Environmental Sustainability Award in Copenhagen.



CEO'S PERSPECTIVE continued...

MISSION BEACH FORUM WELL RECEIVED

In continuing with our commitment to delilver the message to growing regions about the benefits of the Central Market System, the SML Board and Senior Management travelled to Mission Beach just south of Cairns during September.

This region is home to over 280 banana growers and farms which produce in addition to bananas, tropical fruits, avocados and pumpkins. It was an opportunity to gain a better understanding of the issues facing growers in this area in particular their recovery since Cyclone Larry decimated the area in 2006.

The afternoon forum included presentations on the role of Sydney Markets, our marketing campaigns and plans moving forward, followed by a screening of the newly created Sydney Markets promotional DVD.

The forum also included presentations by:

- Mr Cameron MacKay Vice President Australian Banana Growers Association who gave a detailed overview of the banana industry.
- Mr Matthew Whittle Growcom Banana Industry Development Officer, spoke about the decimation of Cyclone Larry and hence the recovery today.
- Mr Pat Arcella President Banana Wholesalers Association, spoke from a wholesalers perspective.
- Mr Harry Theoharous Moraitis National Banana General Manager, spoke about the benefits of the Central Market System.

I take this opportunity to thank all four gentlemen who offered their time to conduct presentations and to the many people who welcomed and congratulated Sydney Markets on undertaking these off site forums, as some attendees had never been to Sydney Markets and found the experience to be a wealth of knowledge.

SML will continue this initiative in 2009.



Pat Arcella.



Harry Theoharous.





CEO'S PERSPECTIVE continued...

FRESH FOR KIDS – VOTED AUSTRALIA'S BEST FOOD BASED WEBSITE AGAIN

SML sponsored the 2008 Vittoria Australia Food Media Awards presentation dinner held at the Sydney Convention and Exhibition Centre on Saturday 27th September, 2008.

During the evening SML was nominated in two categories, in which 'Fresh For Kids' won the prestigious award for the best food based website for the second time and our recipe cards were awarded a highly commendable for Best Recipe Writing in Advertising.

These awards are judged by the Who's Who of the Australian Food Media and both accolades acknowledge the hard work and ongoing commitment from my staff.

The Fresh for Kids website is designed for primary aged children and developed as a teaching tool for children, their parents and teachers. The website is constantly being evolved and updated with fruit and vegetable information, recipes, games, competitions, sporting celebrity interviews and healthy canteen suggestions.

Just last month alone the website received over 2.2 million hits. Well done to all involved in the Fresh For Kids programme.



Melissa Kolc collecting the award.

MASTER PLAN UPDATE

Warehouse L - 1350m²

Construction of Warehouse L is now complete, with the official opening to take place Friday 12th December, at 9:00am.

New Forklift Bridge

The new forklift bridge is now in operation and links the General Trading Area to the Hard Vegetable Area, improving travel time; creating less congestion and more importantly improve safety within the Market.

Warehouse W - 5.800m²

Excavation of the area continues, with footings in place for the installation of concrete panels and the construction of retaining walls. We anticipate construction completion and formal occupation July, 2009.

South West Truck Entry/Exit Upgrade

Tenders for the South West Truck Entry/Exit Upgrade have been received, evaluated and awarded to Thomas Coffey Ltd, with construction to commence early 2009.



HORTICULTURAL CODE COMMITTEE

I have formally been re-appointed as a member of the Horticultural Code Committee. The Committee has been reinvigorated to provide advice on the implementation of the Australian Competition and Consumer Commission Grocery Price Enquiry recommendations to amend the Horticultural Code of Conduct.

Our first meeting is scheduled for early December. I will keep you updated on the progress of our meetings.

In closing, the year has been extremely productive, successful and rewarding for Sydney Markets Limited and we look forward to meeting the challenges in 2009.

I take this opportunity to thank all stakeholders for your support throughout the past 12 months and on behalf of the SML Board, Management and staff we wish you and your families a safe and happy Christmas.









ENVIRONMENTAL UPDATE

Sydney Markets Ltd are researching opportunities to upgrade existing equipment using Cogeneration technology. SML recently visited Macquarie University Campus and were impressed with their Cogeneration Plant in operation for over 10 years.

DEFINITION

Cogeneration or CHP (combined heat and power) is the simultaneous production of electricity and heat using a single fuel such as natural gas, although a variety of fuels can be used (refer to 'Cogeneration capacity by primary fuel'). The heat produced from the electricity generating process (for example from the exhaust systems of a gas turbine) is captured and utilised to produce high and low level steam. The steam can be used as a heat source for both industrial and domestic purposes and can be used in steam turbines to generate additional electricity (combined cycle power).

Cogeneration for on-site power and heat is well established overseas, especially in Scandinavian countries. Its use is gradually increasing in Australia, although optimistic forecasts of rapid implementation and growth in the last couple of years have yet to be realised.

ADVANTAGES OF COGENERATION

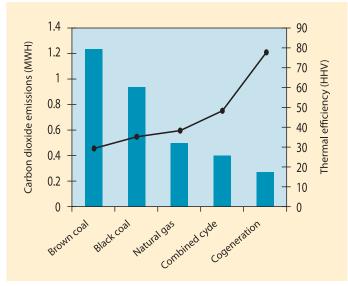


Cogeneration technology provides greater conversion efficiencies than traditional generation methods as it harnesses heat that would otherwise be wasted. This can result in up to more than a doubling of thermal efficiency or higher heat values (HHV) (see Figure 1). Also, carbon dioxide emissions

can be substantially reduced. Furthermore, the heat by-product is available for use without the need for the further burning of a primary fuel.

Cogeneration systems predominantly use natural gas, a fuel source which emits less than half the greenhouse gas, per unit of energy produced than the cleanest available thermal power station.

Figure 1: Electricity generation efficiencies



Source: Australian Cogeneration Association (ACA)

Figure 1 shows the increasing thermal efficiency from the use of thermal brown coal to cogeneration and an inverse relationship to carbon dioxide emissions. At a time when there is increased emphasis on both increased thermal efficiency and the mitigation of carbon dioxide emissions, electricity generation by cogeneration appears a logical choice. An additional advantage of cogeneration is that the plant is usually located near the end user (termed distributed or embedded generation) and as such no power transmission losses are suffered. Cogeneration systems compete with electricity provided from large-scale power stations, remote from electricity consumers and as such require long distance, high voltage transmission networks (referred to as centralised systems). It is claimed by the Australian Cogeneration Association (ACA) that cogeneration systems are more environmentally friendly, flexible, efficient and can be more cost-effective than traditional systems-especially when network costs and losses are taken into account.

REMEMBER...DELIVER IT, DON'T DUMP IT!

If you witness anyone disposing waste other than using the Green Point Depot, please call our hotline on 0414 829 770.

For information regarding environmental matters, please contact Con Kapellos, SML Environmental Manager (02) 9325 6173 or 0417 325 173.

SPECIAL PROJECTS UPDATE

PADDY'S HAYMARKET TENURE NEGOTIATIONS

Paddy's Market is Sydney Markets' best known brand and regarded as the premier retail/community Market operation in Australia.

Negotiations are continuing between Sydney Markets Limited and Jen Retail (landlord) to enter into a new long term commercial leasing arrangement to take us well beyond our current tenure of 2018.

Discussions are continuing with an emphasis on reaching terms to form part of an "Agreement to Lease" to proceed our negotiation for a 30 year tenure effective from 2009. Further updates will be provided as negotiations continue.

MAXIMISING THE EFFICIENCY AND ENVIRONMENTAL SUSTAINABILITY OF THE SYDNEY MARKETS SITE

As part of increasing the efficiencies on site, SML is reviewing recycled water opportunities as part of SML's commitment to implementing "best practice" for water usage on the site, SML has commenced discussions with Sydney Water and other recycled water providers. Rainwater harvesting using tanks is also a consideration to capture water which is currently being lost into drains. Evaluations of the various opportunities will be assessed as proposals are investigated.



SYDNEY MARKETS OPERATIONS UPDATE

ATTENTION ALL FORKLIFT OPERATORS

Operators of forklifts and other vehicles in the Markets are reminded that mobile phones MUST NOT BE USED whilst driving forklifts or vehicles on roadways or in common areas. Mobile phones can only be used by a forklift operator or driver of a vehicle when a forklift or vehicle is legally parked. Please note forklifts are not to carry loads that are higher than their mask and a maximum of 15 pallets, if drivers do not comply, comply notices will be issued.

ATTENTION ALL BIKE RIDERS

Tenants and customers of the Markets are reminded that approved helmets must be worn whilst riding bicycles and motorbikes on roadways and common areas within the Markets. It is against the law not to wear a helmet when riding on roadways.

CHILDREN IN THE WORKPLACE

All children who attend the Markets during wholesale and retail operating hours, especially during school holiday periods, must be supervised at all times.

CHRISTMAS CHANGED TRAFFIC CONDITIONS FLEMINGTON

Saturday, December 13th and Saturday, December 20th

FROM THE WEST: Market customers travelling eastbound on the M4 Motorway should take the Silverwater Rd exit then use Parramatta Rd to enter the Markets via Austin Ave entrance.

FROM THE EAST: Market customers travelling westbound on Parramatta Rd should use the Potts St entrance.

FROM THE NORTH: Market customers travelling southbound on Homebush Bay Dr should use Kerruish Ave entrance.

