

# LEADER



## THE 2017 FRESH AWARDS

*A celebration of the best in  
the Fresh Industry*

## PADDY'S NIGHT FOOD MARKETS

*Featuring Sydney's  
best food trucks*

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# CONTENTS

CEO'S PERSPECTIVE	04
THE FRESH AWARDS OVERVIEW	08
THE FRESH AWARDS WINNERS	12
THE FRESH AWARDS EVENT	26
PADDY'S MARKETS NEWS	32
PADDY'S NIGHT FOOD MARKETS	38
SITE SERVICES UPDATE	46
OPERATIONS UPDATE	48
ENVIRONMENT UPDATE	52
PROPERTY UPDATE	54





# UPCOMING EVENTS

## OCTOBER

<i>Labour Day</i>	02
<i>World Union of Wholesale Markets Congress</i>	23-27
<i>Sydney Markets Gala Dinner</i>	28

## NOVEMBER

<i>The Cherry Auction</i>	01
<i>Pacific Promotion</i>	03, 05, 10, 12

## DECEMBER

<i>Christmas Activities</i>	21-24
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# CEO'S

## PERSPECTIVE

### PADDY'S NIGHT FOOD MARKETS

Sydney Markets is pleased to announce the addition of Paddy's Night Food Markets to our portfolio. Paddy's Night Food Markets evolves the Paddy's brand by harnessing the capability that food trucks have in bringing together local foodies.

A series of teaser events were held prior to the official launch on July 1, to spark interest from the local community. The events were well received with the number of people attending growing significantly each week.

Food Trucks including popular traders Chur Burger, Dirty Bird and Maverick Wings served their products to young families, street food aficionados and community groups who attended the launch.

Paddy's Night Food Markets is held every Saturday night from 6:30pm – 10:30pm in the Western undercover car park. The space not only compliments experienced vendors but also provides a platform for rising street food start-ups to launch and showcase their product offerings.

Weekly themes, alternating food trucks, free arcade games, car shows and a resident DJ add to the ambience of the Paddy's Night Food Markets.

### THE FRESH AWARDS

This year's Fresh Awards took place on July 19, at the Museum of Contemporary Art. The evening was hosted by Chris Bath and featured a special performance by iconic Australian band Mental As Anything.

Celebrating and recognising excellence in fresh fruit, vegetable, flower growing and retailing, the Fresh Awards are a chance for local independent fresh retailers to showcase their world class customer service, industry expertise, innovation and commitment to quality produce.

More than 300 independent retailers in addition to our produce and flower growers participated in the program, where retailers were measured through a rigorous mystery shopping program over a period of six months.

The Fresh Awards also included an award category for bloggers, to recognise the contributions of online influencers in encouraging their readers to support independent fresh produce and flower retailers.

This year there were 60 Finalists across 15 Award categories. SML would like to congratulate the Finalists and acknowledge the 2017 Winners of each category who go to great lengths to provide their customers with the freshest and highest quality produce and flowers.

The 2017 Fresh Award Winners are:

#### GREENGROECER AWARDS

- 2017 Greengrocer of the Year – Harbord Growers Market, Stockland Balgowlah
- Best Small Business Winner – Fruitologist, Rozelle
- Best Medium Business Winner – Harbord Growers Market, Balgowlah
- Best Large Business Winner – Parisi's Food Hall, Rose Bay
- Service Excellence Winner – Mountain Fresh Growers, Winmalee
- Retail Presentation Winner – Parisi's Food Hall, Rose Bay
- Knowledge in Action Winner – Jesmond Fruit Barn, Jesmond

#### FLORIST AWARDS

- 2017 Florist of the Year Award Winner – B&M Florist, Monterey
- Store Presentation Winner – Native Botanical, Young
- Merchandising and Branding Winner – Jodie McGregor Flowers, Annandale
- Service Excellence Winner – Dianne's Fresh Flowers, Sans Souci

#### GROWER AWARDS

- 2017 Flower Grower of the Year Award Winner - S & P Dominello, Peats Ridge
- 2017 Produce Grower of the Year Award Winner - Vegie King, Rossmore

## BLOGGER AWARDS

- 2017 Best Florist Story Fresh Blog Award Winner - We are Scout
- 2017 Best Greengrocer Story Fresh Blog Award Winner - Western Sydney Food Blog

It is their ongoing commitment that continues to position independent businesses at the heart of their local communities.

## SML TRADER APP

The SML Trader App was launched in July and was designed to further strengthen our communication with SML stakeholders.

The app includes useful features such as an extensive trader directory, an events calendar, emergency contact information, the ability to change and update your details and a feedback form to send through instant feedback.

The app is linked to Google Translate, allowing for notices to be translated into any language.

We encourage you to download the free app via the Windows Store, Play Store and App Store.

## FUTURE OF THE MARKETS

The call for proposals for the Future of the Markets Project Stage 2 closed in mid May 2017. SML received 13 submissions.

An independent assessment of these submissions was undertaken.

Following this comprehensive independent process, SML is now pleased to announce the appointment of PricewaterhouseCoopers (PwC) to undertake the Future of the Markets Project Stage 2.

PwC demonstrated both a clear understanding of the scope of works and a pragmatic approach to deliver each of the scope items along with a high level of experience at undertaking large scale projects. PwC

are also a highly respected organisation, particularly at Government level.

The second phase of the project will involve the investigation of potential future development scenarios for the current site and the new site, including highest and best use opportunities and appropriate financial and funding structures to maximise the financial benefits to SML and its shareholders.

The industry-based Committee will continue to be involved in this process.

SML will continue to keep Market stakeholders updated as this project continues to progress.

## PADDY'S HAYMARKET MASTERPLAN UPDATE

On July 14, SML presented the details of the proposed Paddy's Haymarket Master Plan to Market City Management.

The presentation included the following four stages:

- Fruit and vegetable trading area upgrade
- Base Building upgrade (painting ceiling and floor, upgrade lighting, directional signage, amenities upgrade and relocation of SML Market Office)
- Stand upgrades
- Food, Speciality and Entertainment precinct

The presentation was well received with positive feedback from Market City Management. The approval process with Market City is ongoing. We look forward to keeping you updated as this progresses.



BRAD LATHAM  
Chief Executive Officer



[smeg50style.com.au](http://smeg50style.com.au)

S M E G




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# THE FRESH AWARDS

The success of local independent fresh growers and retailers was celebrated at this year's Fresh Awards, held at the Museum of Contemporary Art on Wednesday 19 July.

The awards highlight excellence in fresh fruit, vegetable, flower growing and retailing amongst independent growers, greengrocers and florists across NSW and the ACT.

Participants were judged anonymously through an extensive six month mystery shopping program that tested their customer service skills, industry expertise, innovation, presentation and commitment to delivering quality produce.

This year there were 60 finalists across 15 award categories, each vying for the chance to be crowned as a Fresh Awards winner.

The categories included Best Small, Medium, Large Business; Service Excellence; Retail Presentation; and the overall gold winners of the Flower and Produce Growers of the Year, Greengrocer and Florist of the Year and Best Fresh Blogger - Greengrocer and Florist story.

This year's winners were awarded with an exceptional prize package and the honour of carrying the winning title for the next 12 months.

The event was hosted by ABC journalist, Chris Bath and featured an uplifting performance by iconic Australian band 'Mental As Anything'. The elegant décor incorporated fresh produce and flowers through a series of creative displays.

