



## CEO'S PERSPECTIVE



*SML Board and Senior Management at Shepparton, Victoria*

### SML PRESENTS AT SHEPPARTON CONFERENCE

In the last edition of the Leader I mentioned the Sydney Markets Limited Board and Management would be travelling to Shepparton, Victoria to host an Industry Briefing about the benefits of the Central Markets System. This was the third briefing by Sydney Markets, having previously visited Griffith in NSW and Innisfail in Queensland.

Shepparton is the hub of the Goulburn Valley and the centre of the vast Goulburn Murray Irrigation District (GMID), often called Victoria's "fruit bowl" and accounts for approximately 25% of the value of Victoria's agricultural production, which equates to around \$2.2 billion per year. More than half the gross value of the Australian pear, nectarine, plum and peach crop is grown in the Greater Murray Irrigation District. The region provides a vast array of fresh produce of the highest quality, including tomatoes, peaches, apricots, pears, plums, limes, eggplants, zucchini and the list goes on. A good deal of this produce is sold through the Central Market System Australia wide, with large volumes coming to Sydney Markets.

Around 45 growers, packers and industry association representatives attended the event. Following the presentation, the Sydney Markets Corporate DVD was shown and there were also presentations from the Victorian Fruit Growers Association and the Victorian Peach & Apricot Growers Association.

After the briefing the SML Board and Management met and talked with many of the attendees and received some very positive feedback. Quite a few said they had no idea of the sheer size of the Sydney Markets and its operations.

The visit to Shepparton was about providing a better understanding of Sydney Markets among our existing suppliers and to visually show growers, who have not had the opportunity to see where their produce is delivered, how Sydney Markets looks and operates. It was also an opportunity for the SML Board and Management to gain an understanding of the issues and opportunities faced by growers and associated industries in the Goulburn and Murray Valley area.

In addition to the Briefing, SML took the opportunity while in Victoria to visit the Melbourne Markets and stopped off at the location for the new Melbourne Markets site at Epping.

Once again, this was a very successful and worthwhile undertaking to inform growers and industry about how our state of the art facilities, easy transport options and dedication to suppliers compliment agricultural and horticultural produce from all around Australia.

**Bradley Latham**  
Chief Executive Officer

## IN THIS ISSUE

• INDUSTRY NEWS • FRESH EVENT 2010 • FLORIST OF THE MONTH • SYDNEY MARKETS RACE DAY  
KIDS KARNIVAL @ FLEMINGTON • FRUITFUL MEMORIES • NSW FARMERS 2010 ANNUAL CONFERENCE

## EVENTS

### FRESH EVENT 2010

Sydney Markets Limited was a bronze sponsor at the Fresh Event 2010 Conference and Exhibition which took place at Melbourne Convention and Exhibition Centre from 9-12 June 2010.

PMA Australia-New Zealand and AFFCO, Australia's leading commercial industry organisations combined forces in 2010 to make the annual Fresh Event a major new networking, educational and business event for the entire fruit, vegetable and floral industries.

Over 700 delegates from across all sectors of the fruit, vegetable and floral industries witnessed the largest conference and Trade Show available in the southern hemisphere. With over 10 hours of quality conference program sessions and 6 hours of dedicated trade show time, delegates enjoyed the opportunity to learn about the direction their industry is taking, what the future may hold and best practice solutions that can be utilised in small and large businesses. It also provided the opportunity to meet with industry figures and colleagues in an informal environment.

For information on the PMA Fresh Connections Conference and Trade Show for 2011 please visit [www.freshevent.com.au](http://www.freshevent.com.au)



*Sydney Markets stand*



*Mark Blue from CHEP with Sydney Markets representatives Gerry Daras, Brad Latham and John Pearson*

### NSW FARMERS' 2010 ANNUAL CONFERENCE

Sydney Markets Limited attended and exhibited at the NSW Farmers Association Annual Conference which returned to Sydney Showground from 20 - 22 July 2010.

The 2010 Annual Conference was based on the success of the previous four years - quality conferencing with sufficient time for policy debate continued to be the Conference priority and the Agenda Committee worked hard to further streamline the debating procedures at the Conference in order to maximise the number of motions heard.

The Annual Conference provides Associations the opportunity to engage with key government and Industry representatives. The Conference also provides Members with a unique opportunity to be updated on the latest products and services from within the agri-sector including the Associations Business Partners.