FROM THE SOUTH: Market customers travelling northbound on Centenary Drive should use the Potts St entrance via Parramatta Rd.







SYDNEY MARKETS PROPERTY UPDATE

The following Plaza premises are available for lease:

Shop 16 – 79.61m²: Good position with frontage towards the Market and is situated next to the Post Office.

Suite B10 – 46.84m²: This is a bright north easterly facing corner office with glass partitioning. (Available January 2009)

Suite C09 – 61.34m²: This is a southerly facing partitioned office suite overlooking the Market. This office is partitioned with two offices and a separate meeting room.

Suite C12 – 46.35m²: This bright northerly facing office suite has built in storage and new air conditioning.

All shops and suites have security locks and parking available for employees.

PROVIDORE UNITS

SML currently has a number of provide units for lease. Please note these units are only available for lease by providores.

Interested parties can arrange a viewing by telephoning the Property Manager, Anthony Bloomfield on 9325 6240.

REMINDER

Notification by Tenants of Shareholding Change

Tenants are reminded to advise SML of any shareholding changes to their businesses. Non-disclosed changes in shareholdings will result in document handling charges of \$730.00 + GST along with the applicable consideration fee.

NO SMOKING

All Office Suite tenants are reminded that these areas are SMOKE FREE ZONES. Occupiers of any Market space are required under the *Smoke Free Environment Act* to see that persons do not smoke in their premises.

SYDNEY MARKETS CONFERENCE CENTRE

The Sydney Markets Conference Centre is also available for hire. The Centre can be used as one unit or divided into two. For details and bookings please contact the Marketing Assistant on 9325 6295 or Property Officer on 9325 6240.



SITE SERVICES UPDATE

BUILDING WORK & COOL ROOM APPLICATIONS

Sydney Markets was delegated authority from Strathfield Council to approve <u>certain</u> works. To ensure all building work and cool room installations comply with the respective building codes all enquiries must be referred to Site Services Department.

Each application is treated on a case by case basis to determine whether the application can be dealt with by SML or has to be referred to Council. Some applications may need to be referred to a Fire Engineer.

The following documents are to be submitted with your application:

- SML Building Application and Standard Conditions for Works
- · Structural drawings and certification by engineer
- Drawings showing elevation, sections and plan views
- Contractors Insurances, e.g. Public Liability, Workers Compensation, Trade Licenses, Safe Work Method Statement
- Signed Hot Works Permit

For the installation of Cool Rooms, tenants must pay particular attention to Point 10 of the Standard Conditions which refers to the Building Code of Australia (BCA) C1.10a – Fire Hazard Properties, with reference to Table E1.5 Requirements for Sprinklers, e.g. Sydney Markets cannot approve cool rooms that are over 4m in buildings that do not have sprinklers. Constructing a cool room over 4m would trigger the need for sprinklers for the whole building.

All tenants need to comply with the BCA.

Only approved contractors are permitted to work at Sydney Markets. Tenants are responsible for work not approved, including the making good and consequential effects.

COMMUNICATIONS

Tenants requiring a new telephone line, please consider connecting through Sydney Markets PABX.

Benefits:

- Line Access fee of \$20 per line/month
- Free internal calls between 9325 xxxx
- AAPT offer Competitive call rates
- Network Support 24/7

For all enquires please contact Marilyn Loch Site Services Administrator on 9325 6225.

ROADWAYS

Replacement of 18 floor drain grates with pedestrian safe grates has been completed in ABC Buyers Walk and 4 grates along the dish drain of Building "D".

Asphalt repairs were carried out on Flemington Road, at the junction of Parramatta Road.

PAINTING

A contract has been awarded to Basecoat to paint the external Market Plaza building.

Additional tables and seats have been installed in front of the Newsagency.

FLOWER MARKET

Basecoat has completed painting the 18 downpipes around the Flower Market.

AIR CONDITIONING

Clean Air Technologies upgraded the ventilation filter system in Clancy's. Included were modifications to access the filters in order to comply with Work Cover OH&S regulations.

As part of Sydney Markets Maintenance program, Carrier has upgraded the air conditioning systems in Shop 20 and the NSW Chamber.

Annual Essential Services Certification

G N Consulting has been engaged to complete the annual fire certification. Tenants are requested to ensure:

- All Fire Exits must not be obstructed by storage or vehicles
- Fire doors are not to be padlocked or damaged
- Fire Hose reels and fire hydrants must be kept clear

FIRE SERVICES

Work is in the final stage for connection of a new Hydrant line from the GTA area to the HVA.

BUILDING WORKS

Approved Contractors

All building work, alterations and additions to any premises on site must be approved by Sydney Markets Limited by submitting a Sydney Markets "Building Application".

Each of the following contractors meets Sydney Markets approval requirements in relation to Public Liability Insurance, Workers Compensation, Trade License. Hot Work Permit and Occupational Health and Safety:

Trade	Contractor	Contact
Electrical	Fredon Industries	9325 6002
Roller Doors & General Metalwork	J C Roller Doors Pty Ltd (Julio Caceras)	0418 229 664
Plumbing & Roofing	S N King (Rodney Gibbons)	0417 488 948

Unapproved contractors working on site will be instructed to cease work until they have provided to Sydney Markets all information required for approval and have undergone a site induction.

Tenants will be held responsible for works carried out by their contractors, including the making good and consequential effects.

If you intend to undertake building work, please contact SML's Site Services Department on 9325 6217 who can assist you in the preparation and completion of your application.

Top chefs show the way for interested foodies and kids have fun in the kitchen

It was great to see some of Sydney's top chefs' head to our Market in the early hours of the morning, in which they provide special commentary to tour groups during the October "Good Food Month" celebrations.

These tours provided hundreds of Sydneysiders with the opportunity to ask valuable questions about preparing fresh produce and learn a thing or two about produce they had not seen before or didn't know was available at Sydney Markets.

As well as these tours, Sue Dodd conducted tours tailored towards primary school aged children. This gave children a greater understanding of where their fresh fruit and vegetables come from and at the same time allowed them to participate in a hands-on activity. This opportunity also allowed for children and parents to receive promotional material on our Fresh for Kids program.

Thank you, to the many Wholesalers and Growers, who kindly gave away fruit and vegetable tastings and spent some of their valuable time talking to the chefs and tour participants.





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*Price is for a standard LHM230 model with standard pump (price excludes GST). Offer only available from Toyota Material Handling branches. Additional costs including delivery charges may apply. †99-year functional guarantee on the bearing component of our lifters, i.e. the fork frame; conditions apply – contact your Toyota Material Handling branch for further information.



Cherries fetch \$33K and we have three Cherry Kings

For the 21st consecutive year, Sydney Markets has auctioned a box of cherries to celebrate the launch of the cherry season to raise much-needed funds for Variety the Children's Charity.

The Cherry Auction raised \$83,000 for Variety, and these funds will be used to purchase medical equipment for the Intensive Care Unit at the Sydney Children's Hospital at Randwick.

Those attending the auction included the Leader of the NSW Opposition, Mr Barry O'Farrell MP, Mr Andrew Fraser MP, from Cronulla and Australian Coach, Ricky Stuart, Paul Gallen, league legends, Paul Sironin, Benny Elias, Alan Langer, from Wests Tigers' Corey Payne, Coach of the Gold Coast Titans, John Cartwright, Australian netballer Susan Pratley, Maria Venuti and a heap of others.

The morning's festivities included performances from 5 times Country and Western Golden Guitar winner Melinda Schneider, Lexie Hay, the very talented Mark Vincent and the Wests Tigers Cheerleaders. Long time supporter of the Cherry Auction, TV personality Glenn Wheeler took to the stage as auctioneer and did an exceptional job extracting those last dollars during some frantic bidding on other items auctioned during the morning, which in addition to the \$33,000 for the cherries, a further \$50,000 was raised.

The successful bid for this year's cherries came from a consortium of three transport companies within Sydney Markets, Lui and Ross Cicco, from Pony Express, Dominic Polifroni from Veg 101 Transport and Charlie Micali from DJG Transport.

All three gentlemen were delighted at being part of the successful bid, who all said; "when it comes to children, hey we have hearts of gold. Not everyone in this world is lucky enough to have healthy kids, so giving to others is a great thing".

Bradley Latham, CEO of Sydney Markets says; "The Cherry Auction now in its 21st consecutive year is considered an institution in our Market. It never fails to show the generosity and camaraderie our markets people have when it comes to kids in need. This event generates a great deal of interest and support which is evident by the number of celebrities and sporting stars who took part in the early mornings festivities".

The 2008 Cherry Auction was run by the NSW Chamber's Market Industries Committee at Sydney Markets in conjunction with Sydney Markets Limited and Variety, the Children's Charity.

In recognition of their generosity the Cherry Kings were presented with a handmade bowl by the award winning top designer Mr Jonathan Baskett.

















































A whopping \$31K raised at the 2008 Mango Auction

\$7,000 was paid for some of the season's first mangoes at the 18th Annual Mango Auction, which for the first time was organised by Nick Martelli from Allcrops Pty Ltd.

A huge crowd of fruit and vegetable traders, and intrigued onlookers joined special guests, from Cronulla Sharks, Ricky Stewart and Reece Williams, Sydney FC Simon Collosimo and many more to see a total \$31,000 raised for The Children's Hospital at Westmead.