Guests were greeted by a Toyota Forklift (in true Market style) and a large herb display supplied by Aunty Poppy's upon entry. The magic continued inside the venue with a spectacular array of frozen floral ice sculptures and large floral chandeliers.

Sydney Markets would like to acknowledge all those who assisted in making the 2017 Fresh Awards a huge success and a very special thanks to our incredible sponsors; Aunty Poppy's Fresh Herbs, Toyota Material Handling, SMEG Australia, The Carousel, You've Been Promoted and 2GB 873AM Talking Lifestyle.

## THANK YOU 2017 FRESH AWARDS SPONSORS

S M E G



You've Been Promoted





# 2017 FINALISTS

## FLORIST SERVICE EXCELLENCE



(L to R) Bella Vista Flower Merchants *Bella Vista*, Dianne's Fresh Flowers *Sans Souci*, Vanessa Pringle Floral Designs *Bathurst*, Woonona Florist *Woonona*

## GREENGROCER SERVICE EXCELLENCE



(L to R) Best Fresh Grocer *Caringbah*, Harbord Growers Market *Balgowlah*, Menai Top Of The Crop *Menai*, Mountain Fresh Growers *Winmalee*

## FLORIST RETAIL PRESENTATION



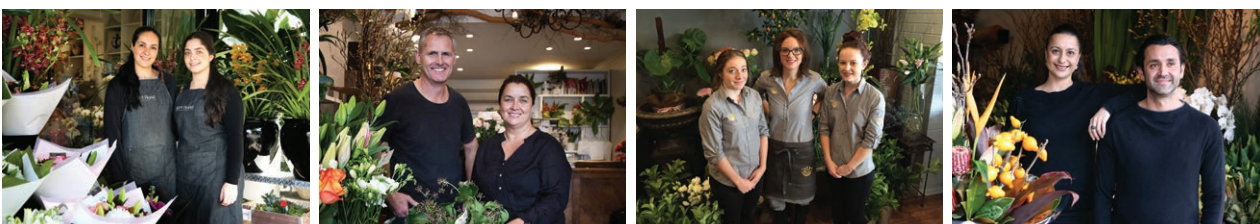
(L to R) B & M Florist *Monterey*, Bella Vista Flower Merchants *Bella Vista*, Dianne's Fresh Flowers *Sans Souci*, Native Botanical *Young*

## GREENGROCER RETAIL PRESENTATION



(L to R) Jesmond Fruit Barn *Jesmond*, Kareela Grocer *Kareela*, Paris's Food Hall *Rose Bay*, Taste Growers Market *Zetland*

## FLORIST MERCHANDISING AND BRANDING



(L to R) B & M Florist *Monterey*, Jodie McGregor Flowers *Annandale*, Native Botanical *Young*, Tulipanna *Bondi*

## GREENGROCER KNOWLEDGE IN ACTION



(L to R) Harbord Growers Market *Balgowlah*, Jesmond Fruit Barn *Jesmond*, Richmond Fruit Market *Richmond*, Taste Growers Market *Zetland*

## GREENGROCER BEST SMALL BUSINESS



(L to R) Fruitologist *Bondi*, Figtree Greengrocer *Lane Cove West*, Fruitologist *Rozelle*, Sydney's Best *Engadine*

## GREENGROCER BEST MEDIUM BUSINESS



(L to R) Harbord Growers Market *Balgowlah*, Kareela Grocer *Kareela*, Mountain Fresh Growers *Winmalee*, Ziggy's Fresh *Fyshwick*

## GREENGROCER BEST LARGE BUSINESS



(L to R) Fruitezy Marketplace *Miranda*, Jesmond Fruit Barn *Jesmond*, Parisi's Food Hall *Rose Bay*, Taste Growers Market *Zetland*

## BLOGGER BEST GREENGROCER STORY



(L to R) Serina Huang *Ms Frugal Ears*, Tania Cusack *My Kitchen Stories*, Alice Longhurt & Sharon Williams *Western Sydney Food Blog*, Martyna Angell *Wholesome Cook*

**FLOWER GROWER OF THE YEAR**



(L to R) B & B Flowers Glenorie, Bagala Bros Horsley Park, S & P Dominello Peats Ridge, T & G Flower Growers Horsley Park

**PRODUCE GROWER OF THE YEAR**



(L to R) Goldenfield Growers Wallacia, Grima Farm Fresh Produce Horsley Park, P J Fresh Produce Direct Badgerys Creek, Vegie King Rossmore

**FLORIST OF THE YEAR**



(L to R) B & M Florist Monterey, Jodie McGregor Flowers Annandale, Native Botanical Young, Tulipanna Bondi

**GREENGROCER OF THE YEAR**



(L to R) Harbord Growers Market Balgowlah, Kareela Grocer Kareela, Parisi's Food Hall Rose Bay, Taste Growers Market Zetland

**BLOGGER BEST FLORIST STORY**



(L to R) Pamela Woods Classbunny, Bryony Summer Northern Aussie Mum, Jenny Wong See Taste Do, Lisa Tilse We Are Scout

# 2017 WINNERS

## GREENGROCER OF THE YEAR



### HARBORD GROWERS MARKET

Domenico Gerace thought he'd seen it all after more than 50 years in the fruit and vege game. But the humble Harbord Growers' patriarch says he was floored by his win in the Greengrocer of the Year category at this year's Fresh Awards.

"We never expected to win; I have to admit it was a complete shock," says Domenico, who opened his first shop in 1965. Despite officially retiring, Domenico still helps out his sons Amerigo and Anthony in the Balgowlah Stockland store every day.

He attributes his long-running success in delivering the freshest fruit and vegetables possible to perseverance, consistency and ensuring that his customers are priority.

"It's a passion. Unless you have a passion, you can't succeed."

The desire to please his loyal fan base has clearly rubbed off on son Amerigo who didn't hesitate to follow in his dad's footsteps.

"There's always something different every day, you get to meet different people every day so it's always new and exciting,"

To learn more about Harbord Growers Market visit [harbordgrowers.com.au](http://harbordgrowers.com.au)

# FLORIST OF THE YEAR



## B & M FLORIST

Evolving from a corner store to one of New South Wales largest florists, this year's Sydney Markets Fresh Awards Florist of the Year winner is proof that a family business has no limits.

Owned and run by the Rizos family, B & M Florist in Monterey has been delighting customers with stunning flowers and exclusive gifts for more than 25 years.

Known for their exquisite arrangements and friendly professional service, they count celebrities like John

Travolta, Kate Hudson, the Packer family, and the Sultan of Brunei as clients they've had the privilege of servicing.

From selecting every flower to personally delivering to their clients, the Rizos' pride themselves on turning customers into family.

To learn more about B & M Florist, visit [BandMflorist.com.au](http://BandMflorist.com.au)

# PRODUCE GROWER OF THE YEAR



## VEGIE KING

The 2017 Grower of the Year is accurately titled, Vegie King.

Founded by David Chung 45 years ago, the Vegie King has been a staple go to for many of NSW's best greengrocers for almost half a century.

The father and sons team grows fresh daily Chinese vegetables, as well as fresh fruit, and are known for

going to great lengths to provide customers with the highest quality produce and service.

In the grower business word of mouth is everything, and when it comes to product quality and customer experience, the Vegie King has everyone talking!

