



CEO'S PERSPECTIVE



2010 has certainly been a successful year for Sydney Markets and I would like to highlight some of our achievements over the last twelve months.

The Financial Year has resulted in another strong financial performance despite the global economic conditions with a profit after tax of \$6.7m.

During the year Management and the Board continued to work on the company's Strategic Plans and direction and were successful in finalising some major objectives.

These included:

- The future of our Sydney's Paddy's Markets Haymarket operation was secured through successful negotiations of a new 30-year lease tenure with the landlord (Jen Retail).
- The secured tenure of the site trading under the iconic brand of Paddy's will ensure our operation will continue at one of the best known locations in Sydney for the next 30 years.

To achieve this lease tenure, the landlord required an additional trading day each Wednesday, which commenced on 14 October 2009 - Wednesday trading is now well established and is a success.

The Sydney Markets Plaza Commercial Centre has attracted a number of key tenants during the year:

- The new Tigers Sydney Markets Club officially opened on Saturday 1 May 2010.
- This venue includes a 150-plus seat Chinese restaurant together

with modern facilities available 7 days a week for members and visitors;

- Subway opened a retail shop and took up additional space for a training facility and other activities;
- ChiroDynamics chiropractor practice has been established; and
- Sydney Discus World Aquariums has also opened during the reporting period.

Sydney Markets environmental sustainability record has continued to improve which is highlighted by the fact that almost 60 percent of the total waste at the Flemington site is now recycled.

The increase in recycling can be attributed to the introduction of a polystyrene recycling machine combined with increased cardboard and plastic collection and cooperation by our tenants.

The Sydney Markets Fresh for Kids website was one of seven websites from around the world nominated in the category of Best Food/Drink Website organised by the Le Cordon Bleu World Food Awards. And more recently won Australia's Best Food based website at the Australian Food Media Awards 2010. On the same evening we also won the Best Recipe Writing in Advertising.

Part of the Sydney Markets Limited branding process involved taking our Board and Management Team to Shepparton, Victoria, which is the hub of the Goulburn Valley District and one of the most significant agricultural areas in Australia, to conduct an Industry briefing and hold our Board meeting.

Our continued commitment to these forums is of great importance

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CEO PERSPECTIVE continued...

as we get to see and hear first hand any issues associated with the first step of the supply chain and provide guests with information and facts on the Sydney Markets brand.

I would like to mention a few of our major developments over the last year:

- Widening of the roadways, both internally and externally, in conjunction with the construction of the new South West truck entry and exit. This new alternative entry and exit for up to approximately 500 semi trailers and B double trucks each day improves market efficiency, safety in and outside the markets site, reduces congestion through the Austin Avenue entrance and has a positive effect on supply chain efficiencies
- Street naming and directional signage is also a major part of increasing the efficiency of the traffic flow in the markets.

SML has continued to maintain and improve the infrastructure of the Markets' site. Over the past twelve months the focus has been on upgrading fire services and the fibre optic network and undertaking extensive roadway repairs.

New energy efficient chillers were installed in the Banana Building E to provide updated cooling facilities and the Sydney Markets Credit Services building was extended to provide for the growing needs of the co-operative.

The Sydney Markets annual Mango Auction, Cherry Auction and Race Day raised a combined total of \$200,000. The funds raised assisted the Westmead's Children's Hospital, the Prostate Cancer Foundation of Australia and Variety, the Children's Charity. Congratulations must go to the Markets community on this outstanding achievement.

The Board and Senior Management have reviewed the company's Strategic Plan and agreed on new strategic imperatives for the period 2010 to 2015. The revised imperatives over the next five years include the following:

- Increase the value of the Flemington site and provide a strong foundation for future growth
- Improve the efficiency of the Flemington and Haymarket sites
- Satisfy the demand for warehouse space
- Ensure the Environmental sustainability of the Flemington site
- Grow the SML business

The Plan is set at a time when SML has a strong base and is moving forward with the knowledge of being a major player in the Horticultural Industry and Retail Markets (through Sydney's Paddy's Markets) and one of the most advanced markets of its type in the World. The Strategic Plan is intended to be a "living" document which will be used to cascade lower-level activities across the company. It will be reviewed periodically and rolled forward annually.

Our sincere thanks go to our directors, management, staff and contractors and to all stakeholders, in particular those who give their time to represent the Council of Market Representatives, the Fresh for Kids Committee and the Sydney's Paddy's Markets Advisory Committee.

Finally, on a personal note, I would like to wish you all, the market community, your staff and families a very Merry Christmas and a safe and prosperous New Year.

Bradley Lathem
Chief Executive Officer



CHERRY AUCTION

SYDNEY MARKETS 2010 CHERRY AUCTION BREAKS THE \$1MILLION BARRIER WITH A POSSIBLE WORLD RECORD RESULT!

The Sydney Markets Cherry Auction raised \$110,000 (an application is being lodged to have it recognised by the *Guinness Book of Records*) in the annual auction with funds for the season's first box of cherries donated to Variety, the Children's Charity. With the auction result, Sydney Markets has now raised over \$1 million for Sydney charities.

Now in its 31st year, the Sydney Markets Annual Cherry Auction makes an important contribution to Variety that continues to make a difference to the lives of families and young children with special needs and is continually committed to providing hope, community support and financial assistance.



Brad Latham, Chief Executive Officer of Sydney Markets Limited, was amazed at the generosity shown in this year's auction. "In its inaugural year in 1980, the winning bid was \$65 and this year we raised over \$130,000 in total," said Mr Latham. "Sydney Markets thanks the generosity shown by the Sydney Markets Cherry Knights."

The Sydney Markets Cherry Knights are a group of 110 individuals and businesses associated with Sydney Markets who all contributed to buy the first box of cherries in memory of Sam Agostino, a highly regarded independent Sydney greengrocer known for his support of charitable causes. Mr Agostino bought the first box of cherries at the annual auction on four occasions from 2003 to 2007.

Funds raised by Sydney Markets and Variety will assist in the purchase of urgently needed medical equipment for the Intensive Care Unit at Sydney Children's Hospital. Proceeds will also go towards Save Our Sons, a charity dedicated to fundraising and research on Duchenne Muscular Dystrophy, a degenerative muscular disease with a 100 percent mortality rate.

The cherries for the first box this year were grown on the Gaudion Family farms in Hillston, NSW.



CHERRY AUCTION continued...



In Memory of The Cherry King Sam Agostino

2010 Sydney Markets Cherry Knights

<p>Agostino Family A & M Kazzi & Sons Acacia Transport Akropol All Seasons Allcrops Alvaro Bros Antico International Antico's Northbridge Apollo Fruit Supply Co Australian Global Marketing Best Fresh Group Boustani Bros Buddy's Workshop C & J Scocco Centro Bankstown Square Chalk Family Champs Cafe Cicco Family Col Johnson & Co Coolibah Salads Country Fruit Traders Cronulla Fruit Fair D & V Packaging Supplies D J G Industries David Russo Discusso Family</p>	<p>E F P Wholesalers E Lee & Sons E.D Wilbow Eastwood Village Elite Fresh Produce Exotic Fruit Traders Express Fruit Express Wholesalers F H G Rogers Fourth Village Providore Frank Herbert Fred's Fruit Market Fresh Express Fresh Fellas Fresha Produce Fruitezy Marketplace Fruitwheels Goldenfruit Gray Family Grove & Edgar H. Lum Yip & Sons Harry Sun J & B Salads J & D Providores J & J Sydney Fruit Supply J D N Transport J H Gotts</p>
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In Memory of The Cherry King Sam Agostino

2010 Sydney Markets Cherry Knights

<p>J. W Kirkwood Joe Mirarchi & Sons Joe Zofrea L R Moss LaManna Bananas Le Montage Lemdel Lentini Lockhart Endeavour M & Y Fresh Produce Macarthur Square Fruit Market Macri Fruit Distributors Minchinbury Fruit Market Moraitis Moses Marketing Management Mountain Fresh N & A Fruit Distributors Narvara Venues Newfresh Nino Caltabiano Northmead Growers Market Oriental Produce Perfection Fresh Australia Pony Express Holdings ProFruit R G Clarke (Aust) Ralph Johns Raptis Fresh</p>	<p>Reardon Bros RJ & CJ Curro Robson & O'Brien Roselands Fruit World Roy Schirripa & Family S & B Produce Samsons Sinclair & Antico Southern Cross Produce Stuart Dickson Sunfresh Sydney Banana Wholesalers Sydney Markets Limited Sydney's Best Engadine T & F Marketing T Rainsford T.N.D Marketing The Fresh Fruit Company Tom Murrie Trims Fresh Tristate Produce United Fruit Company Valley View Produce (Aust) Valos Holdings Veg 101 Vegie World X.L Fruit & Vegetable Zappia Bros</p>
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MANGO AUCTION

SYDNEY MARKETS ANNUAL MANGO AUCTION RAISES ANOTHER \$60,000 FOR SYDNEY CHARITIES TO TOTAL OVER \$1.2M SINCE 2001

The Sydney Markets Annual Mango Auction, held on Wednesday 8 September at Sydney Markets Flemington, raised a total of \$60,000 with an incredible \$30,000 paid for the first tray of mangoes for the season. All proceeds raised will be donated to the Children's Hospital of Sports Medicine (CHISM), and the Prostrate Cancer Foundation of Australia, two of Sydney Markets' charities of choice.