The successful bid was from the partnership team of David Healy and David Russo of David Russo Pty Ltd and Country Gardens in Westfield at Warrawong.

This was the first time these gentlemen have purchased the Mangoes and were absolutely delighted at being able to be part of such a worthwhile cause.

Nick Martelli would like to thank the industry for its support, if it was not for these people we would not be able to assist these children in need.

Funds raised through the 2008 auction will assist The Children's Hospital Institute of Sports Medicine to continue to provide sports medicine and sport and exercise science to sick, disabled and able-bodied children.

































A LITTLE PIECE OF HISTORY...

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..... HAPPY DAY FOR STEVE



STEVE ZAPPIA, manager of the Sydney market agency of E. G. Molesworth, and his beauti-ful bride Joanne (nee Simoneschi), cut the cake at their wedding reception at Menzies Hotel, last month.

Steve is the eldest son of Mr and Mrs "Toe" Zappia of Miranda. Josepe is the only daughter of Mr and Mrs O. Simoneschi of Rams-gale. They were married in St. Mary's Cathedral and are now on their honey-

Moon.
About 150 guests witendad the reception at which
Joe Lo Blanco, the wellknown fruit industry leader,
was Master of Ceremonies.
Mr Jack Parr of Mundubbers (Quesneland), Austradia's biggest carus
grower, flew to Sydney for
the wedding.

Veiled hint

Some of the leading offi-cials of Apia Soccer Club, of which Steve is a com-mitteeman, turned up to wish the young couple hap-piness and long life in double larmess.

Steve was attended by his handscene brothers Ben and Vic, the last of the "Miranda Mohicana." Guests described the re-

ception as one of the most enjoyable in market history. Apart from the bride and bridegroom, the next hap-

piest person at the wedding was Joe ("Pop") Zappis.

In response to a toast, Joe said he'd become wor-ried about ever getting Steve thed about ever generic steve to the altar but now it had happened he was a very relieved man. Chancing at his other sons, Ben and Vic, Mr Zappia indicated that it was time they etarted fol-lowing their big brother's example.

At the moment, the boys are more interested in reduc-ing their golf handicaps then in matrimony.

Congratulations and best wishes to Steve and his tovely Jeanne for their future happiness,

Lo Blanco in "spinach belt"

The Lo Blanco group (providers, shop suppliers and retailers) has extended its retail chain with a new

its retail chain with a new shop at Double Bay.

The new business caters for the ultra-fastidious in this exclusive soburb.

At Double Bay, so it is claimed, the shopkeepers divide the bunches of spin-ach six-ways instead of by four, as at Rose Bay.

RUSSIAN MARKET

Russia is a very hig im-porter of citrus fruits which she buys principally from Bulgaria, Rumania and

Bulgaria, Romania and Hungary.
According to a report from the U.S. Department of Agriculture, in 1964 Russia bought 127,000 tons of oranges, \$8,000 tons of lemons and 17,000 tons of

The Australian citrus in-dustry has already sounded out the possibility of supplying Russia with oranges.

N.Z. VISITOR

Bill Battell, proprietor of Cooff Battell, proprietor of Cooff Battell, wholesale fruit and vegetable merchenits of Wangnnut (New Zealand) dropped in on Dick Torrill, president of the N.S.W. Chamber of Fruit and Vegetable Industries, last month to renew acquaintances.

acquaintances.

Like Mr Terrill, Bill is a
Rotarian. He was on his
way to Nice where the Rotarians are helding a world conference.

P. O. ROBBERY
The Haymerket PostOffice was recently burgled
and \$11,000 in stamps stolen from the strongroom. The thief could come to a sticky and if he tries to dispose of the loot around the mar-

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To: MARKET INDUSTRIES NEWS, 24 Henry Street, Carlton, N.S.W.

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MARKET INDUSTRIES NEWS, MAY, 1967



Floristry Scholarships

In mid October some of the very best floristry students in New South Wales competed for four commercial floristry scholarships in a unique flower design competition organised by the Flower Growers Group of NSW Inc.

All independent judges were most impressed with the quality of the competitors' designs, use of flowers, quality of workmanship and individuality, as all these factors were taken into consideration when determining the four winners.

The competition, now in its seventh year, could not be run without the sponsorship assistance of the Department of Education and Training, Ace Ohlsson Pty Ltd and Sydney Markets Limited.

Congratulations to the following winners announced at this year's Flower Growers Dinner, held at Luna Park on Saturday 8th November: Megan Slater, Kurri Tafe; Kelly Warry Pearson's, School of Floristry; Tracey Karaman, Ryde Tafe and Valerie Lamond, Richmond Tafe.



Florists enjoy Award of Excellence Breakfast

Thursday, 30 October, Sydney Markets Limited hosted a special breakfast to present the 21 Award of Excellence Awards, to acknowledge all 9 Florist of the Month Award recipients and to congratulate all 30 preliminary finalists.

The presentation was well attended with florists, Flower Growers Group Committee members, Temples Florist Sundries and Sydney Markets representatives.

Businesses were reminded that to determine the outright winners of the 2008 Florist of the Year Awards all preliminary finalists would be visited a fourth and final time by anonymous shoppers.

Brad Latham congratulated all finalist and looks forward to seeing them at the Flower Growers Group of NSW Annual Dinner Ball being held at the Luna Park Grand Ballroom on Saturday 8 November, for the announcement of the 2008 winners.

2008 Florist of the Month Award Recipients

February	Tulipanna	Bondi
March	Maria's Fresh Flowers	Padstow
April	The Flower Hut	South Hurstville
May	The Floral Decorator	Erskineville
June	Flamingo Florist	Nowra
July	Dural Flower Farm Florist	Dural
August	Floriart	Lugarno
September	Wamberal Florist	Wamberal
October	Fine Flowers	Katoomba



2008 Award of Excellence Recipients

A Lazy Daisy Revesby All Flowers of Blaxland Blaxland Antique Rose Florist Hornsby Bardwell Blooms Bardwell Park Best Buds Sydney Darling Buds of Annandale Annandale Earthly Stems Rutherford Florist Rutherford **Epping Floral Centre Epping** Flower Avenue **Epping** Flower Bud Wollongong **Gracious Flowers** Seven Hills Maitland City Florist Maitland Manuka Flowers Manuka Norwest Florist Baulkham Hills Petals of Putney Putnev Stylish Scents North Ryde Sunset Flowers Marrickville Warners Bay Florist Warners Bay Waldron's Flower Shop Kotara Waldron's Flower Shop The Junction Your Favourite Florist Engadine

Sydney Markets would like to thank Temples Florist Sundries, sponsors of the Florist of the Year Program for their ongoing support.

Pictured left: 2008 Award of Excellence winners

Pictured right: Grant Richards from Temples and Melissa Kolc, Marketing Programs Manager Sydney Markets.







2008

Florists take top award at Industry Dinner

The Florist of the Year Winners for both the Metropolitan and Regional florists was announced at the Annual NSW Flower Growers Group Ball on Saturday, 8 November in the Grand Ballroom at Luna Park.

The night was filled with excitement and entertainment while the panorama of the sun slowly settling in behind the waters of Sydney's Harbour was a sight no one will forget.

Metropolitan Florist of the Year - Floriart

The Metropolitan Florist of the Year recipient was Floriart located in Lugarno. Although Bree Romans was unable to attend the evening festivities, her mother and father, Robyn and Steve were there to take centre stage. No stranger to awards and recognition, Bree has received several small business awards over the last couple of years and was also presented with the August Florist of the Month earlier this year.

For Bree, this is such a huge accolade after only purchasing the business 3 years ago. "This we feel recognizes all the hard work we have put in over the past 3 years and acknowledgment of the floristry skills and creativity of our talented staff," said Bree.

These days, the busy store has 3 staff members plus Bree's family who help out with the market runs and deliveries.

Bree will be using some of her advertising package in many different ways including a large banner for the front of her shop, new business cards and different forms of print and electronic media.

Regional Florist of the Year – Fine Flowers

Pam Harman was the proud recipient of the Regional Florist of the Year Award which she accepted on the night. This is the second consecutive win for Fine Flowers after also winning the prestigious award in 2007.

"Winning the Florist of the Year Award means that we are succeeding at what we set out to achieve each day in our store. We aim to have the best products and service and to create an enjoyable experience for everyone that enters our store." said Pam.

Pam worked for 16 years as an employee of Fine Flowers, before the opportunity to purchase the store in 2006 became available. Since the purchase Pam continues to work at her store making changes which have helped increase her customer database and sales.

As well as receiving a trophy, the Regional and Metropolitan winners received a \$3,000 advertising package from Sydney Markets Limited and a \$1,000 hamper package from sponsors Temples Sundries Florist.

"The Florist of the Year winners should be commended for their achievement," said Melissa Kolc, Marketing Programs Manager for Sydney Markets.

"I would like to thank and congratulate the florists from across NSW and the ACT, who have participated in this year's Florist of the Year Awards program.

"This is the 6th year that Sydney Markets have delivered the Florist of the Year Awards program. This program is an important initiative aimed at assisting our Markets' valued customers to build the quality of their individual businesses, and therefore their ability to compete effectively into the future.

"Sydney Markets is committed to providing the necessary resources to the Florist of the Year awards program into the foreseeable future, and we look forward to working with our partners towards understanding ways we can expand the program to the betterment of the florist industry as a whole.