# FLOWER GROWER OF THE YEAR



## S & P DOMINELLO

A back to back winner at the Fresh Awards, S & P Dominello has proven yet again that great quality flowers must be matched with impeccable service.

Founders, Sam and Phil Dominello have been flower growers for more than 36 years, and over the course of that time have built one of the most respected and trusted businesses in the industry.

Specialising in liliium, lisianthus and freesia, S & P Dominello take a biological approach to their growing. They add new lines when the demand calls for it, ensuring a truly customised experience for their customers.

# GREENGROCER AWARDS

## SERVICE EXCELLENCE



### MOUNTAIN FRESH GROWERS

From the Markets to the mountains, there's no service quite as excellent as that of Mountain Fresh Growers.

Operated by Frank, Charlie and Maria Laris for more than a decade, the team at Mountain Fresh Growers are committed to providing outstanding quality fresh fruit and veggies, matched only with great value and impeccable service.

Whether shopping for the freshest fruit and vegetables, deli items, or after a fresh juice to kick start the day, service with a smile is just the beginning when shopping at Mountain Fresh Growers.



# RETAIL PRESENTATION



## PARISI'S FOOD HALL

Located in the heart of Rose Bay, Parisi's Food Hall is a sight for hungry eyes! Providing quality fresh fruit, vegetables and flowers, gourmet take-away meals, fresh fruit salad, juices, yoghurts and a vast variety of international groceries, customers also have the luxury of shopping and dining, with a Café lounge area, and delicious delicatessen.

With so much on offer, presentation is of high importance at Parisi's Food Hall. In addition to delightful and colourful art displays around the store, aisles are spacious, spotless, and well lit, making the trip down lanes easy and breezy for shoppers.

# KNOWLEDGE IN ACTION



## JESMOND FRUIT BARN

Lovers of all things fresh and fruity, Jesmond Fruit Barn has been providing the Newcastle, Hunter Valley & Port Stephens area with the freshest produce since 1988.

With a long history in the produce industry, the team at Jesmond Fruit Barn are among the most knowledgeable in the industry, ensuring their customers are well informed on the season's best picks.

Dedicated to providing the community with the freshest produce, the team starts every day with a visit to the fresh fruit and vegetable markets.

To learn more about Jesmond Fruit Barn visit [jesmondfruitbarn](http://jesmondfruitbarn)

# BEST SMALL BUSINESS



## FRUITOLOGIST

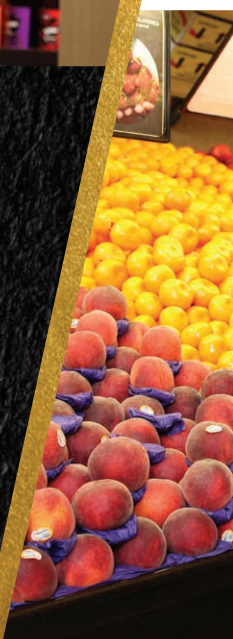
Fruitologist is a Macri family affair. Alfredo and Danny have owned and operated a store in Bondi for many years, turning their passion for great food, local produce and sustainable farming into a one-stop gourmet grocery shop. In 2016, the Macri family expanded their offering to Rozelle in Sydney's inner west, quickly winning the hearts of their local shoppers with their dedication to fresh produce and family style customer service.

Dubbed the master of the markets, Alfredo is committed to selecting and supplying nothing but the best and freshest quality produce available. The Macris

source produce with one important thing in mind: If we wouldn't buy it, we won't sell it!

Supported by equally motivated staff, and suppliers, shopping at Fruitologist Rozelle is a joy from start to finish.

To learn more about Fruitologist visit [fruitologist.com.au](http://fruitologist.com.au)



# BEST MEDIUM BUSINESS



## HARBORD GROWERS MARKET

A family owned grocer, running for 26 years and over three generations provides customers with the freshest produce and flowers, quality groceries, salads, juices, and take-home meals.

Each day, Harbord Growers sources its fruit, veggies and flowers from Sydney Markets, ensuring customers have a choice of only the top of the crop.

Great products supported by superb customer service makes Harbord Growers Market a customer favourite all year round!

To learn more about Harbord Growers Market visit [harbordgrowers.com.au](http://harbordgrowers.com.au)

# BEST LARGE BUSINESS



## PARISI'S FOOD HALL

Operated by the experienced and passionate team of Peter Morelli, Mario Bombardier, and Claudia and Albert Guerrero, Parisi's Food Hall really is a one stop shop!

To learn more about Parisi's Food Hall visit [parisfoodhall.com.au](http://parisfoodhall.com.au)

# FLORIST AWARDS

## SERVICE EXCELLENCE



### DIANNE'S FRESH FLOWERS

A beautiful boutique florist in the suburb of Sans Souci, Dianne's Fresh Flowers has been a floral staple in the community for more than 28 years.

Boasting clients from all over Sydney, this seaside gem understands the value and reach of exceptional service. Run by Angelina and Jim Papadimitrios

and doubling as a cafe, Dianne's Fresh Flowers has become the go to for Sydney siders who want quality flowers, great banter, and a spot of lunch!

To learn more about Dianne's Fresh Flowers visit [www.diannesfreshflowers.com.au](http://www.diannesfreshflowers.com.au)

# RETAIL PRESENTATION



## NATIVE BOTANICAL

With a name like Native Botanical, it isn't surprising that a walk through this lush studio feels like a stroll through a whimsical secret garden. Surrounded by an inspiring array of stunningly fresh flowers and foliage from Australian growers, the Native Botanical team pride themselves on creating unique, beautiful, and long-lasting designs for clients across the region.

Owner Steph Cooke is heavily influenced by fashion, interior and design trends, ensuring that her studio is always hosting a blend of classic and modern designs.

A previous winner in the Fresh Awards Knowledge in Action Category, Native Botanical has proven yet again that it is a winner on all fronts!

To learn more about Native Botanical, visit [nativebotanical.com.au](http://nativebotanical.com.au)

# MERCHANDISING & BRANDING



## JODIE MCGREGOR FLOWERS

Jodie McGregor started her business in Annandale 25 years ago with a mission to create a special place for people to get the best and freshest flowers!

Today, the mission continues to grow. Jodie McGregor Flowers has become synonymous with Annandale and her online store has given even more people the opportunity to enjoy her work. Serviced by a team of creative and knowledgeable florists, it's no surprise that this talented bunch were crowned winners once again at this

year's awards. Her stores feature the beautiful and creative arrangements that have become her signature style.

She's also endlessly finding new ways to inspire a love of flowers; Jodie's loyalty program The Flower Addicts club continues to grow rapidly, and her large social media community yearn for daily shots of the team's incredible arrangements.

To learn more about Jodi McGregor Flowers visit [www.jodie.com.au](http://www.jodie.com.au)

# BLOGGER AWARDS

## BEST GREENROCER STORY



### WESTERN SYDNEY FOOD BLOG

Western Sydney Food Blog is run by Sharon Williams and Alice Longhurst, a mother-daughter duo that are passionate about fresh, delicious food and produce in Western Sydney and its surrounds.

Sharon and Alice use Western Sydney Food Blog to share their positive food experiences; locations, stores, eateries, products, events and recipes that showcase the superb quality and diversity of flavours that the colourful region of Sydney has to offer.