This year's winning bid on the season's first tray of mangoes came from Woolworth's whose incredible generosity and spirit encouraged brisk bidding.

"Once the bidding started I knew we were going to raise a good amount for the first box of Mangoes for the season," said Sydney Markets CEO, Mr Brad Latham.

The annual mango auction is often considered one of the first signs of summer with this tray of mangoes making its way from the Northern Territory. Each mango effectively cost \$2,142.00 with 14 mangoes in the tray. This year's winning tray has been delivered to the kids at Westmead Children's Hospital.

Sydney Markets CEO, Mr Brad Latham is constantly amazed by the continued generosity shown by bidders, particularly in these economically tough times.

"I must congratulate all the bidders who competed with generosity and humour to make this event so successful," said Mr Latham.

"I am proud to acknowledge that since 2001, including today's amazing result, Sydney Markets has raised nearly \$1,200,000 for Sydney charities via the mango and cherry auctions."



MANGO AUCTION continued



FLORISTRY SCHOLARSHIPS

Every year since 2001 the Flower Growers Group of NSW in conjunction with Ace Ohlsson, Sydney Markets Limited and Department of Education and Training have provided four 'Certificate 3' floristry students with scholarships to the tune of \$2,500 each, which assists them with the purchasing of flowers and supplies to complete their studies in 'Certificate 4' (Advance Design) in the following year.

Unbeknown to all the competitors, the Flower Growers Group of NSW decided to show their commitment to this program by donating a further \$1,000 voucher to the overall winner of the competition.

The scholarships are allocated based on a floral design competition held at Sydney Flower Market. Each student receives a mystery box of flowers and sundries with a short brief on what is required to be created.

At the conclusion, the arrangements are assessed by independent judges according to set criteria. Scores are then collated and the four highest are awarded the scholarships.

This year, 24 students from Ryde, Padstow, Campbelltown, Ultimo, Richmond and Kurri Kurri Tapes and Pearson's School of Floristry took part in the annual competition which was held at Sydney Flower Market.



(left – right) Mr Robert Giansante (President, The Flower Grower's Group of NSW), Wafa Harrouk – Padstow Tafe (Overall winner), Maria Amarille – Ryde Tafe, Jane Kirkwood – Ryde Tafe, Daniella Stefanovic – Campbelltown Tafe and Mr Stuart Merchant (Ace Ohlsson) and Mr John Pearson (SML Chairman).

Congratulations to this year's scholarship recipients –

Wafa Harrouk – Padstow Tafe (overall winner)
 Maria Amarille – Ryde Tafe
 Jane Kirkwood – Ryde Tafe
 Daniella Stefanovic – Campbelltown Tafe

HOT SEAT IS BACK

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INDUSTRY NEWS

STAFF AT SYDNEY MARKETS GO BEHIND THE SCENES TO SEE WHAT MAKES A SUPERMARKET TICK

Young people in the produce industry take part in a program to build future agricultural leaders

29 September 2010: Two people working at the Sydney Markets have just completed spending two weeks behind the scenes with Australia's largest supermarket.

Cassia Ferguson, who works for apple growers N&A Group, and Chaise Pensini who works as a supply manager for the Lamanna Group, are two of just 30 young people in the agriculture sector who beat out competition from 200 others to gain a place on the fourth annual Woolworths Agricultural Business Scholarship program.

They joined a diverse range of participants including an organic farmer from rural Queensland and a beef farmer from the Northern Territory.

Running until 17 September the program, run in partnership with the Royal Agricultural Society of NSW and the University of Western Sydney, is a 12 day course which gives students a broad perspective of the fresh food retail supply chain with lectures and workshops from academics, Woolworths business leaders and industry experts.

Cassia, originally from Mudgee, said the course was useful in learning more about the retail supply chain, "There's a real benefit in working to bring the Australian apple industry together by learning about consumers and taking that back to growers."

A highlight for Cassia was meeting other students on the course and being inspired to apply the knowledge she has learnt.

Chaise, who hails from Innisfail, said the course was useful in understanding the issues which affect different parts of the food supply chain, "Between the grower and the retailer there is a huge gap of understanding and I hope this course will provide some links between the two."

Learning about corporate responsibility and strategies for environmental sustainability has been a highlight for Chaise.

Greg Foran, Woolworths Director of Supermarkets said, "Australia has a wonderful fresh food industry that supplies 95 percent of our produce and 100 percent of our meat. Understanding how the whole chain works will help the young people in the program make their own businesses more successful."

"Regional Australia needs to retain and attract talented leaders of the future and that's why, for the last four years, Woolworths has invested in the Agricultural Business Scholarship Program."

Course participants got the chance to visit one of Woolworths' state of the art distribution centres, the Sydney national support office and a state of the art new store as well as undertaking group and course work.

RAS General Manager of Agricultural Development Bernie O'Sullivan says the program provides a practical opportunity for the country's future agricultural leaders, "Case studies and textbooks can only teach people so much, but getting out there and really learning what happens day to day at a company such as Woolworths provides invaluable real life experience."

University of Western Sydney Professor Bill Bellotti, Vincent Fairfax Chair in Sustainable Agriculture and Rural Development said the Woolworths scholarships are an important initiative.

"Modern food supply chains are critical to the future of both city-based food consumers and rural-based food producers," Professor Bellotti said.



Cassia Ferguson from the N & A Group

"The Woolworths Scholarships equip the participants with the knowledge they need to address key industry issues surrounding food, agriculture, health and the environment."

The Woolworths Agricultural Scholarships are one part of Woolworths' commitment to regional and rural Australia which will see us invest around \$3 million this year on farming programs including funds to Landcare for sustainable farming schemes, the awarding of a Fresh Food Grant to selected fresh food producers who can demonstrate commercially viable and environmentally sustainable fresh food initiatives, as well as sponsoring some of the country's biggest agricultural shows such as Sydney's Royal Easter Show and Brisbane's Ekka.

To speak to or get a picture of Cassia, Chaise or for any further information on the program contact:

Benedict Brook Woolworths
T 02 8885 1033
Philippa Lampe Royal Agricultural Society of NSW
T 02 9704 1453



INDUSTRY NEWS

MURRAY-DARLING PROBES GUSH

The Murray-Darling Basin was the subject of yet another parliamentary inquiry.

This brings to three the number of bodies examining how to help the troubled river system.

As Independent Tony Windsor yesterday convened the first meeting of his parliamentary inquiry into the social and economic fallout of the Murray-Darling Basin Authority's proposed water cuts, Liberal stalwart Bill Heffernan announced a Senate inquiry into the same issue.

He secured the support of the Senate to have the issue referred to the rural affairs and transport references committee.

The committee will consider how commonwealth water buybacks could affect agriculture, how more food could be produced with less water, and more effective water use.

Mr Windsor, who chaired the first meeting of the rural affairs committee as it began its inquiry into the Murray Darling, said he was happy for Senator Heffernan to look into the issue.

Mr Windsor's inquiry will examine technologies that could be used for more effective water use, and how more water could be returned to the basin.

Water Minister Tony Burke welcomed the Heffernan inquiry, saying: "I'm pleased there is a Senate reference that will work through some of the issues."

His comments came as it was revealed he met Murray-Darling Basin Authority (MDBA) boss Mike Taylor for the first time two days before the release of the guide to the Basin's plan. The authority says it will next study the social and economic effects of cutting water allocations.

LESS HEADACHES FINDING PICKERS

The time leading up to harvest can be nearly as stressful as harvest itself. Finding enough pickers, packers, shed hands and tractor drivers is just one of many jobs to do before growers are ready for the mad rush that starts the moment the first fruit is ready to pick. Wouldn't it be nice if there was someone to do the advertising, take the calls, filter out those that appear to be suitable (and be polite to those who aren't), fill them in on how to get to the district, what accommodation options are available, and answering the hundred and one questions that workers ask.