"I would also like to thank our major sponsors Temples Sundries Florist, for their support in 2008."

Florists who participate in the Program are evaluated on appearance, quality of flowers, product knowledge, customer service and their use of merchandising and branding skills and are judged from a customer perspective by anonymous shoppers.

Award finalists are chosen from those that have been recognized by either monthly awards or Award of Excellence awards during the year, after which they are again judged at the highest level to determine the winners.

Sydney Markets would like to welcome A & L Florist Sundries as the new Florist of the Year sponsors for 2009 and look forward to working with them for an exciting New Year.



Sydney Markets CEO, Brad Latham, Sydney Markets Chairman, John Pearson, Metropolitan winners Robyn & Steve Romans from Floriart, Temples representative Grant Richards and Sydney Markets Marketing Programs Manager Melissa Kolc.



Sydney Markets CEO, Brad Latham, Sydney Markets Chairman, John Pearson, Regional winner Pam Harman from Fine Flowers, Temples representative Grant Richards and Sydney Markets Marketing Programs Manager Melissa Kolc





Florist of the Month Awards

JULY – Dural Flower Farm Florist

Store owner Linda Peillizzer is the proud recipient of the July Florist of the Month Award. Linda has worked tirelessly for over 16 years to convert the family cottage at Dural into a beautiful florist shop.

As a customer, your sense of smell, sight and touch are all heightened when you enter Dural Flower Farm Florist. You're greeted with a beautiful aroma of freshly cut flowers in a very cosy unique cottage setting where you flow from room to room. The flowers are all fresh from their own farm or purchased from Sydney Flower Markets.

The florist industry is well known in Linda's family. Her parents settled in Glenorie and shared a farm growing carnations, with her father eventually purchasing the 10 acres in Dural where Linda is currently running Dural Flower Farm Florist. Linda's younger brother Luca runs the family business 'Boffo Flower Growers' while Linda's husband owns and runs 'Dumont Rose Gardens' in Glenorie.

After 16 years in the business, Linda still enjoys every moment of being a florist.

"I love creating wonderful arrangements with exquisite flowers that brightens someone's day. I love weddings which allow me to design wonderful bouquets which add the finishing touch for a bride's special day" said Linda.

Dural Flower Farm has also been a recipient of the Award of Excellence in 2007 and will automatically be entered into the 2008 Florist of the Year Award which will be announced at the NSW Flower Growers Ball in November.

Dural Flower Farm Florist, 835 Old Northern Road, Dural. Tel: 9651 2780



L to R: Lucy Solkard, Linda Pellizzer (owner) and Sydney Markets Marketing Programs Manager Melissa Kolc.

Florist of the month winners receive a \$1200 advertising package, \$100 credit from Temples Sundries Florist and one month fee parking at Sydney Markets.

AUGUST – Floriart

Bree Romans, owner of Floriart in Lugarno was excited about her recent win as she was presented the August Florist of the Month Award.

This is a huge accolade as she only purchased the business less than 3 years ago.

Bree fulfilled her long time dream of opening her own floristry business after her first year of university. "After finishing year 12 in 2001 I went to university and did a year of a Health Science course but decided I wanted to try Floristry so I enrolled in Tafe and never looked back," she said.

Since opening Floriart, the store has won many awards in such a short period of time. In 2007 alone, Floriart won Outstanding Florist and Business of the Year in the local business awards and then went on to win Champion Florist for NSW and ACT.

"Winning these awards showed our customers and local community that we have a great small business and show excellent customer service. But with the Florist of the Year Program run by Sydney Markets, I think winning this award shows that you have high standards of floristry and flower care. It shows we really know our flowers!" said Bree.

Floriart, Shop 2, 1020 Forest Road, Lugarno. Tel: 9584 1494



L to R: Marketing Programs Manager Melissa Kolc, Robyn Romans, Bree Romans (owner) and Aicha Khodr.





Florist of the Month Awards

SEPTEMBER - Wamberal Florist

Congratulations to the owners of Wamberal Florist, husband and wife team Coryl and Warwick Beattie, for winning the September Florist of the Month Award.

Coryl Beattie purchased Wamberal Florist with her husband Warwick 20 years ago and what once started as a business decision has now transformed into complete passion for the Central Coast duo.

"We thought (purchasing Wamberal Florist) would make an interesting life change. We decided that if it didn't work for us, we could sell within 2 years, and here we are nearly 20 years later," said Coryl.

Coryl keeps herself busy within the industry as she is also the District Director of NSW and ACT for Interflora and enjoys every moment.

"During the 7 years, I have met some wonderful people in the industry, and enjoy trying to help members and encourage them to develop their business."

On top of this, Coryl makes the trip to Sydney Flower Market at least once a week as she understands the importance of being part of the Flower Market and having the opportunity to network amongst other customers.

"I believe it is important to be part of the Market, albeit occasionally, so that we as florists can accurately advise our customers about availability and quality etc. These things you learn about by seeing for yourself what is in the Market."

"Conversations with other florists can often solve a problem or make you aware of a new product," said Coryl.

Wamberal Florist, 772 The Entrance Road, Wamberal. Tel: 4384 6494



Left to Right: Coryl Beattie (owner) and staff member Mark.

OCTOBER – Fine Flowers

Pam Harman, owner of Fine Flowers in Katoomba was extremely excited about her recent win as she was presented the October Florist of the Month Award.

This is yet another accolade she can add to her collection as she has previously been awarded a Florist of the Month and Florist of the Year in 2007 and more recently Pam was nominated as a finalist in the Blue Mountains Chamber of Commerce Business Awards for Employer of the Year

Pam worked for 16 years as an employee of Fine Flowers, before the opportunity to purchase the store became available to purchase only 2 years ago.

Since then, Pam has built a wonderful team at Fine Flowers where you are always greeted with a big smile and a store filled with a friendly atmosphere.

"The achievement I am most proud of is the wonderful team we have at Fine Flowers. Everyone has an important role and contributes something special; and together all these elements create a strong unit, like a family, that just works! Whilst Fine Flowers is my shop, I feel all my team deserve credit for these awards as they have been a huge part of the shops success," said Pam.

Fine Flowers, 167 Katoomba Street, Katoomba. Tel: 4782 3062



L to R: Fine Flowers: Kevin, Jodie, Debbie, Annmaree and Pam (owner).

Florist of the month winners receive a \$1200 advertising package, \$100 credit from Temples Sundries Florist and one month fee parking at Sydney Markets.

Christmas & New Year trading 2008-2009

PUBLIC HOLIDAYS ARE:

Christmas Day	Thursday	25th December 2008
Boxing Day	Friday	26th December 2008
New Year's Day	Thursday	1st January 2009
Australia Day	Monday	26th January 2009

(Wholesale GTA

Enquiries 9325 6200: 8am to 4.30pm Monday to Friday

be located in the RAIL SIDING AREA at the REAR



AUSTRALIA DAY MONDAY, 26 January	CLOSED	CLOSED	OPEN 9am to 5 pm	CLOSED	CLOSED	CLOSED
Sunday, 4 January	-	-	9am to 5pm	9am to 4.30pm	-	8am to 4pm
Saturday, 3 January	-	5am Opening	9am to 5pm	6am to 2pm	6am to 2pm	-
Friday, 2 January	6am Opening	5am Opening	9am to 5pm	10am to 4.30pm	-	-
NEW YEAR'S DAY THURSDAY, 1 January 2009	9 CLOSED	CLOSED	OPEN 9am to 5pm	CLOSED	CLOSED	CLOSED
Wednesday, 31 December	6am Opening	5am Opening	-	-	-	-
Tuesday, 30 December	6am Opening	5am Opening	-	-	-	-
Monday, 29 December	6am Opening	5am Opening	_	-	-	-
Sunday, 28 December	-	-	9am to 5pm	9am to 4.30pm	-	8am to 4pm
Saturday, 27 December	-	5am Opening	9am to 5pm	6am to 2pm	6am to 2pm	-
BOXING DAY FRIDAY, 26 December	CLOSED	CLOSED	OPEN 9am to 5pm	OPEN 9am to 4.30pm	CLOSED	CLOSED
CHRISTMAS DAY THURSDAY, 25 December	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Wednesday, 24 December	6am Opening	5am Opening	-	-	-	-
Tuesday, 23 December	6am Opening	5am Opening	-	-	-	-
Monday, 22 December	6am Opening	5am Opening	-	-	-	-
Date	Fruit & Veg Mkts) STONEY Produce (Buildings ABCE) STONEY GROVVERS (Market Bldg D)	(Market Bldg F)	Paddy's Haymarket	Paday's Flemington	Swap&Sell MARKET, Flemington	MODO MARKET " ASPENDED HOUSE OF HIGHES OF HIGHES FOR HIGHES OF HIG



Garden of Secrets – Twilight in Tuscany

Castle Hill's "Garden of Secrets" was recently unveiled by Paul and Jennifer Leone for the first time since its completion.

The unveiling event of the Memorial garden, which began with an invitation only Cocktail Night themed "Twilight in Tuscany", was attended by 500 people. Followed by two weekends where the gardens were opened to the public.

The Leone Family have opened their garden in the past for Charity and raised over \$180,000 for The Spastic Centre of NSW.

In 2008 they shared the garden again but now for a very personal and special reason. A memorial Garden created in memory for Samuel, Paul Leone's son who passed away last year. "Samuels love of dogs and the outdoors inspired my family now to raise much needed funds for the Guide Dogs of NSW/ACT." Said, Mr Leone.