*Sydney Markets representatives Gerry Daras and Brad Latham with Frances Vella from the NSW Farmers Association*

## INDUSTRY NEWS



*NSW Premier The Hon. Kristina Keneally making the announcement at the 2010 NSW Farmers Conference*

### **\$18.5 MILLION WAR ON LOCUSTS**

**Premier Kristina Keneally announced an \$18.5 million package to help farmers across the State protect their valuable crops and pastures from a spring locust plague – the worst in 30 years.**

**Past campaigns have shown that for every \$1,000 spent controlling locusts, at least \$20,000 worth of crops and pastures have been saved. It is estimated that this funding could help farmers save up to \$370 million worth of crops and pastures.**

The **NSW Plague Locust Emergency Preparedness Response Plan** includes:

- Enough insecticide on hand and on order to treat more than half a million hectares of locusts – five times the amount used in the 2008-2009 campaign;
- About 40 aircraft on stand-by for spring and summer;
- More than 100 field staff ready to be called up for the campaign;
- Experts mapping locust and egg beds locations;
- Planning team working on the operational plan;
- Preparing to distribute insecticide to landholders; and
- High-level Plague Locust Management Group meetings comprising government and industry representatives including the NSW Farmers' Association.

Ms Keneally made the formal announcement at the annual meeting of the NSW Farmers Association.

"Our farmers have fought through a long drought and a winter deluge – and we are now stepping in to help them protect their

crops," Ms Keneally said. "A combination of warm, wet weather earlier this year has resulted in extensive egg laying – which means NSW is preparing for what could be the worst Australian plague locust outbreak in more than 30 years.

The funding package will support the NSW Plague Locust Emergency Preparedness Response Plan – using insecticide, surveillance, planning, communications, resourcing and logistics operations to fight locusts. This is in addition to the extensive effort of Industry & Investment NSW and local Livestock Health and Pest Authorities (LHPA) across the State. A workforce is on-standby and aircraft for surveillance purposes have been engaged to monitor the threat.

Minister for Primary Industries Steve Whan said NSW Government has been working with NSW Farmers Association and the LHPAs for months to ensure a co-ordinated and strategic battle plan is drawn up and ready for activation before the first locusts begin to hatch in late August. "I have asked the NSW Plague Locust Commissioner to have the Plague Locust State Control Headquarters set-up at Industry & Investment NSW Headquarters in Orange within the next two weeks," Mr Whan said.

"A number of regional control operations centres will be established in locust hot spots, especially in central and southern NSW as the need is identified." But conquering locusts is a team effort – that means farmers and land managers are on the frontline for the NSW locust campaign.

"It is important that farmers be vigilant reporting locusts, obtaining insecticide from their LHPA and treating banding locusts on their properties."

## Industry News *continued*

### CITRUS AUSTRALIA WELCOMES REBATE TO CITRUS EXPORTERS

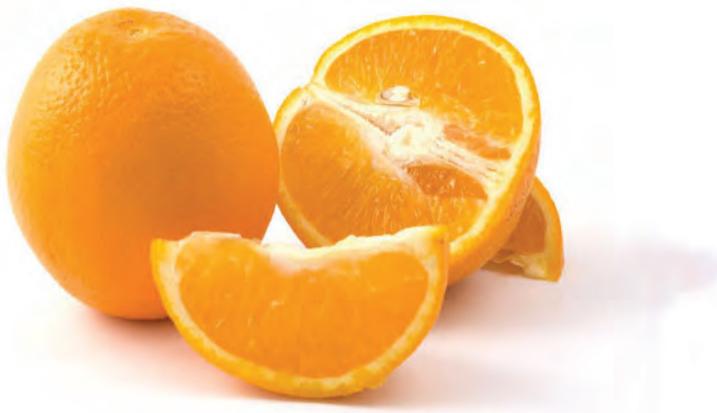
Citrus Australia Ltd, the national peak industry body representing citrus growers, has welcomed the announcement by federal Minister for Agriculture Tony Burke to provide a one-off assistance payment to horticultural exporters.

Late last year Citrus Australia was quick to launch the campaign which sought special consideration for citrus exporters and growers who paid a temporary but significantly higher AQIS fee during peak citrus export season in July to September 2009.

"We estimated the citrus industry alone overpaid AQIS approximately half a million dollars," Citrus Australia Ltd CEO Judith Damiani said.

Ms Damiani reiterated the industry's commitment to horticulture's Export Certification Reform Package, being rolled out over the next twelve months. "We must now work with the Australian Government on creating a world class quarantine and export certification system, as well as fast-tracking high priority export market access requests", she urged.

"This is great news for Citrus Australia members, as well, whose support for us enables on-going lobbying and advice to government on export market access and quarantine issues," Ms Damiani said.