The National Harvest Labour Information Service provides a FREE service that provides growers with exactly those functions. This not only saves a lot of time when needed most, but in some circumstances it can actually save money, particularly if someone on the property is paid to do the administration work.

Often known as the Harvest Trail, the service has been operational since 2003, and was set up by the Commonwealth Government as a support to the horticulture industry. The purpose is to reduce

production losses caused by shortages of workers at critical harvest times. The call centre, based in the horticulture area of Mildura, takes thousands of calls per week in the peak season from willing job hunters seeking seasonal work. The workers include experienced Aussie workers who travel the country doing this type of work, backpackers looking to cash-up, grey nomads supplementing their income to pay for their travelling holiday, and even locals.

For the grower it is as simple as a phone call to the freecall number 1800 062 332. The vacancy is described and advertised on www.harvesttrail.gov.au and calls from interested workers will usually start within a few hours. Many growers ring back the same day to tell the call centre they have enough workers already, but it depends how many are needed and whether there are specific skills or certain criteria.

There are some tricks that will help get the best people and get them quickly. One is to know what accommodation options are available for workers. Providing something on the property, even just a caravan with access to a shower and toilet, will find workers falling over themselves to work there. Otherwise passing on details of the nearest accommodation is an advantage, so the call centre can advise callers. If an employer can pick up workers from the nearest public transport, or can arrange to drive them in and out from the accommodation to the farm, this is of immense benefit. Employers need to ensure that information is made known when listing a vacancy, as there are many good workers genuinely backpacking who don't have their own car.

Everyone wants experienced workers but if they are not available don't be put off by inexperience. Growers often say the backpackers in particular are quick learners, and are the quickest to obtain a good standard, particularly where judgement and decision making is involved. The bottom line is that workers who are trained or shown how to do the job properly and are treated well, make the best workers, and if they are enjoying the experience, they are more likely to stay for the whole season.

To register a vacancy, simply call the freecall number 1800 062 332. For anyone wanting more information the appropriate State Manager is generally available to provide further guidance.





Fruitful Memories

A background to the 'Sydney's Italian Fruit Shops' Project



The Rizzuto family fruit shop on Old South Head Road Rose Bay North, NSW 1950s



Frank Iacono and Victor Natoli in their 'Bardwell Park Fruit' shop at 5 Hartlaw Street Bardwell Park, NSW 1955



The Casamento family in their fruit shop at 13-15 Watts Road Ryde, NSW 1957

WE WOULD LIKE YOUR ITALIAN FRUIT SHOP ON OUR NEW WEBSITE

**Sydney's Italian Fruit Shops Photographic Exhibition
Leichhardt Library at the Italian Forum until 29th Nov 2010**

www.sydneysitalianfruitshops.com

Co.As.It. is calling on members of the Italian-Australian community to help us spread the word about the importance of Sydney's Italian fruit shops. We want you to see the exhibition on show at Leichhardt Library at the Italian Forum and then encourage your friends and relatives in the fruit and vegetable business to become part of this important slice of Sydney's history and heritage. We want the whole world to know how Sydney's Italian fruiterers have changed the way we live, the way we eat and the way we think about food.

"I don't think these early fruiterers really realised at the time, how their small businesses, their 'shop full of dreams' impacted on our lives." said Linda Nellor, Curator of the exhibition. "Also, many of those early pioneers are no longer with us and for this reason it is even more important to celebrate their contributions to the industry in particular, for setting those high standards for today's modern green grocer."

The 15 colourful photographic panels on show at Leichhardt Library at the Italian Forum, reveal strong themes including:- Chain Migration, Doing the Markets, A Family Affair, Women at Work, Proud Exteriors and Interiors and Never Too Young – dedicated to the Italian children who worked in the shops. There are also interesting items of memorabilia on show including two old cash registers, an old shop counter, scales, leather aprons and ledgers from that period.

The exhibition and website were created by Co.As.It. (Italian Association of Assistance) in collaboration with the Australian Centre for Public History (ACPH) at the University of Technology, Sydney. The project was proudly sponsored by Sydney Markets Limited, the City of Sydney, the NSW Heritage Migration Centre, Powerhouse Museum, Signorelli Gastronomia and Leichhardt Council.

Co.As.It. wants to add as many photos and memories of Sydney's Italian fruit shops as possible on our new www.sydneysitalianfruitshops.com Why not get involved in this important community project by sending us your photos, details and memories of the Italian fruit shop that holds a special place in yours or your family's heart.

For more information you can contact Linda Nellor - Heritage Officer at Co.As.It. 9564 0744 or email linda.nellor@coasit.org.au or go directly on-line at www.sydneysitalianfruitshops.com.

FRESH FOR KIDS - AWARDS

WEBSITE WOWS JUDGES AT AUSTRALIAN FOOD MEDIA AWARDS



SYDNEY MARKETS THE FIRST TO THINK KIDS... WITH FRESH FOR KIDS

Fresh ideas and the ability to cater for children's appetite for fruit and veggie related news, recipes and information has earned Sydney Markets' Fresh for Kids (www.freshforkids.com.au) website first place in the Best Food-Based Website category of the prestigious 2010 Australian Food Media Awards.

For the third time, the Fresh for Kids website, which was developed by Sydney Markets Limited 13 years ago as a way of combating the alarmingly low levels of fresh fruit and vegetable consumption amongst school-aged children, has been recognised as the Best Food-Based Website in Australia.

The Australian Food Media Awards were held, Thursday 28 October at Doltone House, Pyrmont. Accepting the award at the presentation dinner was Marketing Programs Manager, Melissa McKibbins. "It is a fantastic achievement to be acknowledged by

the Australian Association of Food Professionals as having the Best Food-Based Website in Australia, given the high calibre and level of other websites out there," she said.

Ms McKibbins believes that what separates Fresh for Kids apart from other websites is its unique way of engaging with children. "The Fresh for Kids website is designed to appeal to children from 5 to 12 years. It is colourful, interactive and it continually evolves," she explained.

So popular is the website that it attracts a high level of return visits with an average of over two million hits per month. Ms McKibbins said part of what keeps kids coming back for more is the new content: "We update the site each school term, adding more fruit and vegetable information, recipes, games, competitions and healthy canteen menus ideas. It is also popular with parents of young children."

The Fresh for Kids Program is a free network for primary schools, which provides resources to aid in educating kids in a fun way about the benefits of eating a diet rich in fresh fruit and vegetables.

The program comprises numerous components that work both collectively and independently to promote a healthy diet rich in fruit and vegetables and an active lifestyle:

- Fresh for Kids website - www.freshforkids.com.au
- Recipes for kids
- From Farm to Plate school visits
- The F & V Gang costume characters
- Annual Canteen Campaign
- Canteen Fresh newsletter
- School Sport Foundation sponsorship
- Premiers Sporting Challenge sponsorship

FRESH FOR KIDS

SCHOOLS RECEIVE HEALTHY BOOST FROM SYDNEY MARKETS



Fifteen schools across the state have been awarded the School Sport Foundation grant Promoting the Consumption of Fresh Fruit and Vegetables Combined with Physical Activity which is

sponsored by Sydney Markets Limited.

The School Sport Foundation grants program is an initiative of the NSW Government to encourage healthy lifestyles among NSW public school students.

Melissa McKibbins, Marketing Programs Manager for Sydney Markets, congratulated all fifteen successful grant recipients.

"The Promoting the Consumption of Fresh Fruit and Vegetables Combined with Physical Activity grants give schools and teachers an opportunity to implement a range of healthy lifestyle initiatives, targeting areas of particular need in their school.

"These programs implemented by schools will help educate students about how to make healthy choices and lead healthy lives."

Sydney Markets is a sponsor of the School Sport Foundation Grants program, which was established to assist with the development

FRESH FOR KIDS *continued*

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 has distributed \$160,000 towards the School Sport Foundation Grants over a number of years and have helped 196 schools implement programs that emphasise the importance of eating fresh fruit and vegetables combined with an active lifestyle," Bradley Latham, CEO for Sydney Markets, said.

"Sydney Markets sponsors the School Sport Foundation to help provide these opportunities to schools to promote the importance of being healthy."

The following NSW schools were recipients of the 2010 Promoting the Consumption of Fresh Fruit and Vegetables Combined with Physical Activity Grant:

A grant fund category titled Promoting the Consumption of Fresh Fruit and Vegetables Combined with Physical Activity 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 in the community. For more information about the Sydney Markets Promoting the Consumption of Fresh Fruit and Vegetables Combined with Physical Activity grants please visit www.freshforkids.com.au.