With support from family and friends and volunteers from the Guide Dogs we welcomed over 8,000 people through the gates. "We have reached our target and raised over \$275,000" he said

The Memorial garden was designed by award winning landscape designer Dean Herald, gold winner of the 2006 Chelsea Garden Show – England.

Channel 7's Better Homes and Garden aired the making of The Memorial Garden which generated much interest from the public. Taking 9 months to build the garden and a team of 10 to transform what was once a horse arena into a masterpiece. In the centre of the garden is a spectacular full size hand-carved bronze stallion statue centrepiece, surrounded by tranquil water features.

One visitor described her experience as "The memorial to your son was serene and breathtaking. Words cannot express it."

"The experience has been the same for many that visited our garden," said Mr Leone

"There is a plaque in the Memorial garden that reads "If someone you love becomes a memory, the memory becomes a treasure" the garden has become that for the Leone Family and for a short moment they shared it with so many and had the opportunity to give a little back to the community.



Back L-R: Paul Leone, Lui Cicco, Angie Innes, Ray Schembri, Jennifer Leone, Jordan Toranto. Front L-R: Victoria Bradshaw, Dean Herald, Pippin Walton, James Caruso.

The experience is now a treasured memory for my family" said Paul Leone

Guide Dogs Fundraising Manager Victoria Bradshaw said "It was a fantastic month and we are so grateful to the Leone family and all the major sponsors of the event; McGrath Real Estate – Hills District Office, Sydney Markets, Toyota Materials Handling, and the crew from Better Homes and Gardens - in particular Jason Hodges who came along on several days. The support from Tyrrell's Wines, Byron Bay Beverages, and Flemings Nurseries also helped to make the event so successful.

"The funds raised by the Leone family and the supporting sponsors will allow Guide Dogs to continue providing our valuable services to the community" she continued.

Guide Dogs NSW/ACT is an independent, not-for-profit organisation and receives no government funding. Guide Dogs provides its free services, including advice and

training, to people who are blind or have impaired vision.

For more information or to support Guide Dogs NSW/ACT phone (02) 09412 9300 or visit www.guidedogs.com.au





Garden of Secrets – Twilight in Tuscany



Paul Leone, Victoria Bradshaw and Joe Finucane (CEO Guide Dogs NSWACT).



Twilight in Tuscany.



Peter Tesoriero.



SML Director, Neil Mathews (left), Retina Hong (3rd left) and Audrey Mathews (far right) with friends.

Gong Bike Ride – a million dollar event for multiple sclerosis

Sunday 4th November saw a team of 12 from Sydney Markets decked out in the 'Fresh for Kids' cycling jerseys pedal their way through the gruelling "Gong Bike Ride" to raise money for the MS Society.

Sydney Markets provided fruit for a record 14,000 entrants, and this year the event raised over one million dollars for the Multiple Sclerosis Society.





Fresh for Kids

FRUIT AND VEG CONSUMPTION UP BY 91% AS SCHOOL CHILDREN EMBRACE HEALTHY EATING CAMPAIGN

The Sydney Markets Limited, Fresh for Kids program has encouraged over 147,000 school children across NSW and ACT to embrace healthy eating with a campaign so successful with school canteens working over time to keep up with the fresh fruit and vegetable orders.

The Fresh for Kids 'Blast Off and Win' Canteen Campaign, which ran in August 2008 across NSW and ACT, rewarded school children every time they purchased a piece of fruit or vegetable, with the results being a record 91% percent increase in fresh produce consumption in participating schools, that's over 160,000 pieces of fruit and vegetable purchased in NSW and ACT during the 4 week campaign.

Melissa Kolc, Marketing Programs Manager of Sydney Markets Limited, said that this campaign works by giving school children a fun incentive to eat fresh fruit and vegetables.

"We need to continue to educate children and help combat the rising epidemic of children developing obesity, high cholesterol and diabetes. The school canteen is a prime place to do this as its one of the only places where children make an autonomous food choice."

"By rewarding and praising children every time they purchase something healthy we are establishing a lifetime healthy relationship with fruit and vegetables. We are delighted that the campaign has proven to be so popular that fresh produce is flying out of the canteen," she said.

"Schools who did not have access to canteen facilities were also involved in the Canteen Campaign, with children rewarded for bringing fresh fruit and vegetables to school to ensure they did not miss out on the competition."



The 2008 'Blast Off and Win' Canteen Campaign blasted last year's record with over 40,000 entries sent in with the lucky winner of the family holiday to Hong Kong Disneyland going to 9 year old Renae Matthews from Metford Public School.

The annual Canteen Campaign is one of several marketing initiatives that the Fresh for Kids program runs to promote, educate and increase the consumption of fresh fruit and vegetables within primary school aged children. The success of the program is evident with over half a million unique visitors logging onto the fresh for kids website in less than a year. Children jumping online to check out www.freshforkids.com.au will find recipes, sporting celebrity interviews, games, activity sheets and they can even email there favourite fruit and vegetable character from the F&V Gang.

INDUSTRY SUPPORT FOR FRESH FOR KIDS

Fresh for Kids continues to capture the interest of industry associations who see the benefits of the Sydney Markets program; we welcome Riverina Citrus as sponsors of the hugely successful program.

Fresh for Kids was one of the first programs developed to combat the alarmingly low levels of fruit and vegetable consumption some 11 years ago, by educating parents, teachers and carers on how to make fresh fruit and vegetables more appealing to primary school aged children.

"It is great to have the support of industry associations such as Riverina Citrus, Australian Bananas and Papaya Australia on board. I hope this encourages other organisations to consider the Fresh for Kids Program as an option in their overall marketing strategy," said Melissa Kolc.

Riverina Citrus joins Australian Bananas, Papaya Australia, The NSW Chamber of Fruit and Vegetables and Sydney Markets Credit Services as sponsors of the Fresh for Kids Program.

For sponsorship opportunities or for further information on the Fresh for Kids Program please contact:

Melissa Kolc, Marketing Programs Manager, Sydney Markets Phone: (02) 9325 6830 Email: melissa.kolc@sydneymarkets.com.au





Fresh for Kids

RIVERINA CITRUS SUPPORTING FRESH FOR KIDS

Riverina Citrus is a major sponsor of the Fresh for Kids program which is run through Sydney Markets. Oscar Orange™ was created in 1998 by Anne Robson, an eight-year-old student from Queens Park in Sydney.

Oscar Orange is the type of character that has good intentions that always go wrong. He loves all sports especially rugby and swimming and one day would like to be a Doctor.

He represents the children that try hard but are easily side tracked when something more exciting comes along. He likes to tease both Tamara Tomato and Summa Strawberry but is always ready to defend and protect his friends when they are in trouble.

Oscar loves to wear his green and gold tracksuit and enjoys watching our athletes representing Australia.

Griffith was lucky enough to secure a visit from Oscar Orange during the erection of the Citrus Sculptures and throughout the ACI Conference. Oscar particularly enjoyed receiving a hug from Adrian Piccoli, Member for Murrumbidgee at the Conference cocktail party.

Oscar watched the citrus sculptures being built by Griffith locals. He was hugged and 'high fived' by the local children. Riverina Citrus provided some fluffy stuffed orange toys to hand out to the children.

Oscar was keen to visit Griffith East Primary School to promote local oranges, which were kindly supplied by Sumar Produce. Phoebe Ritorto,



Griffith Muso's Club at the erection of the Citrus Scultpures.

the canteen manager welcomed Oscar and presented him and freshly cut oranges to the younger students at the school.

Belinda Clancy from Riverina Citrus handed out Oscar Orange wrist bands and Fruit Fly Exclusion Zone bookmarks. They proved to be extremely popular with the students.

Sydney Markets, Fresh for Kids program has with the help of the Department of Education and Training, developed a range of curriculum-based educational resources which contain information for teachers and students, to promote fresh local fruit and vegetables.

Oscar was only in Griffith for a short time as he had a prior engagement at the Teddy Bear's Picnic in Sydney to promote the goodness of oranges.

Oscar would like to thank the many people who helped him with his visit to Griffith: Fiona Sharpe from Sydney Markets. Frank Scarfone for transporting him to and from Griffith. Bob McLennan, Phoebe Ritorto, Sumar Produce and all of the wonderful people he met in Griffith.

Out and About with the F&V

The Fresh for Kids F&V Gang have been incredibly busy the past few months visiting different schools and events. The Gang love to spread the Fresh for Kids message and help encourage kids to eat healthy.

Following is a snapshot of what the Gang have been up to...

2008 STRATHFIELD SPRING FAIR

Tamara Tomato, Megabite Apple, Oscar Orange and Bzza Banana were excited when they were invited along to the 2008 Strathfield Spring Fair.

The Strathfield Spring Fair included 100 stalls including food from around the world, jewellery, clothes and gifts to name a few, free amusement rides, free pony rides, an animal farm, a Kidz Zone tent and roving entertainers.

The Spring Fair also promoted 'Greener Living' with Eco Stalls designed to help community members connect with environmentally friendly products and services to help reduce their carbon footprint.

LEGENDS OF LEAGUE

The Telstra and ARL Development Legends of League competition celebrated its 8th year this year with 25 Primary School teams from all over the State showcasing 7 a side Rugby League at Granville Park.