Western Sydney Food Blog regularly features the greatest fresh fruit and vegetable finds. Their winning story takes this one step further; it profiles a dedicated canteen lady at Blairmount Public School, who has transformed the school's canteen to serve veggie loaded snacks, fresh crunchy salads, and natural fruity treats.

[www.westernsydneyfoodblog.com](http://www.westernsydneyfoodblog.com)

## BEST FLORIST STORY



### WE ARE SCOUT

We Are Scout is a creative lifestyle destination by Lisa Tilse. The curated content on We Are Scout reflects Lisa's keen eye for design and style, her passion for interiors, and love of makers and making.

Well known for her design-led contemporary craft and DIY projects, We Are Scout features Lisa's craft tutorials and her inspirational finds in design, art and all things handmade.

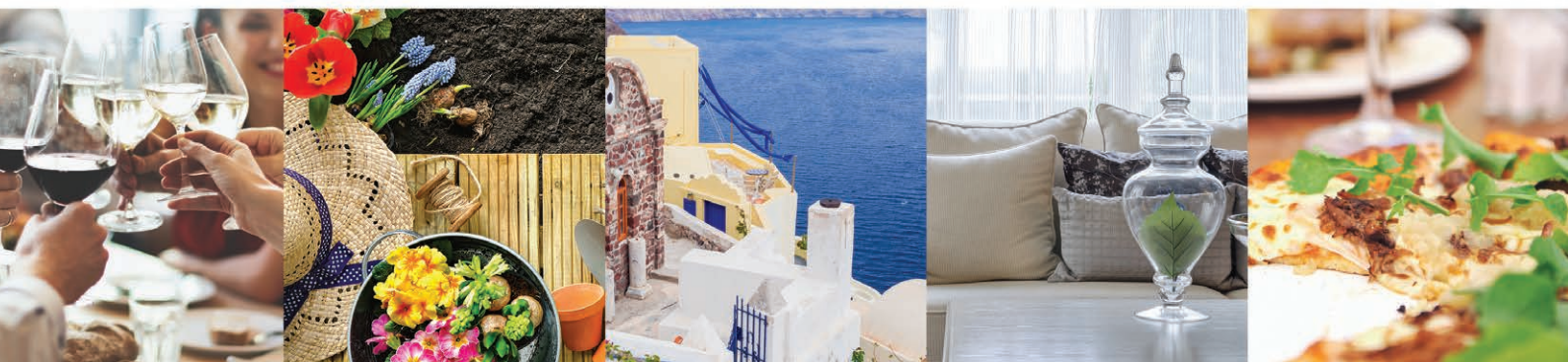
Lisa is passionate about sharing skills and inspiring creativity in others, and to date her DIY craft projects and content have been featured by some of the world's leading design sites and magazines.

A back to back winner at the Fresh Awards, Lisa has shared yet another winning floral DIY, teaming up with none other than award winning florist, Jodie McGregor. Together these creative artists showcase how to make a gorgeous fresh flower garland, simplifying the process for even the most challenged green thumb.

[www.we-are-scout.com](http://www.we-are-scout.com)

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# NEW FEATURE AVAILABLE ON THE SML TRADERS APP. DOWNLOAD NOW.

A new feature has been added to the SML Traders App which enables business owners to login to a portal and update company contact information.

Simply search for your company name in the trader directory located on the main page of the App and apply the steps below if your company details require updating.



## STEP 1

To request login details for your business please email our Property Department at [pm@sydneymarkets.com.au](mailto:pm@sydneymarkets.com.au) with the trading name and primary email address of your company, ie;

Trading name: Fresh Fruit Group  
Primary email address: [info@freshfruitgroup.com.au](mailto:info@freshfruitgroup.com.au)

## STEP 2

You will receive an email from [news@sydneymarkets.com.au](mailto:news@sydneymarkets.com.au) with a link, a user ID and password to sign into the portal.

## STEP 3

Open the link, enter in the user ID and password and the below screen will appear.

*Note: if you are using a mobile device to login you may need to scroll across to the right to access editing options.*

TRADER DIRECTORY



TRANSLATED IN ANY LANGUAGE



CALENDAR OF EVENTS



IMPORTANT NOTIFICATIONS



The screenshot shows the 'COMPANY INFO' section of the app. It includes a search bar and a table with the following data:

TRADING NAME	CATEGORY	LOCATION	PHONE NO	MOBILE NO	EMAIL	ACTIVE			
TEST	TEST	TEST	TEST	TEST	TEST	TEST	EDIT	EDIT	DELETE

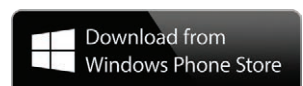
At the bottom, it says 'SHOWING 1 TO 1 OF 1 ENTRIES' and has 'PREVIOUS' and 'NEXT' buttons.

EDIT COMPANY INFORMATION

EDIT CONTACT INFORMATION

EDIT PRODUCT INFORMATION

DELETE INFORMATION



Use the above icons to edit your business listing

If you have any further questions or your company is not listed in the trader directory please email our Property Department at [pm@sydneymarkets.com.au](mailto:pm@sydneymarkets.com.au)

# THE FRESH AWARDS

WEDNESDAY 19 JULY 2017  
MUSEUM OF CONTEMPORARY  
ART, SYDNEY

Representatives from the fresh industry's best, including wholesalers, retailers, growers and bloggers joined in a fantastic night of celebrations at the 2017 Fresh Awards.

The evening was hosted by the delightful Chris Bath and featured entertainment from popular Australian rock band Mental As Anything.

This year, guests were visually spoiled with incredible displays of fresh fruit, vegetables, herbs and decadent floral chandeliers and frozen floral ice sculptures.













# RETAIL MARKETS NEWS

## MOTHER'S DAY PROMOTION

Jo Munro, the Savvy Shopaholic teamed up with Paddy's Haymarket to select her top picks under \$50 for this year's Mother's Day. Friends of Paddy's members were sent a Paddy's Markets buyers guide showcasing the Savvy Shopaholic's hand-picked gift ideas from the practical to the indulgent. The promotion was well received and scored a mention on Channel Nine's Today Show.



## SPICE FESTIVAL

The Spice Festival at Paddy's Markets Flemington held across two weekends was promoted in conjunction with the Friends of Paddy's program. Promotional staff encouraged customers to sign up to the Friends of Paddy's program in order to receive a free Paddy's Shopping trolley and a special Paddy's spice Mix.

Live cooking demonstrations added to the hype which resulted in 836 new customers signing up to the program over a five day period.

In addition, a social media competition was run for Friends of Paddy's members where they were required to visit Paddy's Markets Flemington during the Spice Festival and post a photo with the #paddyspicefest.





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# HAYMARKET SOAPBAR SPLASHES INTO PADDY'S MARKETS

If you still associate soap as just a slippery cube awkwardly perched on the side of your grandmother's bathroom vanity then you might just need to take a trip down to the Haymarket Soapbar at Paddy's Markets, Haymarket.

Long before you even approach the bright and airy Market stand you're graced with a delightfully intoxicating scent that only gets better as you grow nearer. A colourful aromatic display of Australian soaps, scented candles and handmade bath bombs are just a few of the goodies you'll find at the Haymarket Soapbar.

Inspired by the concept of colour and design, derived from years of working in the fashion and textile industry, husband and wife duo Zehra and Alp Berber are the creative minds behind the popular Market stand that's consistently luring in tourists and locals alike.