School	Suburb	Healthy Program
Camdenville Public School	Newtown	Camdenville Crunch Time-Healthy Snacks Rule
Campsie Public School	Campsie	Campsie Munch and Crunch Get Fit Program
Evans High School	Blacktown	Fresh is best
Lapstone Public School	Glenbrook	Environmental Activities for Sustainable Schools
Mummulgum Public School	Mummulgum	Healthy Kids Healthy Choices
Sofala Public School	Sofala	Healthy Eating & Fitness
Toongabbie West Public School	Toongabbie	Fruit + Veg- Ground to plate
Ungarie Central School	Ungarie	Fruit Attack
Barham Public School	Barham	Vegetable Garden Expansion
Campbelltown Performing Arts High School	Campbelltown	The Big Brekkie Program
Enfield Public School	Enfield	Clay Oven Building - Outdoor Learning Area
Melville High School	Kempsey	Community Garden, Healthy Eating Program
Modanville Public School	Modanville	Our Edible Garden
Mt Druitt Tutorial Centre	Whalan	"Dig your Dinner"
Ocean Shores Public School	Ocean Shores	School/Community Farmers Market

STUDENTS GIVE GREEN THUMBS UP TO FRUIT AND VEG CHALLENGE



Students from Georges Hall Public School enjoyed a visit from Canteen Campaign Ambassadors Jayme Paris and Craig Stevens and F&V Gang member Bazza Banana as part of the 2010 'Chow Down and Win' Canteen Campaign.

A record 210,182 students from 654 primary schools across New South Wales and the ACT "chowed down" into fresh fruit and vegetables for one month as part of this year's Fresh for Kids 'Chow Down and Win' Canteen Campaign.

The annual competition, run by Sydney Markets, took place from Monday 31 August to Friday 24 September and rewarded school children with token stickers every time they purchased a piece of fresh fruit or vegetable from their school canteen.

Participating students were encouraged to follow the lead of Cartoon Network's budding chef, Chowder, and explore the delicious flavours of fresh food while getting to know the Fresh for Kids Fruit & Veg Gang (F&V Gang), including Oscar Orange, Summa Strawberry, Tamara Tomato, Megabite Apple, Captain Capsicum and Bazza Banana.

This year's big winner and super hero was Daniel Davies from Woodberry Public School, NSW, who won first prize, sponsored by Cartoon Network and their hit original series, Chowder. As a reward for his healthy eating, Daniel will receive a holiday to the Gold Coast, including return economy airfares for four people, three nights' accommodation, passes to Warner Bros Movie World 'Hollywood on the Gold Coast', Wet 'n' Wild and Sea World, as well as transfers.

Last year, 196,000 school students entered the competition. Melissa McKibbins, Marketing Programs Manager of Sydney Markets Limited, said the increased participation in 2010 was encouraging and demonstrated both the popularity of the campaign and children's interest in leading a healthy lifestyle.



Greengrocer of the Month

JUNE 2010 - MR SPUDLEY'S VEGIE PATCH

Just saying the name of this store brings a smile to your face. It's fun, quirky and novel and according to Lou Frino, the store's name came about with the help of friends and a brainstorming session. Based in one of the largest shopping centres in the Illawarra area, Stockland Shellharbour, just 20 kilometres south of Wollongong, Mr Spudleys' Vegie Patch has been servicing the Illawarra community since 1997 with outstanding levels of quality fruit, vegetables and good old-fashioned service.



Corina and Angelo Frino of Mr Spudley's Veg Patch

Lou Frino together with his charming parents Corina and Angelo and his brother Tony work 7 days a week running this stylish store and have developed a solid reputation for quality, price and outstanding customer service.

Mr Spudley's Vegie Patch has a friendly, inviting feel, has wide aisles, is brightly lit and has a comprehensive range of fruits and vegetables that is displayed with creative flair and attention to detail.

This store's consistent commitment to quality and service has seen them win the Sydney Markets Regional Greengrocer of the Year award in 2003 and 2006, and in 2009 they were named in the top ten regional greengrocers in NSW.

Shop 16, Stocklands Shellharbour, Lake Entrance Road Shellharbour, NSW 2529
Tel: (02) 4295 6666

JULY 2010 - THE VILLAGE GROCER

Residents of Sydney's Northern Beaches have an impressive award winning place from which to source premium quality fruit and vegetables -The Village Grocer in Balgowlah.

Opened just over a year ago, The Village Grocer is a sister store to the Norton St Grocer at Bondi Junction and just like its sibling, this greengrocer provides exceptional quality fruit and vegetables, a



Sebastian Scandurra and Richard Sellaro of The Village Grocers.

range that is second to none and the customer service is attentive and professional.

Located in the Stockland Balgowlah shopping centre off Sydney Road, The Village Grocer covers a massive 1150sqm and is filled to the brim with market fresh fruit and vegies. There is a vast mushroom display, over 10 varieties of tomatoes, a small organic selection and a wonderful supply of exotic and traditional fruits and speciality vegies.

Operated by Richard Sellaro (previously of Metro Grocer in Marrickville), Sebastian Scandurra who brings a wealth of food service experience and the renowned fruiterer Claudio Guerrera, this store is focused on delivering quality, convenience and value to the local community.

Shop 72, Stocklands Balgowlah, 215 Condamine Street Balgowlah, NSW 2095
Tel: (02) 9949 435

AUGUST 2010 - SOUTHGATE SYLVANIA BEST FRESH

Business partners for eleven years, Mark Amerio and Maurice Sorace operate two successful fruit and vegetable retailing businesses in the Sutherland shire; Sutherland Best Fresh and Southgate Sylvania Best Fresh.



Mark Amerio and Maurice Solace of Southgate Sylvania Best Fresh

Since taking over this establish business mid December 2009, Mark and Maurice have worked diligently to revitalise this store, train staff and attract new customers to their thriving business.

Mass displays of fresh produce give Southgate Sylvania Best Fresh a fabulous feeling of abundance, the range is extensive, the fresh produce quality is outstanding and gourmet grocery lines add to the store's appeal.

With over 40 years of fresh producing retailing experience, between them Maurice and Mark are focused on delivering quality, value and service to the community. They both work by a motto "If it's not good enough for their families than it's not good enough for their customers."

Shop PS01, Southgate Shopping Centre Cnr Princess Hwy & Port Hacking Rd Sylvania, NSW 2224
Tel: (02) 9544 7822



Greengrocer of the Month

SEPTEMBER 2010 - FARMER BOB'S FRUIT MARKET – TAMWORTH

Operated by the husband and wife team of Stuart and Caryn Rennie for the last 20 years, Farmer Bob's Fruit Markets can boast that they were finalists in the Regional Greengrocer of the Year Awards in 2007, 2008 and 2009. In order to be a contender for these awards stores have to consistently offer an outstanding shopping experience, quality produce and high levels of service throughout the year, not just a lucky 'one off' to impress a mystery shopper.



Caryn and Stuart Rennie of Farmer Bobs Fruit Market

Farmer Bobs' Fruit Market operates from two locations in Tamworth, but it is their Phillip Street store in particular that keeps on impressing.

This is the largest of the Rennie's stores. It is spacious and freshly painted and a large percentage of their fresh fruit and vegetables are displayed in a 15 metre open refrigerated cabinet, which undeniably maintains the quality and freshness for which this store is renowned. Staff dress in smart uniforms and proudly wear their name tags – this professional approach to retailing makes Farmer Bob's Fruit Markets stand out.

Phillip Street, Tamworth, 2340
Tel: (02) 6765 2200

OCTOBER 2010 - WOONONA FRUIT BASKET

Just an hour south of Sydney is the town of Woonona. This picturesque northern Wollongong suburb is a classic example of country meets the seaside and it's here that you will find the regional greengrocer Woonona Fruit Basket, the winner of the October Greengrocer of the Month Award.



Joe Timpano of Woonona Fruit Baskets

Operated by Joe Timpano, charming sisters Josie, Toni and Nancy

with the help of Ivan, this free standing greengrocer located just off the main street in Russell Street has a charming rustic feel making it popular with locals and holidaymakers.

From the moment you enter the store it's the vibrant colours of the fresh fruit and vegetables displayed under a painted mural that catches your eye, but on closer inspection it is obvious that Woonona Fruit Basket stocks an expansive range of quality produce. To add to the shopping experience and cater to the community's increasing interest in gourmet foods, Joe has increased the stores range of grocery lines.

The mystery shoppers were impressed with Woonona Fruits Basket's value for money, friendly customer service and produce knowledge.

Shop 2/3 Russell Street, Woonona, 2517
Tel: (02) 42836624

NOVEMBER 2010 - FRESHPOINT MARKETS, MAROUBRA

According to Charlie Musumeci, the best decision he ever made was migrating to Australia, from Sicily, where at the age of 13 years he started working at "Flemington Markets" before moving on to retailing in the 1960's.