After a day of fantastic football and great sportsmanship, the eventual winners, Mascot PS (South Sydney) were presented with their medals and trophy by Legend Bob McCarthy who was also joined on the day by other Legends such as Paul Sironen and Steve Mortimer.



Oscar Orange made an appearance and handed out Fresh for Kids wristbands to the kids. Fresh fruit was also supplied by Sydney Markets for all participating children on the day.

ALL SCHOOLS CROSS COUNTRY C'SHIPS

The 2008 "All Schools" NSW State Cross Championships were completed on Friday 25 July 2008. Over 2,500 competitors from schools throughout NSW entered the event which was held at the testing Eastern Creek Raceway course. Events were conducted in both Primary and Secondary categories in age groups from 8/9 years to 18+ years for girls and boys.

Oscar Orange made an appearance and proved very popular with students throughout the day. He was even seen showing off a few dance moves!



Fresh for Kids

SYDNEY MARKETS HELPING WILLIAM DEAN PUBLIC SCHOOL LEAD THE WAY

William Dean Public School reinforced their healthy lifestyle message on Wednesday 12 November with a visit from Sydney Markets and their Fresh for Kids mascot, Oscar Orange.

The school's fitness and healthy lifestyle program – Healthy Snack Time – has received a funding boost from the School Sport Foundation Grants Fund to help promote the consumption of fresh fruit and vegetables.

This initiative promotes the consumption of fruit and vegetables and water as healthy snacks when participating in physical activity. Fruit will be provided for all students at the Athletics carnival and school walk-athon. Once-a-week 'taste test morning teas' will also be held at the school for students to 'try' new foods. Fruit and Veg consumption will also be promoted on classroom posters and via the school newsletter which will include snack ideas, healthy fact and web links such as the 'Fresh for Kids' site.

"This funding has enabled our school to implement a program that emphasises physical activity and healthy eating throughout the school," the Principal of William Dean Public School, Chris Brooker, said.

"At our school we promote the importance of a healthy and active lifestyle and introducing this program has helped us encourage students to get involved in sporting initiatives and eat healthy foods.

"Sydney Markets and Oscar Orange brought a range of different fruits to the school as part of their visit, so that the students could sample all the different types of healthy snack options available. "This will help reinforce the healthy lifestyle message we try to encourage at William Dean Public School."

Sydney Markets is a sponsor of the School Sport Foundation Grants program, which was established to assist with the development of sport and healthy lifestyle initiatives in NSW schools. The Foundation supports all school sport programs ranging from elite level competition in the representative programs, through to grassroots participation in schools via the Grants Fund.

"Sydney Markets sponsors the School Sport Foundation to help provide these opportunities to schools to promote the importance of being healthy," Melissa Kolc, Marketing Programs Manager for Sydney Markets, said.

"Through Promoting the Consumption of Fresh Fruit & Vegetables category we are able to emphasise the importance of healthy eating together with regular physical activity."

Sydney Markets 'Promoting the Consumption of Fresh Fruit and Vegetable' Grants – further information:

Sydney Markets have been able to deliver a healthy lifestyle message for several years as a major sponsor of the School Sport Foundation.

A grant fund category titled 'Promoting the Consumption of Fresh Fruit and Vegetables' is dedicated to promoting the importance of eating fruit and vegetables within schools across NSW.

The Sydney Markets grant fund has been seen as a successful initiative in its ongoing benefits to students within the community.

For more information about the Sydney Markets 'Promoting the Consumption of Fresh Fruit and Vegetable' Grants please contact:

Melissa Kolc, Marketing Programs Manager, Sydney Markets Phone: (02) 9325 6830 Email: melissa.kolc@sydneymarkets.com.au



Did you know Sydney Markets' colourful F&V Gang members are available for hire?

Why not have Bazza Banana, Summa Strawberry, Captain Capsicum, Oscar Orange, Tamara Tomato or Megabite Apple add colour and movement to your next event promotion.

The character costumes are a real hit with the kids and a great way to draw attention to your event or promotion. To support your promotion Sydney Markets Limited will also make available a quantity of free Fresh for Kids promotional material. Hire fees start at \$110 (inc GST) per costume. For more information please contact Fiona Sharpe on tel 02 9325 6295.



The kids at the Variety Christmas Party say thank you to...

- SINCLAIR & ANTICO
- FHG ROGERS
- KIRKWOOD
- XL FRUIT & VEG
- N & A FRUIT
- ALL SEASONS PRODUCE
- MORAITIS GROUP
- P W CHEW
- GOLDEN FRUIT SUPPLY
- LAMANA BANANAS
- M SERGI GROWERS MARKET

The Variety Kids Christmas Party is the highlight of year for over 5,600 special kids. This party is hosted by the Ladies of Variety (LOV). This dedicated volunteer group of ladies are responsible for all the supporting activities for the Party.

Many entertainers donated their time and talents for the benefit of the kids, including Jimmy Barnes and Maria Venuti.

Other forms of entertainment came from the Police and Fire Services, along with an animal farm, pony rides, face painting, slippery slides and of course Santa Claus listening to all the wishes of every special child.

Megabite Apple proved to be a big hit with the kids when handing out 'Fresh for Kids' promotional material.

To feed 5,600 children, 2,500 carers and 800 volunteers was indeed no small feat and this is where some generous wholesalers rose to the challenge and donated...

11,200 APPLES • 2,200 ORANGES 4,760 BANANAS • 900KG APRICOTS

A big thank you goes to Lui Cicco, who was instrumental in organising this fantastic charity event.

























7th Annual Wine Tasting Competition

Congratulations to Frank Bagala who won the 7th Annual Home Made Wine Tasting Competition held in the Sydney Flower Market on Friday 31st October.

The Bagala family have now won this competition four times and have been making wine for 160 years from back to the great grandfathers who started this tradition in the town of Palmi Reggio, Calabria.

This year saw a total of 14 entrants who participated in the competition, which was judged by a panel of independent judges including, SML CEO, Brad Latham, Head of Operations, Shane Chester, SML Director John Olivieri and Lui Cicco from Pony Express.

Santo Sgro came a close second, with John Belcastro running third.

Well done to Tony Bagala who did a fantastic job organising this event, which seems to increase in popularity and participation each year.



Left to right: Tony Bagala, SML CEO Brad Latham, John Belcastro, SML Head of Operations Shane Chester, Frank Bagala, SML Head of Special Projects Gerry Daras and Santo Sgro

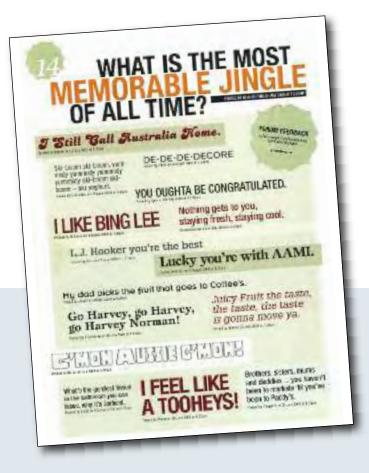
Market personality of the season — Albert Petulla, A & H Fruit Supply P/L

- I have worked in the fruit and veg business for... 58 years.
- I learnt the trade from...I taught myself.
- I have owned this business since...well I first owned Hay & Loxton and then established A & H Fruit Supply when Sydney Markets moved to Flemington, all up a total of 55 years in the business.
- My first job was...I worked in a fruit shop at Rose Bay for Vince Antico.
- If I could have any job in the world I would be a...I would still stay in this business.
- The best advice I would give someone starting up in the business ...people don't listen, they all have their own ideas.
- My parents taught me...to work hard and respect your elders.
- My worst trait is...I don't have any bad traits.
- I can't live without...my family.
- Even if you paid me, I'd never...stop working.
- Favourite movie...I don't go to the movies.
- Favourite food...fruit and veg.
- The best decision I ever made...was to marry my wife.
- My favourite TV show...I don't watch TV.



- My favourite book...I read a book back in 1951 about a jewish boy and an Italian girl, can't recall the name of the book, except an Italian lady gave it to me.
- My dream holiday...is to travel around Australia.
- Something that most people don't know about me is...I have a hard head and a very soft heart.
- I'm passionate about...**my business.**
- I support the...I am not really into sport.
- If you were stranded on an Island who would you want to be with...
 my wife of course.





Paddy's jingle up there with the best of all time

AdNews magazine, a leading advertising industry publication, recently conducted an on-line poll. The results published in their 80th Anniversary edition named the Paddy's Markets jingle as **one of the most memorable in advertising history**, with the jingle's lyrics featured at the bottom right hand corner of the page.





A great time had at the MIC Golf Day

SML was delighted to co-sponsor the Market Industries Golf Day attended by 100 players who participated in what proved to be a fun filled day, while at the same time raising funds for charity.

Other sponsors included Toyota, Chep, Visy Board, Collins Transport Adelaide and Intercoast Transport, Harris Farm, Kleenheat Gas, Coolibah Salad, Norton St Grocer, Go Troppo and our supporter Blackberry and a special thank you goes to Committee members Greg Pratley and Joe Zappia who did an outstanding job organising this event.





Greengrocer of the Month Awards

JULY - R & R Daily Fresh, Randwick

This Frenchman Road store owned by Nick and Tony Sofia opens onto the street and entices customers with a colourful display of packed fruits and fresh cut flowers. The store maintains quality by displaying fresh produce in small quantities and utilising the four tiered refrigerated display cabinets.