"My wife and I work together and are a great team. I see both of us as creators. In this case, creating beautiful products that everyone can be satisfied with and feel good about, whilst using all their senses, like smell, sight and touch" said Alp Berber.

While Alp applies his visual skills to ensure each bath bomb has the perfect balance of colour, his wife Zehra works at putting together the scents and essential oils that go into making each bath bomb unique.





"We wanted to create a space where our customers can interact with the products we sell. All our soaps and bath bombs are displayed in such a way that customers are able to pick them up and test the scents before purchasing them" said Zehra.

Not only do they hand make their own bath bombs but Alp and Zehra are strong advocates in promoting Australian made products, evident in their display of soaps and scented candles by longstanding Australian brand Tilley.

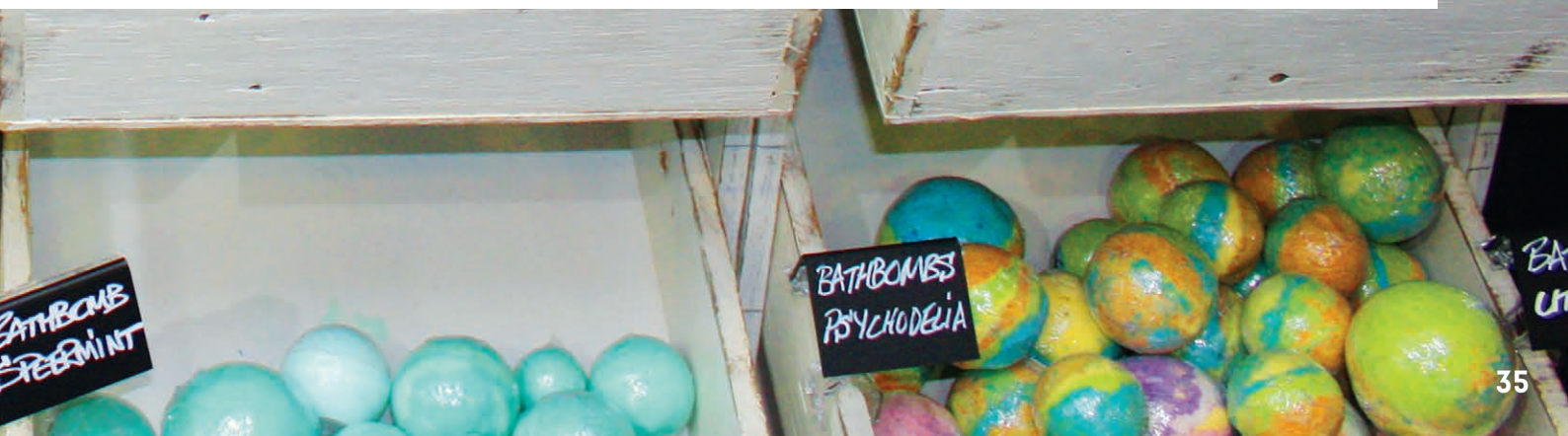
"We love what we do and find it highly satisfying to sell products that we have created at an outlet like Paddy's Haymarket. Every day is different considering we are located in a space which is open to all walks of life."

Whether you want to spoil someone with a selection of bathroom goodies or you simply want to treat yourself to a weekend pamper session, head into Paddy's Markets Haymarket and pop into the Haymarket Soapbar.

Don't forget to check out these killer bath bomb flavour combinations

- Coconut and Lime
- Black Raspberry and Vanilla
- Pink Lychee

Haymarket Soapbar trading Wednesday - Sunday





# THE BEARDED BAKERS BAKING AND SHAKING AT PADDY'S MARKETS

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Paddy's Markets Flemington was graced with the colourful presence of notorious bakers and shakers from Knafeh - 'The Bearded Bakers' over the June long weekend. The creative collective stepped up their game by dominating D-shed at Paddy's Markets Flemington and delivering their popular Middle Eastern desserts to devoted Paddy's Markets customers.

Setting up their touring dessert company, a large converted shipping container, the bakers held nothing back with cheeky performances including singing, dancing and entertaining crowds with their unconventional baking and shaking methods.

# PADDY'S NIGHT FOOD MARKETS

Paddy's Night Food Markets brings together the diverse flavours of the city's best food trucks to a unique, cavernous space. The anticipated event which officially launched July 1, attracted crowds of hungry locals and devoted foodies looking to feast on offerings from buzzworthy eateries.

Gaining attention from the likes of Timeout, Broadsheet and Concrete Playground, Paddy's Night Food Markets represents a mix of original concepts showcased by experienced vendors, to unique dishes from up and coming food entrepreneurs leaving visitors spoilt for choice.

With an average of 35-45 food trucks attending each week, including Dirty Bird, Churburger and Maverick Wings, upbeat tunes by resident DJ Mike Hyper, free arcade games and evolving weekly themes, it's no surprise why the number of visitors keep growing and the food trucks keep selling out.

When: Every Saturday Night

Time: 6:30pm – 10:30pm

Where: Sydney Markets, Western car park (entry via Austin Avenue)

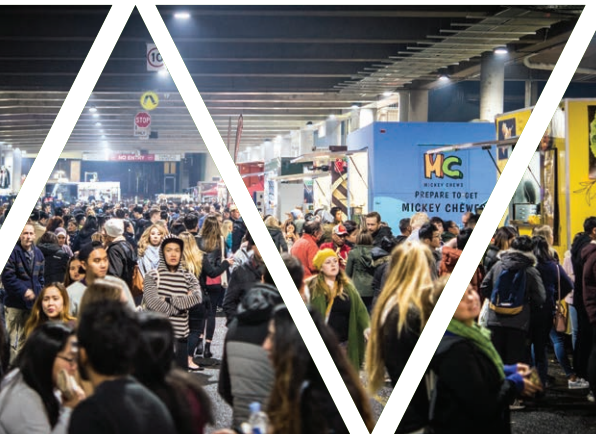
Cost: Free Entry





“THE MASSIVE CAR PARK VENUE  
WILL BE TRANSFORMED INTO  
A BUSTLING EATERY FOR  
STREET FOOD LOVERS”

Concrete Playground





**“PADDY’S NIGHT FOOD MARKETS HAS  
CREATED A VIBE THAT NO ONE ELSE CAN  
REPLICATE AND A SPACE THAT I’VE NEVER  
SEEN BEFORE”.**

William Lovehill, Owner Churburger Food Truck





"INDULGENT,  
GREAT VALUE  
FOOD IN A  
COOL URBAN  
SETTING"