### BLIGHT ON THE APPLES OF OUR ISLE

Source: *The Daily Telegraph*

**FIRST it was China, now New Zealand wants a bite out of our apple industry.**

Australian apple growers fear the introduction of cheap imported apples would not only cripple the industry but would hurt communities such as Batlow which rely on apple growing to survive.

They also fear imported apples could carry diseases that could wipe out Australian crops.

The Federal Government is appealing against a World Trade Organisation ruling allowing New Zealand apples into the country on scientific grounds.

Australia banned imports of New Zealand apples in the 1920s. The Government lifted the outright ban four years ago but in early 2007 imposed conditions that New Zealand said were so strict it made its exports uneconomic.

### 2010 AGRIFOOD SKILLS INTERNATIONAL FELLOWSHIP

**AgriFood Skills Australia and the International Specialised Skills (ISS) Institute Inc are offering three (3) international Fellowships in the amount of \$10,000\* each.**

These Fellowships aim to promote the acquisition of higher-level skills and an appreciation of international best practice in the Australian agrifood industry.

They are intended to examine innovative approaches that demonstrate potential benefits for, and application in, Australia.

Three (3) Fellowships are available. Applications are open to people Australia-wide in the industries covered by AgriFood Skills Australia.

### AGRIFOOD INDUSTRY

The agrifood industry encompasses rural and related industries, food processing (including beverages, wine and pharmaceuticals), meat, seafood and racing. These industries generate more than \$200 billion a year and employ up to 880,000 people.

Applications close at 4:00pm on Monday, August 30, 2010.

AgriFood Skills Australia seek to work with the successful recipients upon their return to share and publicise the learning's and recommendations from their research.

Applicants are recommended to read AgriFood Skills Australia's Environmental Scan for a strategic context of the agrifood skills sector prior to submitting their application:  
<http://www.agrifoodskills.net.au/publications/environmental-scan-2010/>

\* *The successful applicants (Fellows) each receive a maximum of \$10,000 towards their Fellowship costs. Should costs exceed this then these costs are borne by the Fellow.*

**AGRIFOOD**  
SKILLS AUSTRALIA



# TIGERS SYDNEY MARKETS

## WHAT'S ON

### TIGERS Sydney Markets

Open 7 Days 6:00am to midnight

- Play Mahjong at TIGERS every Monday from 10:30am - \$300 CASH up for grabs every week
- TIGERS Super Cash Wheel WIN Instant CASH prizes every Wednesday to Friday from 10:00am!
- Members Badge Draw – WIN CASH simply by being a Member and at TIGERS every Thursday from 7:00pm!
- Happy Hour Monday to Friday 9:00am to 11am and 5pm to 7 pm
- Weekend Sessions Happy Hour 2:00pm to 5:00pm



## Tingha

Chinese Restaurant  
Sydney Markets

Experience Chinese Cuisine at its finest...  
at TINGHA Sydney Markets!

**Yum Cha 7 days a week from 6:30am to 3:00pm**

A la carte Sunday to Thursday 5:30pm to 9:30pm  
& Friday to Saturday 5:30pm to 10:00pm

**TINGHA Sydney Markets will impress you every time you visit!**



**TIGERS**  
SYDNEY  
MARKETS

TIGERS SYDNEY MARKETS Shop 16 Markets Plaza, Sydney Markets  
T 02 8789 3600 E hello@tigers.org.au W www.tigers.org.au

 **Tingha**  
Chinese Restaurant  
Sydney Markets

# The **BIGGEST** and **REDDEST** Sydney Markets Race Day in History

**The Sydney Markets Family have outdone themselves with a record breaking attendance of nearly 900 participants who enjoyed a fun day out on Saturday 19 June 2010 at Rosehill Gardens.**

This is the fifth year the Sydney Markets Race Day has been organised under the banner of the NSW Chamber of Fruit and Vegetable Industries. It was wonderful to see such an enormous crowd in attendance in the Grand Pavilion Function Centre with so many dressed in the 'red' theme of the day.

The individual races carried the names of businesses and organisations associated with Sydney Markets and the horticulture industry. Their sponsorship enabled all who participated on the day to enjoy themselves and take part in the festivities.

This year, prizes for the best dressed competition were donated by Tigers Sydney Markets, Pony Express, Sculpt Hair Studio and the Bank of Queensland. The Prostate Cancer Foundation of NSW was the recipient of more than \$2,000 raised from the purchase of brilliant flower table arrangements, supplied by Lynch Flowers.