After a spate of growing kiwifruit and oranges on the Hawkesbury River in the 90's Nick Sofia returned to what he says "he knows best – retailing". Thirteen and a half years after returning to retail Nick's once traditional fruit and vegetable store has evolved into a comprehensive one stop shop, stocking a fabulous range of quality fruit and veg and an impressive range of gourmet groceries, meats, cheeses, dips and chocolates.

R & R Daily Fresh are constantly looking at better ways of doing things and offering new products and services to their customers. A lot of their customers do not want to shop at supermarkets so they have added to their range to cater for their customers.

"We place significant emphasis on the personal service, from a warm welcome through to the stock. We want our customers to feel like they are getting the best service and quality possible," claims Nick.

R & R Daily Fresh, 105 Frenchman's Road, Randwick. Tel. 02 9399 7226



Left to right: Shane Chester, SML Operations Manager with Nick Sofia and MIC respresentative Phillip Bugeja.

AUGUST - Martelli's Market, Rouse Hill

The Martelli's have created another award winning store with their successful formula of quality, range and service to wow the residents of Sydney's North West.

Opened in September last year in the new Rouse Hill Town Centre a combined residential and retail development off Windsor road, Martelli's Market, is more than just a fruit shop, as it names suggests this store is a Market, offering a diverse range of quality fresh fruit and vegetable and fresh cut flowers which is embellished by gourmet grocers, cheeses galore, breads, eggs, a serviced deli counter, frozen fruit and gelato and Asian noodle, dumplings and buns.

The store incorporates a professional kitchen that churns out ready to bake stuffed mushrooms and pumpkins, take home or lunch salads and a range of seasonal chopped vegetables packs, home-made style vegetable soups during autumn and winter.

Martelli's Market, Rouse Hill is operated by the unassuming 30 year old Vincent Martelli, who has worked alongside his parents Frank and Maria Martelli, in their businesses in Cherrybrook and Epping for 20 years. Retailing is in Vincent's blood and according to Vincent he has never been happier than is he is now steering this new business and sharing his passion for good food with his new customers.

Martelli's Markets, Shop J5, Rouse Hill Town Square, Rouse Hill. Tel. 9836 5500



Left to right: Greg Pratley, MIC representative, Vincent Martelli and his fiance Kayla and Shane Chester, SML Operations Manager.

SEPTEMBER – Country Fruit, Bathurst

From the moment you walk through the glass sliding doors, Country Fruit has appeal. The décor is tasteful, the presentation spotless, the aromas enticing and the banter of friendly chatter between staff and customers is welcoming.

The fresh fruit and veg displays are smartly presented, the colours of the produce are used effectively to add contrast, the occasional filled wicker basket creates focal points and there is a pleasing sense of abundance and freshness.

At the back of the store under the boldly painted black lettering that spells out "GOURMET", there is a creative three tiered display of cheeses which includes platters of glace fruit and fresh dates. This area is surrounded by a food connoisseur's range of groceries, produced locally and imported. Country Fruit has also set up an area for sampling a selection of these goodies.



Anna Sharah, Craig Gold and Craig Sharah offering a special shopping experience.



Greengrocer of the Month Awards

> > >

Country Fruit incorporates two large stainless steel tables positioned near the deli and a seafood counter, so customers can linger with a coffee, enjoy lunch from the deli, or sit and decide what to gather for dinner. Owner Craig Sharah is a forth generation fruiterer who learnt his trade from his father. Craig obviously has a good eye for detail and a desire to share his appreciation for quality food and service with the Bathurst community.

Country Fruit, 165 George Street, Bathurst. Tel. 6331 1742

OCTOBER – Sydney's Best, Engadine

In April this year, Paul Saad, who also operates businesses in Cronulla and Roselands took over this successful Sutherland shire business previously known as Engadine Best Fresh. With 15 years retailing experience including time spent with a large supermarket chain, Paul has developed a signature style and a reputation for offering quality, range and service with a smile.

In the last six months Sydney's Best, Engadine has undergone a range of aesthetic and operational enhancements to ensure that its meets the communities needs and expectation.

Paul's signature displays are garnished with palm leaves and freshness is maintained by displaying fruit and veg in small stacks and topping up regularly. There a nice sense of abundance and freshness, a friendly relax vibe and the customer service from the checkout and floor staff is attentive and efficient.

The store offers an attractive loyalty program to its customers and has also introduced a smart gift voucher.

Sydney's Best, Engadine has to entrances, if you enter via the street frontage you can weave your way through the produce and then onto the serviced deli counter and grocery section. This store has a walk through with loads of parking at the rear.

Sydney's Best, 1077 Old Princes Highway, Engadine. Tel. 9520 3866

NOVEMBER – Manly Fresh Fruit Market, Manly

Located a short stroll from the popular Manly Beach, Manly Fresh Fruit Market is a busy greengrocer offering quality fruit and vegetables and first rate customer service.

Catering to many locals and the countless tourists who frequent this seaside area, Manly Fresh Fruit Market offers a wide range of market fresh quality fruit and vegetables. The displays are neat and creative; the store is airy and well lit and easy to move around.

Like many other stores of this kind, Manly Fresh Fruit Market also incorporates a juice and salad bar and offers a superb selection of seasonal fresh cut flowers that can be gift wrapped on request.

Owners Joe Kazzi and his bubbly and enthusiastic wife Alba have operated this business since August 2006. You don't come across many women who do the fruit and vegetable buying at the market; (maybe it's the very early starts), but Alba Kazzi by necessity has taken up this arduous task and is doing a remarkable job. Her day doesn't finish when the buying is done as she then heads back to the store and can often be found serving on the checkout late in the day, having a chat and a laugh with a customer or two.

Alba's enthusiasm and passion to succeed are clearly the driving force behind the success of this Manly business and Joe is there backing her up all the way.

Manly Fresh Fruit Market operates 7 days a week.

Manly Fresh Fruit Market, Shop 1, 2/8 Darley Street, Manly. Tel. 9977 1794

Congratulations to our winners!



Joe Coluccio, Paul Saad and Greg McConnell from Market Industries Committee



Joe and Alba Kazzi with Harry Emmanoilidis from the Market Industries Committee.



SML Employee of the Month



AUGUST CHERYL ANDERSON

Cheryl has done a fantastic job updating several data bases, which in turn provide a more comprehensive reporting system now used by the property department.

Cheryl goes about her role with a professional approach tackling most challenging issues with a smile.

Her customer service skills are to be commended, she has a wonderful sense of humour and is a great asset to the Company.

Thank you Cheryl



SEPTEMBER FIROZ ALI-SHAH

Firoz did a fantastic job with the relocation of site services and in particular the installation of the new weighbridge facility, which provided many difficult and often frustrating challenges to be met.

The area of the old weighbridge building and weighbridge was demolished and regraded within one week time, which is to be commended, this in turn allowed for the occupation by Pony Express.

Firoz's professionalism was instrumental in completing many works on time and provided satisfaction to all parties concerned.

We appreciate Firoz's professionalism and commitment to his role.



OCTOBER MICHAEL EU

Michael wins the award for a number of projects over the last 6 months, his general helpfulness and innovative suggestions and solutions to problems which staff members bring to his door.

Michael was instrumental with the introduction of tenant broadband which provides a valuable service for SML tenants.

With Michael's support, Kim Deng worked with Retina Hong to launch on 2 June 08 a revamped SML website that has attracted favourable comments. The new site is user friendly, and faster to navigate, providing a wealth of information to our customers and business partners.

Michael was also heavily involved with his team in assisting Melissa Kolc with the sorting of "Fresh For Kids" contacts into a useable data base.

Michael continues to manage the front counter staffing with Elsbeth Alexander, Norberta Lamond and Shirley Wong on relief.

Michael is always quick to help and does so with a smile.

Well done Michael.



NOVEMBER DARKO MRAOVIC

Darko's primary area of responsibility is the HVA, in which he ensures this area is well under control at all times. This precinct has been extremely busy with building works of Warehouses L & W, and Darko has controlled the traffic area and ensured minimum disruption for our stakeholders and building contractors.

During the weighbridge relocation he worked closely with all in Building S and arranged parking and loading of approximately 20 trucks on a daily basis.

Darko is a well respected team player and is always willing to assist other staff members when needed. During team meetings he often suggests ideas which have resulted in improvement to our overall market operations.

Well done Darko.



Recent staff changes and promotions



Glenn RussellPromoted to Assistant Team
Leader of the Operations
Support Team.



Craig EvansSML welcomes Craig Evans to the GTA Team.

Girls from Kaan Cafe having fun on Halloween.



Sydney Schoolgirls' Breakfast with the Stars

SML donated fruit at the Sydney Schoolgirls Breakfast with the Stars held at the Sydney Olympic Park Sports Centre.

This yearly event is organised by Women's Sport and Recreation of NSW, and aims at motivating and inspiring schoolgirls to participate and continue their involvement in sport and physical activity and at the same time educate them about the benefits a healthy lifestyle.





OCCUPATIONAL HEALTH & SAFETY

OH&S POLICY

Sydney Markets Limited is committed to the health, safety and welfare of all Market employees, contractors, visitors and the general public. Our goal is to achieve an injury/illness free workplace.