Peter and Charlie Musumeci of Freshpoint Markets, Maroubra.

Several stores later and now with over 40 years retailing experience, Charlie Musumeci together with his eldest son Peter Peter, own and run Freshpoint Markets, Maroubra, a large one stop shop located on Anzac Parade Maroubra.

Freshpoint Markets interior is air conditioned, brightly lit, has wide aisles and the displays are tidy. Renowned for their comprehensive range of quality fresh fruits and vegetables and customer service this store also offers a myriad of continental groceries and a lengthy delicatessen counter filled with meats, cheeses and even Charlie's homemade fried eggplant and baked ricotta.

Freshpoint Maroubra has great customer service; they are even prepared to assist customers to their cars with their purchases or home deliver if needed.

932 Anzac Parade, Maroubra, 2035
Tel: (02) 9349 6188



Greengrocer Breakfast



2010 AWARD WINNING STORES GATHER

On Wednesday 6 October, Sydney Markets Limited hosted their annual Distinction in Retailing Awards presentation and breakfast. The 22 recipients of a Distinction in Retailing Award together with the 11 Greengrocer of the Month Award recipients were invited to gather for the breakfast, a photo opportunity and presentation of the Awards presented by Brad Latham, SML's CEO and John Pearson, SML Chairman.

As 2010 Award winners this group of 33 stores forms the 2010 Preliminary Finalists for this year's Greengrocer of the Year Awards. The winning stores are determined by a final round of additional scrutiny by the mystery shopper visits. In the coming weeks SML will announce the ten metropolitan stores and six regional stores as finalists for the 2010 Greengrocer of the Year awards.

Sydney Markets Limited and the Market Industries Committee wish to congratulate all preliminary finalists and hope that all award winning greengrocers joined their fellow recipients and industry representatives on 27 November at the NSW Chamber Dinner Dance for the announcement of the 2010 Greengrocers of the Year.

THE 2010 GREENGROCER OF THE MONTH AWARDS

Daily Fresh Randwick	RANDWICK
Farmer Bob's Fruit Market	TAMWORTH
Freshpoint Markets	MAROUBRA
Fruit Ezy	CHATSWOOD
Mr Spudley's Vegie Patch	SHELL HARBOUR
Norton St Grocer	BONDI JUNCTION
Parisi's Food Hall	ROSE BAY
Penrith Plaza Growers Market	PENRITH

Southgate Sylvania Best Fresh
 The Village Grocer
 Woonona Fruit Basket

SYLVANIA
 BALGOWLAH
 WOONONA

2010 DISTINCTION IN RETAILING AWARD RECIPIENTS

Anchors Fruit and Vegetables	BOWRAL
Best Fresh Farm Markets Caringbah	CARINGBAH
Bondi Rd Fruitologist	BONDI
Country Fruit Bathurst	BATHURST
Eastgardens Fruit Centre	EASTGARDENS
Gymea Fresh Fruit Market	GYMEA
Jesmond Fruit Barn	JESMOND
Kareela Fruit Market	KAREELA
Katoomba Village Fruit Market	KATOOMBA
Martelli's Fruit Market	CHERRYBROOK
Martelli's Markets	ROUSE HILL
Minchinbury Fruit Market	MINCHINBURY
Mitchell's Fruit	WARILLA
Mountain Fresh Growers	WINMALEE
Norton St Grocer	LEICHHARDT
Royal Randwick Fruit Market	RANDWICK
Sans Souci Fresh	SANS SOUCI
Simply Fresh	CHISOLM
Southlands Fruit and Vegetables	MORUYA
Sydney's Best Engadine	ENGADINE
Waterside Fruit Connection	PYRMONT
Ziggy's Garden Fresh	BELCONNEN



Florist of the Month

JULY 2010 – RICHMOND KURRAJONG FLORIST

Lesley Spencer, owner of Richmond Kurrajong Florist, was excited about her recent win as she was presented with the July Florist of the Month Award.

Consistently scoring highly in areas of shop appearance, presentation and product knowledge Lesley and her staff at Richmond Kurrajong Florist deserve to be recognised for their continuous hard work and dedication.



L to R names: Jo and Leslie from Richmond Kurrajong Florist with A&L Florist Sundries representative Mario Olivieri

When asked why she loves being a florist, Lesley said, "Creating different designs and watching customers faces when they pick up their flowers. Whether it's for a happy or sad occasion it's a privilege to have the job of providing the flowers."

Like most business owners, Lesley's priority has always been to ensure her business runs smoothly and most importantly meets her customer's requirements.

"We have flowers priced for every budget and only stock the freshest flowers," said Lesley.

253 Windsor Street, Richmond
Tel: (02) 4578 2094

AUGUST 2010 – FLAMINGO FLORIST



L to R names: Peter, Chloe, Linda, Carmen and Carly from Flamingo Florist with SML representative Fiona Sharpe

Nowra residents are very familiar with the August Florist of the Month winner Flamingo Florist. Peter Phelps has been successfully operating Flamingo Florist for over 30 years and continues to offer his customers nothing but the best flowers.

As a customer your sense of smell, taste, sight and touch are heightened

when you enter the store. You're greeted with a beautiful aroma of fresh cut flowers. You view flowers in bouquets, vases and bunches and even observe the range of chocolates available to buy for your loved one. Unlike most florists, this is not a family run shop.

"My beautiful wife is my competition. She runs her own business and enjoys beating me on the odd occasion and also pinching my customers," said Peter.

The feedback has helped Peter to continually provide a high standard of store appearance for all customers.

"I love the feedback. It makes me change the light bulbs and check out for spider webs. I now have a light bulb manager and am obsessed by spider webs," he said.

Peter uses a combination of all the standard media outlets, radio and press but as he explains they aren't the best.

"The best is our window and our work which is advertised as 'money back guarantee'. If you are on your game you should be confident that you can stand by this which is a confidence clincher for any new customers."

88 Worrigea Street, Nowra
Tel: (02) 4423 3511

SEPTEMBER 2010 – MCGRATHS HILLS FLORIST

Congratulations to McGraths Hill Florist, located in McGraths Hill, who have been awarded the 2010 September Florist of the Month Award.



L to R names: Mario Olivieri with Liz, Clare & Kristalee from McGraths Hills Florist

Store owner Elizabeth Fraser was excited about her recent win as she was presented with the September Florist of the Month Award. This is yet another accolade that she can add to her collection after taking out the 2009 October Florist of the Month.

The simple things are the way that Elizabeth is able to differentiate her store from the competitors.

"By coming to Sydney Flower Market 2-3 days per week, I am able to keep my store well stocked with choice seasonal flowers and have a huge selection of flowers that make the customers keep coming back for more," Elizabeth said.

As the winner of the Florist of the Month award for September, Elizabeth receives a \$1,200 advertising package, 1 month free entry to Sydney Markets and \$100 gift voucher from the sponsors of the 2010 Florist of the Month awards, A&L Florist Sundries.

3a Peperree Centre, 211 Windsor Road, McGraths Hills
Tel: (02) 4577 5863





Florist of the Month



OCTOBER 2010 – FINE FLOWERS

Congratulations to Pam Harman, owner of Fine Flowers in Katoomba, as she was presented with the last award of the year in the Florist of the Month program. This is another award that Pam can add to her increasing collection hanging on her shop's wall, after also taking out a Florist of the Month and Florist of the Year award in 2007 and 2008.



Kevin, Jodie, Pam and Debbie from Fine Flowers with Mario Oliveri.

After wanting a sea (or mountain) change over 20 years ago, Pam and her family packed up and relocated to Katoomba. After working for 16 years for her previous employer, the opportunity came up for Pam to purchase Fine Flowers around four years ago.

Pam believes the best part of being a florist is the trips to the markets, which she makes on a weekly basis.

"It feels like I'm a kid in a lolly shop when I go to the markets to purchase. It's always easy to forget the shopping list and just have some of everything. The girls always say 'Pammie what have you done today', but we always sell the flowers," Pam said.

"The more you have the more you are going to sell."

167 Katoomba Street, Katoomba
Tel: (02) 4782 3314

AWARD OF EXCELLENCE BREAKFAST

On Tuesday 28 September, Sydney Markets Limited hosted a special breakfast to present the 21 Award of Excellence Awards, to acknowledge all nine 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, A&L Florist Sundries and Sydney Markets representatives. Sydney Markets Limited wishes to congratulate all Preliminary Finalists in the 2010 Florist of the Year Program.