Sydney Chic, Blog





**“BRACE YOURSELVES  
BECAUSE THIS NEWS IS A  
SYDNEY FOODIE’S DREAM...”**

2DAY FM

# SUNSHINE

## POWERING AUSTRALIA'S LARGEST PRODUCE MARKETS

### SYDNEY MARKETS WILL SOON HAVE THE LARGEST PRIVATE SECTOR SINGLE-SITE ROOFTOP SOLAR SYSTEM IN AUSTRALIA.

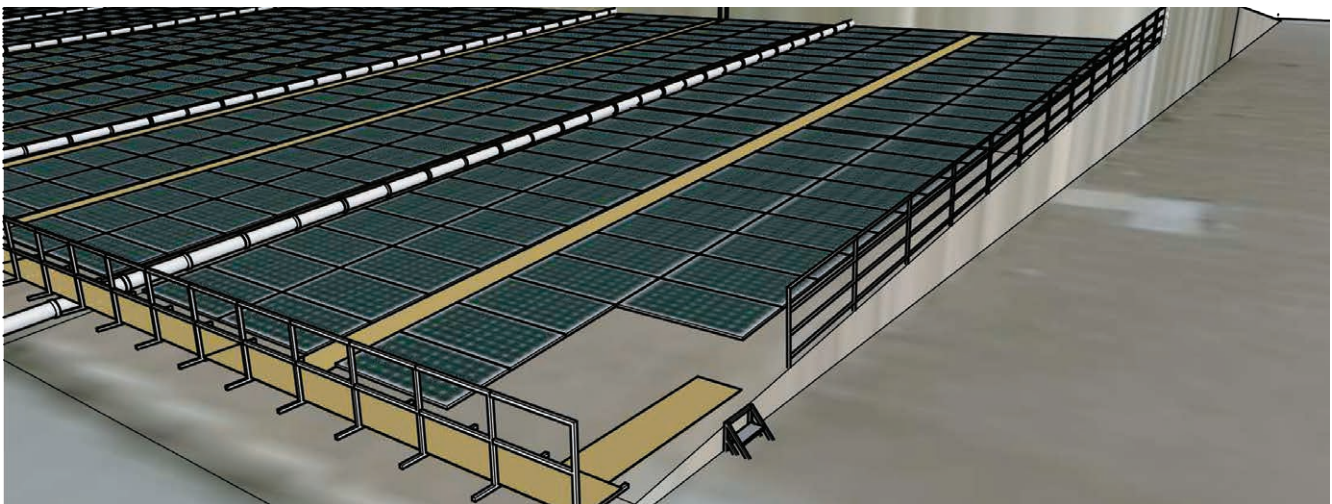
In a continued effort to be the greenest food market in Australia, Sydney Markets will commission two new rooftop solar systems in January 2018. The installations will cover the northern roof of Building D and Building E with 5580 solar panels at 395W each, totalling to a system capacity of 2200kW. This would be equal to powering 95 houses per year or would take the equivalent of 1930 small cars off the road.

The addition of the new solar installations will provide approximately 11% of the annual site electricity consumption and will remove a combined total of 3460 tonnes of carbon per year.

The project installation is set to commence in late October and will start feeding into the Sydney Markets own network upon completion in January 2018.

TASK	TARGET DATE
Placement of order for solar panels	June 2017
Installation of frames for solar panels	October 2017
Installation of solar panels	October / November 2017
Installation of cabling and inverters	November 2017
Commissioning and testing	December 2017
Solar systems online	January 2018





ARTIST IMPRESSION OF NEW SOLAR PANELS ON BUILDING D

# SITE SERVICES UPDATE

## WAREHOUSE Z, PARRAMATTA ROAD

The Development Application for the new warehouse to be constructed on Parramatta Road adjacent to the Service Station was approved by Strathfield Council in May 2017. The construction will also include two storeys of commercial office space above the warehouse.

The building will be architecturally pleasing and will fit well into Strathfield Council's plan for the Parramatta Road Corridor.

It is anticipated construction will be completed towards mid-2018.

## BUILDING E COOLING TOWERS & COLD STORES REFRIGERATION PLANT

The cooling towers, pumps and variable speed drives in the Building E plant room and the Cold Stores refrigeration plant, which were at 'End of Life', have been replaced. The new Building Management System is user friendly and at any time provides a status update when required, trends and historical data and timely alarms. The new cooling towers are now located outside on the southern side of the awning, allowing for easy access and efficient cooling. An electricity saving of 30% was achieved.

The works to replace the refrigeration plant have been completed successfully and very positive feedback has been received from the tenants. The rooms are reaching the correct temperature much faster than before.

## NATIONAL BROADBAND NETWORK

The Federal Government initiative to provide fast internet services to the community has been rolled out to Sydney Markets with fibre connections installed throughout the site.

Market businesses are now able to connect to the National Broadband Network through their preferred telecommunications provider.

## CONTRACTORS WORKING ON SITE

All contractors working on site must adhere to the Sydney Markets Limited "Work Health Safety Management Plan".

Please contact SML Operations 24/7 on 0409 325 232.

To view the WHS Plan online, go to:  
[www.sydneymarkets.com.au/markets/whs/work-health-safety-management-plan.html](http://www.sydneymarkets.com.au/markets/whs/work-health-safety-management-plan.html)



## RECYCLE

Sydney Markets Limited is a member of the FluoroCycle Scheme and since 2013 has recycled over 17,600kg of lighting waste, diverting it from landfill.



## RELOCATION OF SWITCH ROOMS

The upgrade of switch rooms located in the buyers walkways in Buildings A, B and C is well underway. This involves the old 'End of Life' switch rooms being demolished and replaced by one switch room per building to the south side of the building.

The first stage of this project, Building B, has been completed, with the old switch rooms in Building B walkways removed and replaced with one new switch room located at South Road. This has created:

- Additional produce and display area
- Improved telecommunications
- Improved Work Health & Safety
- Improved buyers and visual experience

Works have now commenced for the second stage of the project in Building C.

## BUILDING D ELECTRICAL INFRASTRUCTURE

Works for the upgrade of Building D switchboards, power connections and residual current devices (RCDs) were completed on schedule in June 2017.

The upgrade will reduce costs for tenants requiring installation of a cable reel, improve electrical safety and ensure SML is compliant with the new RCD regulations.

## IMPORTANT NOTICE BUILDING ALTERATIONS/ NEW COOL ROOMS

For any building work or cool room construction the Strathfield LEP (Local Environmental Plan 2012) (SLEP 2012) is applicable for Sydney Markets.

Strathfield Council or a Private Certifier must be contacted for any applications and approvals.

All details must also still be submitted to SML as it is still necessary for any applications to Council to be accompanied by the Owner's Consent, which must be obtained from SML.

If you have an enquiry in relation to Building Works, i.e. new cool room or renovations, please contact the Site Services Department

# OPERATIONS UPDATE

## ENOUGH IS ENOUGH – NO SMOKING CAMPAIGN

The “Enough is Enough - Cigarettes & Fresh Produce Don’t Mix” campaign commenced on 1st July 2017.

Flyers have been distributed by SML staff for Market traders to display, posters have been put on display in snap frames around the site, extra P.A. announcements are being made and Comply Notice Damages have increase to \$242 + GST.

Tool box talks with all traders have increased to ensure they understand the ramifications if they, or their staff, are caught smoking in smoke-free areas.

SML Staff have increased their focus on patrolling all smoke-free areas of the Market and will continue to issue Comply Notices to all persons found smoking in these non-smoking areas.

Since the campaign began, there has been a significant decrease in the number of persons smoking in smoke-free areas, with more smokers observed in the correct designated smoking zones.

Sydney Markets appreciates your cooperation in helping to provide a safer working environment for all Market users.



## OPERATIONAL CHANGES FOR SATURDAY PADDY'S FRESH FOOD MARKET

SML is trialling a no unloading/parking zone in the middle of Centre Road on Saturdays to alleviate congestion and provide better separation of pedestrians and vehicles.