SML has an established OH&S Committee comprising of work groups, selected OH&S Representatives and Management Representatives. The Committee meets bi-monthly and is made up of the following people:

Bob Kini	SML Operations GTA Team
Angelo Constantine	SML Operations Retail Team
Greg Dillon	SML Assistant Team Leader Ops Support Team
Norberta Lamond	SML Administration
Firoz Ali Shah	SML Site Services
Adrian La Cava	SML Security Manager
Danny Michael	SML Team Leader Operations Support Team
Barry Baker	SML Operations Manager
Glenn Russell	SML Operations Support Team
Jason Gardner	SML Operations GTA Team

Lynne Buck	Occupational Health Nurse
Carol Dollar	NSW Chamber Fruit & Veg Industries
Daniel Ter Wisscha	Flemington Unloading Services

Under the OH&S Act the functions of this OH&S committee are to:

- 1. Keep under review the measures taken to ensure health, safety and welfare of persons at the place of work; and
- 2. Investigate any matter that may be a risk to health and safety at the place of work.

All Sydney Markets OH&S Committee members have attended the compulsory four-day training course.

Please always remember that each of us has responsibilities under the *OH&S Act* for health and safety in the workplace.

PLEASE NOTE:

- Tenants are reminded that they are responsible for the OH&S of their staff whilst they are at work. Tenants are also responsible for the safety of any person whilst they are in your place of work.
- For further information regarding your responsibilities and other useful information visit the NSW WorkCover website.

MARKET SECURITY & SAFETY AWARENESS

If you observe any type of suspicious behaviour or anything you believe to be reportable, please do not hesitate to contact Security on 0409 325 232.

CCTV FOOTAGE

A number of comply notices have been issued, including some relating to in the past three months. Due to the success of our CCTV Footage:

- Unsafe work practices referring to forklift activity, carrying high loads and pushing pallets
- Vehicle incidents
- Rubbish dumps
- Theft and missing stock.

ADDITIONAL CCTV CAMERAS

SML are in progress of increasing the number of CCTV cameras on site to a total of 75.

ACCESS PASSES

For Sydney Markets staff who are allowed access to the GTA prior to opening are required to obtain an access pass and must use turnstiles to gain entrance to the GTA.

How to obtain a pass: If you are a new employee or have lost your pass, you will need to apply for a new pass.

- Fill out the GTA Entry Application form available from the Cashiers Office in Building D or from the Photo ID Room in Building C.
- Attach a letter from your employer on company letterhead.
- Bring the paperwork to the Cashiers Office in Building D and pay \$41.80.
- Attach the receipt to your application form. You will need to present this at the Photo ID Room in Building C, smile for the camera and have your pass issued.

Photo ID Operating Times:

Monday	8:00 – 10:30am
Tuesday	8:00 – 10:00am
Wednesday	8:00 – 10:30am
Thursday	8:00 – 10:30am
Friday	Closed

Please contact our staff at Photo ID on 9325 6290 after 8am Monday to Thursday if you have any questions.

MARKET SECURITY & SAFETY AWARENESS

- It is the responsibility of all Market users to be vigilant and proactive when it comes to Security and Safety in the workplace.
- Articles not regarded as commonplace, such as unattended baggage, abandoned vehicles or strange behaviour must be brought to the attention of Security or Market Officers.
- All Market users should familiarise themselves with Market Emergency and Evacuation procedures and also be aware of muster point locations for individual areas.
- Awareness of your area will ensure that Security and Safety is optimised in the workplace.

'SAFETY IS NO ACCIDENT' – On site Security or Market staff can be contacted 24 hours a day by calling 0409 325 232

- Access Control The photo ID Room is open as stated or by appointment by contacting Jim Basetas on 0407 325 230 or Zak Gudelj on 0407 325 224.
- A **Justice of the Peace** is available at the SML office in B Building or by telephoning 0407 325 230.



MARKET SECURITY & SAFETY AWARENESS continued

COUNTERFEIT NOTES

Counterfeit notes have been found in circulation within the local area over the last couple of months.

All tenants are reminded to check all notes as they are received. If counterfeit notes are discovered they should be handed to a Market Officer or taken to the Auburn Police Station, phone 9646 8699.

NOTE CHANGES TO EVACUATION & ASSEMBLY AREAS

In the event of an emergency, alarms/PA systems and/or loudhailers will be used to notify tenants and employees of the evacuation and where to assemble. Market Officers will be positioned at points throughout and around the various buildings to direct evacuated people to the appropriate designated Assembly Areas. Your Evacuation and Assembly areas are listed below. Please make yourself aware of the Assembly area nearest your place of work.

estern Growers Carpark
za Tenants Carpark
estern Growers Carpark
wer Market Rear Carpark
en Western Carpark
en Western Carpark
tern Growers Carpark
en Eastern Carpark
tside Potts St Toll Gates
tside Potts St Toll Gates
t or West Growers Carpark
tside Potts St Toll Gates
en Carparks at either end
ail Markets are as follows:
stern Growers Carpark
tern Growers Carpark
s are as follows:
en Western Carpark
en Eastern Carpark
ava & Deputy Chief Barry Baker.
uty Warden Michael Eu.
& Deputy Warden Greg Dillon.

Operations Area (Warehouses): Warden Danny Michael.

Wholesale Area (GTA): Warden Jim Basetas & Deputy Warden Zak Gudelj. Growers Area (GTA): Warden Jim Basetas & Deputy Warden Zak Gudelj. Evacuations should be conducted in a calm and orderly manner.

REMINDERS

- Market users should avoid bringing large amounts of cash to the Market. Use credit arrangements where possible. If you have to bring cash, please take care when in the Markets and never leave money unattended.
- Don't forget to remove the keys from your forklift when it is not in use. Forklifts should be individually keyed to your company. Contact your forklift supplier for more information.
- In the past couple of months there have been numerous reports of passes being stolen from vehicles, so please ensure you lock your vehicle at all times.
- Security advice and assistance is available to tenants. SML's Security Manager, Adrian La Cava, is available to discuss security issues with you. You can contact Adrian on 9325 6171 to discuss the following:
 - Installation of security cameras
 - Security problems or advice on securing your premises.

FORKLIFT SPEED

The maximum speed of forklifts is 10kph in covered areas and 20kph in open areas. Radars will continue to be used to monitor speeds.



NOTICEBOARD

UNREGISTERED VEHICLES

An Occupier must not bring into, possess, control, drive or operate an unregistered vehicle in the Markets if that vehicle would be required to be registered under the *Road Transport (Vehicle Registration) Act 1997* in order to be driven on a road as defined under the Act.

MARKET ENTRY PASSES

In accordance with the Sydney Markets Conditions of Entry, all vehicles must display one of the following valid passes whilst in the Markets:

- Daily Entry pass
- Growers Truck pass
- Standard Entry pass
- Warehouse Truck pass
- Premium Entry pass

Failure to display a valid pass may result in a Comply Notice being issued under the Sydney Markets Rules (13.2) and the Terms and Conditions of Entry to Sydney Markets.

COPYING OF MARKET ENTRY PASSES IS PROHIBITED

Copied passes and offenders' details will be handed to the NSW Police and may result in further action.

WATER RESTRICTIONS

Shareholders and all Market users are reminded that due to the current Level Three Water Restrictions, water usage should be kept to a minimum. Please sweep up modules and warehouses where possible and only use high-pressure cleaning methods to reduce water consumption.

This means that **NO TAPS OR HOSES** should be left running and washing of motor vehicles on site is not permitted.

UNDER NO CIRCUMSTANCES are Fire Hoses to be used for cleaning purposes. A \$2,200 (Sydney Water) fine applies to anyone caught in the act.

NSW GOVERNMENT SMOKING BAN

In accordance with Government Law, all Market Buildings, including

any canopy areas, are smoke free zones.

The **Smoke Free Environment Act**

states that a smoke free area is any enclosed public place. An enclosed place is any building or structure that has a ceiling or roof and, except for doors, is completely or substantially enclosed.



Enquiries with the Health Department reveal that all Market buildings and structures have been deemed smoke free areas under the legislation.

Fines for smoking in these areas under the Act are:

- Persons smoking in a smoke free area \$550.00
- Occupiers allowing persons to smoke in a smoke free area:

Persons \$1,100.00 Body Corporate \$5,500.00

Occupiers of Market space are required under the Act to see that persons do not smoke in their premises.

SML WILL NOT TOLERATE BAD BEHAVIOUR

SML is committed to protecting the safety and wellbeing of all people present in the Markets and reminds people that they must comply with the Sydney Markets Rules and Australian Laws at all times within Market sites.

TENANTS REMINDED TO REPORT ALL DAMAGE, THEFT OR BAD BEHAVIOUR IN THE MARKET

In order to reduce the possibility of theft in the Market, always remember to PROPERLY SECURE YOUR STORE, PRODUCE AND EQUIPMENT when not in use.

If you have observed bad behaviour or noticed damage to property know matter how small the offence, please do not hesitate to contact our Market Staff or on-site Security 24 hours a day by calling 0409 325 232.

Customer Service Help Line

Your comments on our service delivery are welcome. If you have comments or suggestions please call the Customer Service Help Line:

9:00am - 4:30pm Monday to Friday

Phone: 02 9325 6298 Facsimile: 02 9325 6300

Email: customerservice@sydneymarkets.com.au

Post: c/- Sydney Markets Limited,

PO Box 2, Sydney Markets NSW 2129

EDITORIAL NOTES

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