2010 Award of Excellence recipients

- A Lazy Daisy, Revesby
- Abelia Florist, Bonnyrigg
- B&M Florist, Monterey
- Bella Vista Flower Merchants, Bella Vista
- Best Buds, Surry Hills
- Blooms @ the Bay Florist, Long Jetty
- Blossoms Flowers & Gifts, Fairfield
- Bonfleur, Miranda
- Bubbles Florist, Werrington County
- Dural Flower Farm Florist, Dural
- Emu Florist, Emu Plains
- Floral Abundance, Hazelbrook
- Floriart, Lugarno
- Flowers for Everyone, Wetherill Park
- Jodie McGregor Flowers, Annandale
- La Rosa Romantica Flowers & Gifts, Edensor Park
- Pearsons Florist, Bondi Junction
- Pearsons Florist, Darlinghurst
- Sincerely Yours Florist, Hurlstone Park
- St Marys Florist, St Marys
- The Floral Decorator, Erskineville

The 2010 Florist of the Month Awards

February	Flower Avenue, Epping
March	Waldon's Flower Shop, The Junction
April	Tulipanna, Bondi
May	Floranectar, Gladesville
June	The Flower Hut, South Hurstville
July	Richmond Kurrajong Florist, Richmond
August	Flamingo Florist, Nowra
September	McGraths Hill Florist, McGraths Hill
October	Fine Flowers, Katoomba





Florist of the Year



TOP FLORISTS IN FINE FORM AT ANNUAL AWARDS

Two florists from Sydney and Newcastle took centre stage at this year's Sydney Markets Florist of the Year competition, which was announced at the Annual NSW Flower Growers Group Ball on Saturday 30 October at Doltone House, Jones Bay Wharf.



McGraths Hill Florist from McGraths Hill won Metropolitan Florist of the Year. The 25-year-old florist shop, owned by Liz and Paul Fraser and staffed by a dedicated team of seven, specialises in weddings and prides themselves on being open 364.5 days a year with a 24-hour online ordering service.

The team were far from speechless when they heard the news. "We all screamed with the surprise announcement," Liz recalls. "We knew we were in with a chance, but with so many other quality florists, you never know."

Receiving the Award is a great honour for the team at McGraths Hill. "Winning the prestigious Florist of the Year Award means that we are recognised as leaders in the florist retail industry and we will continue to uphold the high standard which enabled us to win this award," Liz said.

"Advertising ourselves as Florist of the Year will help give us the extra exposure that we need to further promote our business."

Kylie Waldon and her team from Waldon's Flower Shop were just as excited when they were presented with the Regional Florist of the Year Award. "Winning this award is a great achievement," said Kylie, manager of the Newcastle-based business.

Waldon's Flower Shop, which is located in The Junction, has been recognised as a top 30 finalist for three consecutive years.

"It is a great accomplishment for a florist to be recognised as a finalist in the Florist of the Year Program, but being awarded the Regional Florist of the Year is the icing on the cake," said Kylie.



"I would also like to thank our major sponsors A&L Florist Sundries, for their support of the 2010 Florist of the Year Program."

THE SYDNEY MARKETS FLORIST OF THE YEAR PROGRAM

Now in its eighth year, the Sydney Markets Florist of the Year initiative aims at assisting valued customers of the markets in building the quality of their individual business and allows them to compete effectively in the future.

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 who have been recognised 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.

NSW FLOWER GROWERS GROUP ANNUAL DINNER

The NSW Flower Growers Group Dinner was held on Saturday, 30 October at Doltone House, Jones Bay Wharf, which is located in picturesque Pyrmont.

Not only was this the Florist Industry's night of nights with the announcement of the Metropolitan and Regional Florist of the Year winners and the four TAFE scholarship winners, but the night was also a chance to show off both flowers and fashion with last year's scholarship winners dressing eight models who strutted their stuff, showing the audience what they have learned during their studies.



To raise money for the Make A Wish Foundation, the night also saw a Sydney Markets Limited clock auctioned for \$2,600, purchased by the winning bidders, John and Antonella Mammoliti, who own Blossoms Flowers.



A & L Florist Sundries

SYDNEY'S PADDY'S MARKETS

BAKUGAN BATTLE BRAWLERS 2010 ULTIMATE BATTLE COMES TO SYDNEY'S PADDY'S MARKETS - FLEMINGTON

CHAMPION: Steven Nielsen

RUNNER UP: Byron Lloyd

SEMI-FINALIST: Jake Mitrovski

SEMI-FINALIST: Kai-Senn Yeg

SEMI-FINALIST: Jackson Skinner

SEMI-FINALIST: Harrison Nelson Perry

SEMI-FINALIST: Felipe Lemos-Da Silva

SEMI-FINALIST: Michelle Loupos

SEMI-FINALIST: Byron McKay

SEMI-FINALIST: Shai Borg

AS SEEN ON CARTOON NETWORK
CartoonNetwork.com.au

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A major children's entertainment event, Bakugan Battle Brawlers Tournament was held at Sydney's Paddy's Markets Haymarket and Flemington during the October school holidays.

'Bakugan' is a new animated character launched by Cartoon Network. A registration day for children to enter the tournament was held on Friday, 8 October at both Haymarket and Flemington, where there was roving entertainment and giveaways.

The tournament itself was held on Sunday, 10 October 2010 from 10.30am to 2.30pm with fantastic collector's prizes from Moose (promoters of the game) and Cartoon Network.

The tournament was promoted via television (Channels 7 and 10), radio and press along with posters and banners at both sites. Cartoon Network tagged their shows on the Cartoon Network station and encouraged people to come to Paddy's to meet Dan Kuso, who aspires to be the number one Bakugan Battle Brawler in the world.



Sydney Markets Leader Magazine
Market Personality

WARREN SCANLON, J.H GOTTS

How long have you worked in the fruit and veg business? 31 – nearly 32 years
I learnt the trade from... My father, Max
I owned this business for... Nearly 22 years
My first job was... Working for my father as a labourer.
If I could have any job in the world... Richard Branson's
My parents taught me... Good values and morals.
My worst trait is... My temper and telling people what I really think.
I can't live without... My family
Favourite movie is... *Remember the Titans*
Favourite food... Italian – but I don't really tell anybody.
My favourite TV show... *Two and a half men*
My favourite book... Don't read. *Telegraph*.
My dream holiday... Permanent trip around Australia camping.

Do you have any pets? No, I don't like dogs or cats – they smell.

My favourite car... My Landrover Defender 110 4WD.

The best decision I ever made... To marry my wife young so that she didn't find out all of my bad traits too early and having children young.

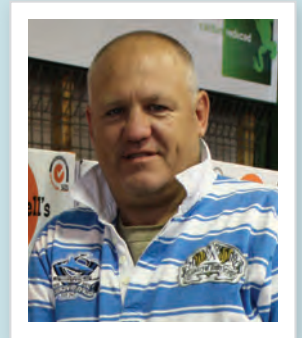
Something that most people don't know about me... I am a big softy.

I'm passionate about... The Liberal Party politics and Cronulla Sharks.

Favourite sport... Rugby League

I support... Cronulla Sharks

If you were stranded on an island who would you most want to be with... My wife and kids.



EMPLOYEE OF THE MONTH

JULY EMPLOYEE OF THE MONTH – JOHN PASCUCCI

Due to John's effort, the dumping of rubbish along the Growers Rd GTA fence line has minimised and John has educated many visitors who have been caught in the act of dumping rubbish and has issued several Comply Notices. John sacrificed a few hours extra sleep on Saturday morning to conduct inspections of vehicles which queue up to enter the Market. Over 300 vehicles were inspected with numerous offenders caught bringing rubbish into the market.



stakeholders. In the short time that Josh has been with SML he has worked in most areas of the markets. At present his area is the Growers Market where he has done some good work with clearing of trucks around the shed and the many other tasks which are connected with the area.



During the past few months SML has received many compliments from Market people and the public who have commended him on his positive and helpful personality. Josh has done an excellent job in every area of the market that he has been assigned.

AUGUST EMPLOYEE OF THE MONTH – KERRIE REEDER

Kerrie has recently been appointed the new Marketing and Communications Manager and has embarked upon her new duties enthusiastically. Her recent efforts have been highlighted by implementing new signage on Market roadways and the Plaza building and successfully negotiated to have Sydney Markets roadways added to the GPS network and Whereis.com.au. This allows customers to easily locate our site and tenant addresses via car navigation systems and via online search.



OCTOBER EMPLOYEE OF THE MONTH – WAYNE DOWSWELL

Wayne is well respected by SML staff and our retail tenants and he shows a genuine commitment to his role as Team Leader of the Retail Markets. Wayne has carried out some excellent work in the busy Saturday Market by improving parking along Centre and Growers roads by removing trader's vehicles from these areas. He has also made the Market much cleaner by stopping customers who bring rubbish into the Markets to dump. Wayne identified these areas that required attention and adjusted the hours of a couple of Market Officer to catch the early offenders.