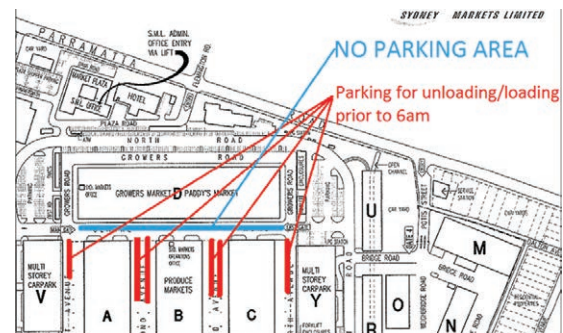
Vehicles will no longer be permitted to unload on Centre Road on Saturdays.

All unloading of vehicles will be conducted in the Northern ends of the canopy areas between Buildings A, B & C.

These areas will be accessible from Centre Road only. The chains will still be in place on the Southern end of the canopies and will be lowered at the usual time of 5:30am.

ALL VEHICLES must vacate the canopies at 5:30am to allow customers to access and park in this area.

SML staff will monitor this process during the trial period and make adjustments if required.





## VALID LICENCES ARE A MUST

Forklift owners and operators onsite are reminded that all forklift operators must have a relevant and current High Risk Work (HRW) Licence and a current Australian Drivers Licence (minimum P1) whilst operating a forklift on the Sydney Markets site.

**HIGH RISK WORK WITHOUT A LICENCE IS ILLEGAL AND UNSAFE..**

SML advises all tenants and other stakeholders to regularly check workers' licences to ensure the licence is valid.

You should check that the licence:

- has not expired
- includes the relevant classes
- has the worker's correct photo and name

If you suspect a licence is fake, check the key identifiers:

- passport quality photo
- expiry date
- consistent font
- classes listed on front and back

Comply Notices will be issued to forklift operators for not carrying a valid HRW Licence or Drivers Licence or for not producing these licences upon request.

SafeWork NSW may also issue penalties of up to \$2,160 to businesses that allow individuals to operate a forklift without a valid HRW Licence.

**NOTE:** All unsafe work practices need to be reported to an SML Market Officer or by calling the 24 hour SML contact number 0409 325 232 or the WHS Manager on 0417 325 171. In addition, unsafe forklift practices should be reported to the owner of the forklift.

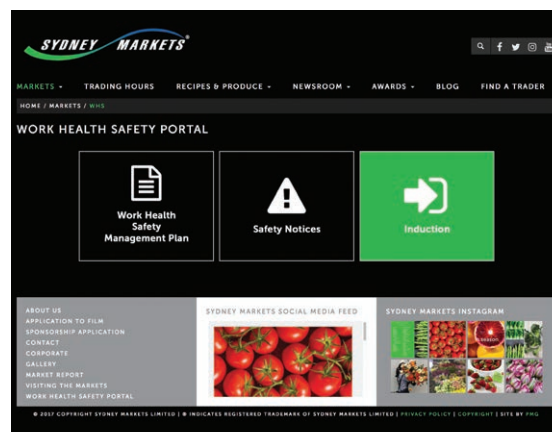
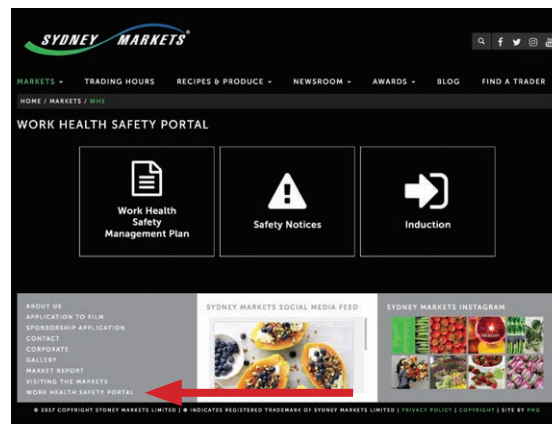


## SYDNEY MARKETS WEBSITE WORK HEALTH & SAFETY PORTAL

An induction section for all stakeholders has been added to the Sydney Markets website.

The webpage can be found under the title of Work Health and Safety Portal, which will include the following three sections:

- Work Health and Safety Management Plan
- Safety Notices
- Induction



Your feedback is important; if you have any queries about the Work Health & Safety Portal, please contact the WHS Manager, John Pascucci on 0417 325 171.



# Cherry Auction 2017

1st

A + B SHED

Nov.

7AM-9AM

LIVE AUCTION

RAFFLES

COMPETITIONS

Featuring

THE BEARDED BAKERS

&

HERE COME THE HABIBS

TAHIR + SHEHADIE

# WOMEN L♥VE TECH

An award-winning lifestyle technology site for women



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# ENVIRONMENT UPDATE

## ABC RURAL INTERVIEW ON SYDNEY MARKETS ORGANIC WASTE DIVERSION STRATEGY

National Rural Reporter Sarina Locke recently toured the Sydney Markets site and interviewed SML's Environment Manager Con Kapellos and several Market stakeholders, promoting the success story of Sydney Markets' Waste Strategy.

Sarina Locke commended SML for managing all our Waste Streams responsibly and in a sustainable manner.

The site tour continued at Earthpower where General Manager David Clarke and Renee Waterhouse thanked SML for their organic waste diversion strategy.

At the Earthpower plant, organic waste is converted to green energy and fertiliser through an anaerobic digestion process.



Con Kapellos, Environment Manager

## FOOD FOR CHARITY – FOODBANK

For many years Foodbank, Australia's largest hunger relief organisation, has been actively sourcing edible but surplus fruit and vegetables from Market businesses that would otherwise be discarded, which is then distributed to people in need.

In early 2017 Foodbank increased their collection of produce at Sydney Markets from two days a week to four days a week. In the six months from January to June 2017 they collected 588 tonnes of fruit and vegetables (compared to 491 in the preceding twelve months), which would have cost SML \$112K had it been diverted to a recycling plant.

If you would like to donate any suitable food waste for charity, you can drop it off in the Rail Area next to the Weighbridge Tuesdays to Fridays from 8.30am.



For further information on how you can make a difference, contact SML's Environment Manager, Con Kapellos, on 0417 325 173.

## KEEPING OUR MARKETS CLEAN

Reflecting its role in the sustainable management and conservation of Australia's environment, SML is committed to minimising its own ecological footprint by pursuing environmental best practice and the prevention of pollution in all operations.

We are also committed to providing a clean and safe environment for all Market stakeholders and there are many ways that you can help.

### Keep Work Areas Clean

Building A, B, C, D and E Tenants are responsible for keeping work areas clean, including buyers' walkways and common areas in all buildings in the Market.

### Recycle Your Waste Cardboard

For Wholesale and Warehouse tenancies, clean cardboard can be left at the end of the dock or taken directly to Green Point for recycling.

Paddy's Standholders can leave clean cardboard on their stand at the end of trading and it will be collected by the waste contractor.

### Separate Your Waste

Please ensure all fruit and vegetable waste is separated and taken to Green Point for recycling. Removing the packaging from fruit and vegetable waste and placing it into Cardboard Bins (similar to watermelon bins) reduces contamination and helps our recycling process.

If you require a red-lid General Waste Bin or a green-lid Organic Waste Bin, just contact the Environment Manager on 0417 325 173.

### Plain Pallets – Don't Throw Them Away

If you have unwanted plain pallets, don't discard them – take them directly to Green Point so that they can be re-used or recycled.

If you want plain pallets, they can be collected from Green Point by all tenants for re-use. This helps to reduce pallet shredding costs.

### Dob In a Dumper

If you see anyone dumping rubbish around the site, call 0409 325 232 to report it immediately.

### ILLEGAL DUMPING ON SITE

Sydney Markets continues to work closely with Strathfield Council and the Government Regional Illegal Dumping Squad to combat illegal dumping of waste on site.

Information on persons found dumping rubbish on site will be passed on to Strathfield Council and fines starting from \$2,000 for dumping waste can be issued.



*If you see anyone dumping rubbish on site please do not hesitate to contact us to investigate the matter on 0409 325 232.*

### SAVE ON YOUR COFFEE

Did you know discounted coffee is now available at Sydney Markets from all our Coffee shops at Flemington?

### WHAT'S THE CATCH?

There is none; simply take your own mug to the coffee shop and they will top it up with coffee and you will receive fifty cents off the price of the cup of coffee!

This great initiative helps the environment by reducing the number of disposable coffee cups ending up in landfill.





# PROPERTY UPDATE

## DOCTORS SURGERY COMING SOON TO MARKET PLAZA BUILDING

We are pleased to announce that Shops 9-10 in the Plaza Building have been leased to Optimal Health Group Pty Limited who will operate a Doctors Surgery. Shop fitout will commence shortly and completion is anticipated during late 2017.

SML will keep you updated as this progresses. If you would like further information please contact the Property Manager on [pm@sydneymarkets.com.au](mailto:pm@sydneymarkets.com.au)





## **SYDNEY MARKETS CONFERENCE CENTRE**

The Sydney Markets Conference Centre located in the plaza is 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 (02) 9325 6298.

## **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**

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.

# EMPLOYEE OF THE MONTH



**APRIL 2017**

**MAY 2017**

## **DEE COUPE**

RETAIL MARKETS TEAM

---

What's the most absurd Nickname anyone's ever given you? - **Dee Dee and B.B.**

What's a skill you've always wanted to learn? - **Floristry**

Where was the last holiday you went on? - **Uluru**

If you could witness any event past, present or future what would it be? - **My two amazing children reaching their goals in life**

You're stuck on an island and you can choose one food to eat the entire time, what would it be? - **Seafood and T-bone steaks!**

iPhone or Android? - **iPhone**

What's your secret talent? - **I've got a green thumb and I'm a really good singer**

Best thing about working at Sydney Markets? - **My team and my boss!**

## **MARILYN LOCH**

SITE SERVICES ADMINISTRATOR

---

What's the most absurd Nickname anyone's ever given you? - **Red**

What's a skill you've always wanted to learn? - **To solve mysteries**

Where was the last holiday you went on? - **A cruise**

If you could witness any event past, present or future what would it be? - **The Swans Premiership**

You're stuck on an island and you can choose one food to eat the entire time, what would it be? - **Paddlepops, so I can build a raft and get off the island**

iPhone or Android? - **iPhone**

What's your secret talent? - **Quick wit**

Best thing about working at Sydney Markets? - **Variety of projects & friendly work environment**





**JUNE 2017**

## **MARIO GRIMALDI**

ASSISTANT TEAM LEADER GTA

---

If you had a super power what would it be?

- **Superman's powers without the Kryptonite**

What's your alter ego? - **Wish I was younger and knew what I know now**

What's the best piece of advice anyone has ever given you? - **You can't buy an experience**

What decade would you like to live in if you could go back in time? - **I'd choose the 80's**

If you were ever exiled what country would you choose as your new home? - **Europe**

Winter or Summer? - **Summer**

What annoys you the most? - **People that don't put things back where they belong**

Best thing about working at Sydney Markets?  
- **The interesting people that we communicate with each day**



**JULY 2017**

## **SHIRLENE BLOM**

MARKETING & COMMUNICATIONS SPECIALIST

---

If you had a super power what would it be?

- **Invisibility or telekinesis**

What's your alter ego? - **A travelling Salsa dancer**

What's the best piece of advice anyone has ever given you? - **"The meaning of life is to find your gift. The purpose of life is to give it away."**

What decade would you like to live in if you could go back in time? - **1920's - love the fashion!**

If you were ever exiled what country would you choose as your new home? - **South of Spain... or some exotic island like Curaçao or the Seychelles**

Winter or Summer? - **Summer for sure**

What annoys you the most? - **Ignorance**

Best thing about working at Sydney Markets?  
- **Great work culture and you just never know what you will be doing next...**

# STAFF UPDATE

## NEW POSITIONS



**SHAWN FREEBURN**  
PROPERTY MANAGER

Shawn began as a Market Officer at Sydney Markets back in 2012. His potential was soon recognised and he moved into the role of Business Development Manager, which he executed for 3 years. Shawn's determination to progress within the company has now led him into his new role as Property Manager at Sydney Markets.

**CHRISTOPHER COUSENS**  
ASSISTANT TEAM LEADER

Christopher was promoted to his new role in the Operations Support Team and is now primarily looking after the Flower Market, warehouse and parking areas outside GTA.



## NEW EMPLOYEES



**GENEVIEVE MACASPAC**  
PROPERTY OFFICER

Genevieve has been appointed Property Officer and will divide her time by assisting the Property Manager and the Head of Retail Markets in administration and project management of Retail and Property matters.

**DAVID DAWOOD**  
MARKET OFFICER

David has joined the GTA Team and will be looking after the Wholesale area. He's familiar with the Sydney Markets site, having formerly worked with the Asset Security Team.



**CORY GRIMALDI**  
MARKET OFFICER

Cory began with the Operations Support Team in early August 2017 and is responsible for the Western growers parking area and Plaza area.

## TEAM MOVEMENT

As part of the SML staff development program, Operations Team Leaders were rotated at the beginning of August 2017.



**JIM BASETAS**

Has moved to Operations Support and can now be contacted on 0407 325 230

**GLENN RUSSELL**

Has moved to GTA and can now be contacted on 0417 325 232





# Calling all Australian food, health and lifestyle bloggers

The Fresh Awards Blogger Awards category is a fantastic opportunity for independent fresh fruit, vegetable and flower retailers to align their business with a Food, Health or Lifestyle Blogger.

Not only does this opportunity give businesses online exposure within the blogging community but it recognises and acknowledges the contribution bloggers make towards supporting Greengrocers and Florists.

Bloggers are required to submit an original story about an Independent Greengrocer or Independent Florist in NSW or the ACT. If you know of the perfect blogger to align your business with encourage them to submit an entry by visiting [www.freshawards.com.au](http://www.freshawards.com.au)

Have you checked out the Sydney Markets Blog?  
Visit [sydneymarkets.com.au/blog](http://sydneymarkets.com.au/blog) for delicious recipes and the freshest stories inside the Markets.



Lisa Tilse, Winner Best Florist Story 2017



Sharon Williams and Alice Longhurst, Winner Best Greengrocer Story 2017



## Toyota Material Handling is the forklift leader in Australia's fresh fruit and vegetable markets.

1. Proven performers in the fruit and vegetable markets environment
2. New and used forklift purchase, rental or lease options
3. Superior service and parts back-up and support
4. Massive range with Toyota Material Handling's world leading products
5. Flexible finance deals through Toyota Finance
6. Stability of dealing with the world's largest forklift company

To make the smart choice and discover how Toyota Material Handling can make a difference to your operations, contact your local branch.



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Power Pallet Trucks

Order Pickers

Walkie Stackers

Reach Forklifts

Battery Counterbalance

Engine Counterbalance

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