SEPTEMBER EMPLOYEE OF THE MONTH - JOSH LAMB

Josh is a popular Market Officer who is liked by SML staff and

Under Wayne's leadership, the Paddy's Markets and any special events that are held on these days are always handled in a professional manner.

ENVIRONMENTAL UPDATE

GREEN IS GOOD!

SML recycled 56% out of our total waste streams in the past twelve months! This highlights the success of our waste strategy and improved waste diversion out of landfill.

With the participation of our stakeholders, separation of waste at the source is the key to effective waste diversion. Our Green Point facility accepts the following waste streams:- Fruit and vegetables, Cardboard, Timber pallets, Plastic crates/pallets, Plastic Film, Steel and Polystyrene. Education of all staff on site is an ongoing task to ensure all waste streams are disposed of in the most environmentally friendly way.

SML has increased Cardboard collection around the site to include Sunday trading at Paddy's Market, Flemington and three Cardboard trucks every Saturday at Flemington during our peak season. With more Cardboard collected and recycled it offers more waste streams to be extracted out of the waste stream. i.e. Organic, timber pallets etc.

We have also recycled over 1,000 bales of plastic film in one year which is equivalent to 26 tonnes of plastic.

For further information on how you can help us recycle more please contact Sydney Markets Environment Manager, Con Kapellos, on 9325 6173.



OPERATIONS UPDATE

CHRISTMAS TREE TRADING

The selling area is in the same position as last year - Rail Siding area rear of building G. Trading starts 2nd December until 22nd December. Trading hours are 12.00 Midnight to 12.00 Midday and Saturday 6.00am to 1.00pm.



FORKLIFT SAFETY

To assist safe operations in the markets, forklift drivers delivering and moving stock to and from buildings, the following points should be observed

- Pallets being transported by Forklift MUST NOT EXCEED the height of the load guard, or to a maximum of 15 pallet high
- Forklift speed is 20kph on roadways, 10kph in covered areas

and 5kph on the forklift bridge. Radars will continue to be used to monitor speeds.

- Forklifts operating before daylight hours MUST HAVE THEIR DRIVING LIGHTS ON
- RTA Road rules apply to all roads within Sydney Markets site and all forklift drivers must exercise caution at all times whilst driving in all areas of the markets.
- Operators of forklift and other vehicles in the markets are reminded that mobile phones MUST NOT BE USED whilst driving forklifts or vehicles on roadways or common area. Mobile phones can only be used by a forklift driver or driver of a vehicle when a forklift or a vehicle is legally parked

PARKING PASSES

- Vehicles displaying a standard or a daily parking pass cannot park in reserved (premium) areas. To park in a reserved area you must display a premium pass.
- We have recently discovered photo copied passes. Copying of Market Entry passes is prohibited and the offenders details will be handed to NSW Police and may result in further action.

For Christmas and New Year Public Holiday trading times please refer to the Sydney Markets website (www.sydneymarkets.com.au) or page 27 of the Sydney Markets Leader magazine.

SITE SERVICES

BUILDING 'E' AWNING

The new awning will provide an undercover work area for the Banana Wholesalers and Cold Stores tenants and will protect stock and staff from inclement weather.

Construction works are progressing ahead of schedule despite the inclement and difficult weather conditions. The work is being carried out with minimal inconvenience to the traders.

The earth works and steel structure is completed. The roof will be constructed in early December, which will make the awning weather proof for the busy Christmas trading period.

Completion and Occupation Certificate is to be achieved in January 2011.



BUILDING 'Q' EXTENSION

Building 'Q' extension to the south eastern corner of Building 'Q' is progressing well with inclement weather causing some delay. Construction completion is programmed for January 2011.

The extension will move N&A Fruit Distributors' loading/unloading operation largely away from South Road and hence will improve traffic congestion on South Road near 'Q' and will provide a safer pedestrian crossing at 'Q' Gate.



ANNUAL FIRE CERTIFICATION

Hirotec have completed the six monthly testing and inspection of over 1,400 Emergency & Exit Lights throughout all buildings on site. The repair work will follow.

Austratronics has completed the fire extinguishers testing throughout the Markets.

BUILDING D

ibizDESIGN has been awarded the contract for the refurbishment of the Building 'D' west female and male toilets. Work will commence in February 2011, with the female toilets completed first.

The design incorporates a new baby change room, separately accessed male and female parent room with child toilets, and the disabled toilet will be relocated with easier direct access from the front corridor.

SYDNEY'S PADDY'S MARKETS HAYMARKET

As part of Sydney Markets Limited's infrastructure improvement program for Paddy's Haymarket, and as a result of the successful

trial of very large fans to improve air circulation and comfort, the installation of 8 fans was completed in November 2010.

The fans will provide greater ventilation and circulation of air throughout the Markets, and will improve the thermal comfort level for all standholders and the general public.

These improvements will be followed by an upgrade of the high bay lights in December. These new energy-efficient high bay lights will reduce power consumption and the need for traders to have additional lighting on their stands. It will also reduce the temperature in the building generated by the traders' high-wattage lights.

We thank all Markets' tenants for their cooperation in the above projects and apologise for any inconvenience caused.

TENANTS' SIGNAGE AND ADVERTISING

There has been an increase with companies carrying out rebranding to increase their exposure. All tenants installing new signage or changing their old signage must comply with SML's Signage Policy and an application needs to be lodged.

The application is available through either the Property Department or Site Services Department. Please phone 9325 6200.

PROTECTING YOUR COMPUTERS AND SERVERS

We would advise tenants who have not done so to install a UPS (uninterruptible power supply) for their computers and servers. A UPS is an electrical apparatus that provides emergency power to a load when the input power source, typically the utility mains, fails.

The on-battery runtime of most uninterruptible power sources is relatively short, 5 - 15 minutes being typical for smaller units, but sufficient to allow time to bring an auxiliary power source on line, or to properly shut down the protected equipment.

While not limited to protecting any particular type of equipment, a UPS is typically used to protect computers, data centers, telecommunication equipment or other electrical equipment where an unexpected power disruption could cause injuries, fatalities, serious business disruption and/or data loss. UPS units range in size from units designed to protect a single computer without a video monitor (around 200 VA rating) to large units powering entire data centers, buildings, or even cities.

The primary role of any UPS is to provide short-term power when the input power source fails. However, most UPS units are also capable in varying degrees of correcting common utility power problems:

1. Power failure: defined as a total loss of input voltage.
2. Surge: defined as a momentary or sustained increase in the mains voltage.
3. Sag: defined as a momentary or sustained reduction in input voltage.
4. Spikes, defined as a brief high voltage excursion.
5. Noise, defined as a high frequency transient or oscillation, usually injected into the line by nearby equipment.
6. Frequency instability: defined as temporary changes in the mains frequency.

Harmonic distortion: defined as a departure from the ideal sinusoidal wave form expected on the line.

PROPERTY UPDATE

Sydney Markets Limited welcomes the following new Plaza tenants:

250 Parramatta Road (Old Coates Building)

Recently leased to the Animal Referral Hospital (ARH). This is a specialty animal critical care and surgical facility which is scheduled to open November 2010.



REMINDERS

SUBLETTING OF WAREHOUSE SPACE

The Sydney Markets Limited (SML) Memorandum of Lease for Warehouses does not permit the lessee to sublet their premises.

This helps to ensure that Sydney Markets can continue to maintain its Market operations and provide services to its shareholders while protecting your interest in Sydney Markets. SML also recognise that from time to time the needs of your business may change and your space requirements may not always remain the same. In light of this, SML has put in place a policy to allow Warehouse tenants to sublet part or whole of their Warehouse, providing that SML grants permission for the sublease and that a sublet fee is paid for the privilege.

However, an application must first be **completed, submitted and approved** by SML **before** any sublet can commence.

Sublet Application forms are available by contacting the Property Manager on 9325 6240 or the Operations Team Leader on 0417 325 232.

NO SMOKING

All Plaza tenants are reminded that shops and office suites 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 Executive Secretary on 9325 6298 or Property Officer on 9325 6204.

HAYMARKET UPDATE

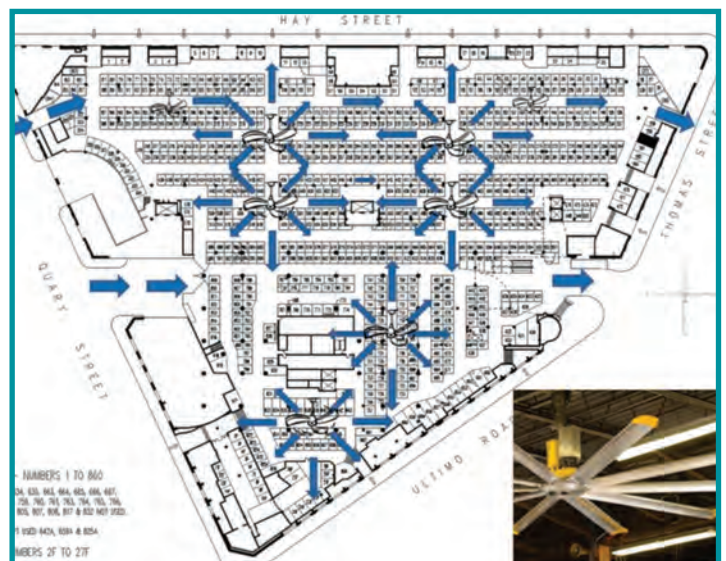
NOTICE TO ALL PADDY'S HAYMARKET STANDHOLDERS

As part of Sydney Markets Limited's infrastructure improvement program for Paddy's Haymarket, and as a result of the successful trial of fans to improve air circulation and comfort, the installation of fans will commence on Monday 1 November 2010 (see map).

The fans will provide greater ventilation and circulation of air throughout the Markets, and will improve the thermal comfort level for all standholders and the general public.

This is the first step of the electrical infrastructure improvements. It will be followed by an upgrade of the high bay lights. These new energy-efficient high bay lights will reduce the need for traders to have additional lighting on their stands.

This will also reduce the temperature in the building generated by the traders' high-wattage lights.



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 - Chairman
Angelo Constantine	SML	Operations Retail Team
Glenn Russell	SML	Assistant Team Leader GTA 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
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.

MONITOR & EVALUATE

How can you be sure that what you did to eliminate or control OHS risks in your workplace produced the results you needed? Regular ongoing review is essential to ensure that the management plan remains relevant as factors change that affect the likelihood, consequences and treatment of risks.

Monitor

“Monitor” means that over a period of time you check, observe, measure and record the operation of a system, or action that has been taken. You want to collect the information that will show that the changes you made produced the results that you need. Monitor the effectiveness of all steps of the risk management process to ensure continuous improvement

Evaluate and improve the system

“Evaluate” means you use the information you obtained in the monitor steps to decide whether the risk controls you put in place are working effectively or not. You then need to improve the risk controls if necessary to handle the problems and monitor them again after that.

MARKET SECURITY & SAFETY AWARENESS

CCTV FOOTAGE

CCTV has been used in identifying persons at fault in accidents, and has assisted NSW Police and investigators in the case of a stolen vehicle. CCTV Footage continues to assist in identifying people dumping rubbish onsite. The people have been issued with a Comply Notice. Rubbish is not permitted to be brought into the Markets and persons found dumping will be issued a Comply Notice.

ISS Security

After receiving information from a GTA stand holder that a person was seen on their CCTV footage on their back dock helping himself to a feed of fruit after hours, ISS security were tasked up to conduct extra patrols of the area. The following week this same person returned and was apprehended by ISS Security staff who subsequently removed the person from site after obtaining his details.

ISS Security day shift staff Bob Upton, Jamie Sievin and Theo Belalis should be congratulated on a job well done.

It is important that you report any suspicious behaviour or any reportable offence.

FORKLIFT SAFETY

CCTV footage has assisted in identifying unsafe forklift practices within the Markets.

Comply notices have been issued for unsafe loads, heights of pallets, doubling on forklifts and going the wrong way at the round-about.

CCTV cameras are now operating on the new forklift bridge next to Building ‘R’.

ACCESS PASSES

All tenants and their employees are reminded that they must use turnstiles to enter and exit the general trading area before 6:00am. Due to OH&S requirements and for the safety of all Market users no pedestrians are to walk through the perimeter gates of the GTA before this time, as these entry points are for vehicle ACCESS ONLY. You are not permitted to allow access to the GTA to anyone else using your pass.

All persons working in the GTA before the Markets open must have their own access pass.

MARKET SECURITY & SAFETY AWARENESS

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 \$44.00.
- 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	9:00 – 10:30am
Tuesday	9:00 – 10:00am
Wednesday	9:00 – 10:30am
Thursday	9:00 – 10:30am
Friday	Closed

Please contact our staff at Photo ID on 9325 6290 after 9am Monday to Thursday if you have any questions.

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.
- Whilst SML and security officers conduct regular patrols of the site all Market users are asked to take reasonable steps to secure their goods at all times.
- 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

- Persons involved in stealing or receiving stolen produce or property may be refused entry into the Markets.
- **Access Control** – The photo ID Room is open as stated or by appointment by contacting Jim Basetas on 0407 325 230 or Glenn Russell on 0407 325 224.
- **A Justice of the Peace** is available at the SML office in B Building or by telephoning 0407 325 230.

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.

Assembly Areas for Warehouses and Other areas are as follows:

Control Centre	Western Growers Carpark
Market Plaza & Hotel	Plaza Tenants Carpark
Warehouse X	Western Growers Carpark
Warehouse H	Flower Market Rear Carpark
Warehouses T & J	Open Western Carpark
Warehouses G & Q	Open Western Carpark
Flemington Offices & Warehouse U	Eastern Growers Carpark
Warehouses R & K	Open Eastern Carpark
Warehouses M, N & O	Outside Potts St Toll Gates
Warehouses W, S & L	Outside Potts St Toll Gates
Weighbridge & Chep	East or West Growers Carpark
HVA Offices	Outside Potts St Toll Gates
V&Y Multi Storey Carparks	Open Carparks at either end

Assembly Areas for Growers and Retail Markets are as follows:

Building D, Doors 1 - 4	Western Growers Carpark
Building F (Flower Market)	Western Growers Carpark
First Aid Centre	Western Growers Carpark
SMCS Office	Western Growers Carpark
Building D, Doors 5 - 9	Eastern Growers Carpark

Assembly Areas for Wholesale Markets are as follows:

Buildings A & B	Open Western Carpark
Buildings C & E	Open Eastern Carpark

Fire Wardens for SML are as follows:

Markets Site: Chief Warden - Adrian La Cava & Deputy Chief - Barry Baker
Plaza Area: Warden - Marilyn Loch & Deputy Warden - Michael Eu
Flower Market: Warden - Danny Michael & Deputy Warden - Zak Gudelj
Operations Area (Warehouses): Warden - Danny Michael
Wholesale Area (GTA): Warden - Jim Basetas & Deputy Warden - Glenn Russell
Growers Area (GTA): Warden - Jim Basetas & Deputy Warden - Glenn Russell

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.
- 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.



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

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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OUR MISSION IS...

“To provide the best environment that supports competitive trade and effective distribution”

CHRISTMAS & NEW YEAR TRADING TIMES

DATE	  (Market Bldg D)	 (Market Bldg F)	 Haymarket	 Flemington	 Flemington
Tuesday, 21 December	6am Opening	5am Opening	-	-	-
Wednesday, 22 December	6am Opening	5am Opening	9am to 5pm	-	-
Thursday, 23 December	6am Opening	5am Opening	9am to 5pm	-	-
Friday, 24 December	6am Opening	5am Opening	9am to 5pm	10am to 4:30pm	-
Christmas Day					
Saturday, 25 December	CLOSED	CLOSED	CLOSED	CLOSED	CLOSED
Boxing Day					
Sunday, 26 December	-	-	9am to 5pm	9am to 4:30pm	-
Christmas Day Holiday					
Monday, 27 December	CLOSED	CLOSED	9am to 5pm	-	-
Boxing Day Holiday					
Tuesday, 28 December	CLOSED	CLOSED	9 am to 5 pm	-	-
Wednesday, 29 December	6am Opening	5am Opening	9am to 5pm	-	-
Thursday, 30 December	6am Opening	5am Opening	9am to 5pm	-	-
Friday, 31 December	6am Opening	5am Opening	9am to 5pm	10am to 4:30pm	-
New Year's Day					
Saturday, 1 January 2011	CLOSED	5am Opening	9am to 5pm	6am to 2pm	6am to 2pm
Sunday, 2 January	-	-	9am to 5pm	9am to 4:30pm	-
New Year's Day Holiday					
Monday, 3 January	-	-	9am to 5pm	-	-

2011 DAYS TO REMEMBER

Australia Day Holiday
Chinese New Year

January 26, 2011
February 3, 2011

Valentines Day
Mother's Day

February 14, 2011
May 8, 2011



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