Mr Lui Cicco was honoured on the day with a medal from the Sydney Markets Family in recognition of his 21 years of organising

this truly wonderful race day event. Numerous charities and industry programs have benefited from Lui's unfailing enthusiasm over many years.

The Race Day Committee would like to thank Mark Vincent and major race day sponsors including: Champs Cafe, Gaypak/ United Fruit Company, Harris Farm Markets, Lynch Flowers, Perfection Fresh Australia, Sydney Markets Limited, Sydney Banana Wholesalers, the N & A Fruit Distributors P/L, and Toyota Material Handling along with Lexus and Hino.

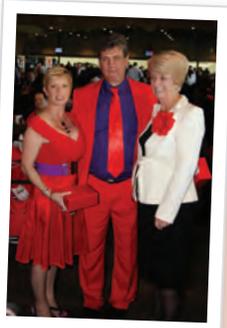
On behalf of the Race Day Committee, Lui Cicco, Eric Kime, Colin Gray and Carol Dollar, we hope you all had as much fun as we did and we look forward to seeing you at next year's event.

**Best dressed lady - Donna Howlett from Australian Global Marketing**

**Best dressed man - Albert Petulla from A & H Fruit Supply**

**Best dressed couple - Glenn and Kim Polinelli from Stuart Dickson**

**Best dressed table - Ralph Johns Pty Ltd**





## Sydney Markets Leader Magazine Market Personality

### ALF COSTA, EXOTIC FRUIT TRADERS

**How long have you worked in the fruit and veg business?**  
45 years

**I learnt the trade from...**  
No one. I taught myself and learnt by trying.

**I owned this business for...**  
26 years

**My first job was...**  
On a fishing boat with my uncle in Ulladulla at the age of 14

**If I could have any job in the world...**  
Sailing boats around the world

**My parents taught me...**  
To always put family first

**My worst trait is...**  
I will try anything once

**I can't live without...**  
My grandchildren

**Favourite movie is...**  
They're a weird mob

**Favourite food...**  
Good old-fashioned plate of spaghetti

**My favourite TV show...**  
Deal or no deal

**My dream holiday...**  
To drive though Europe

**Do you have any pets?**  
No

**My favourite car...**  
My old HQ Holden

**The best decision I ever made...**  
Having grandchildren

**Something that most people don't know about me...**  
I love to cook for family and friends

**I'm passionate about...**  
My family, my business and my grandchildren

**Favourite sport...**  
The horse racing

**I support...**  
Children's charities

**If you were stranded on an Island who would you most want to be with...**  
My grandchildren, they always make me smile.



## HAYMARKET UPDATE

SML has been assessing the use of large overhead fans to improve and provide greater ventilation and circulation of air at Paddy's Markets at Haymarket.

Two large fans have been trialled in the retail area and have recently been relocated to the Fruit & Vegetable area, with positive comments and feedback.

As part of the next stage of infrastructure improvements at Haymarket a trial using improved lighting which is more energy efficient and less heat generating in the Market has been initiated.

These improvements are in line with SML's commitment to implementing a staged infrastructure improvement program at the Paddy's site at Haymarket.

The following works have already been completed:

- Installation of cool rooms for the Fruit & Vegetable traders
- Cleaning and painting of ceilings and pillars
- Painting of alcoves
- Placement of colourful signage within the fresh food area

## OPERATIONS UPDATE

### ATTENTION ALL FORKLIFT OPERATORS

Operators of forklifts and other vehicles in the Markets are reminded that mobile phones **MUST NOT BE USED** whilst driving forklifts or vehicles on roadways or in common areas. Mobile phones can only be used by a forklift operator or driver of a vehicle when a forklift or vehicle is legally parked.



### ATTENTION ALL BIKE RIDERS

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



### NSW GOVERNMENT SMOKING BAN

In accordance with Government Law, **all Market Buildings**, including any canopy areas, are smoke free zones.

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



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

Fines for smoking in these areas under the Act are:

- Persons smoking in a smoke free area \$550.00
- Occupiers allowing persons to smoke in a smoke free area:  
Persons \$1,100.00  
Body Corporate \$5,500.00

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

### FORKLIFT SPEED REMINDER

The maximum speed of forklifts is 10kph in covered areas and 20kph in open areas. SML officers will continue to use radars and if you are caught speeding you will receive a comply notice.

## ENVIRONMENTAL UPDATE



The Sydney Markets Limited Green Point facility was built in 2005 with recycling averaging at 17%. Today, recycling at Sydney Markets has reached a record average of 56%. Since July 2009, 40 tonnes has been recycled on site.

The following is a breakdown of the recycling conducted by the Sydney Markets Green Point team:

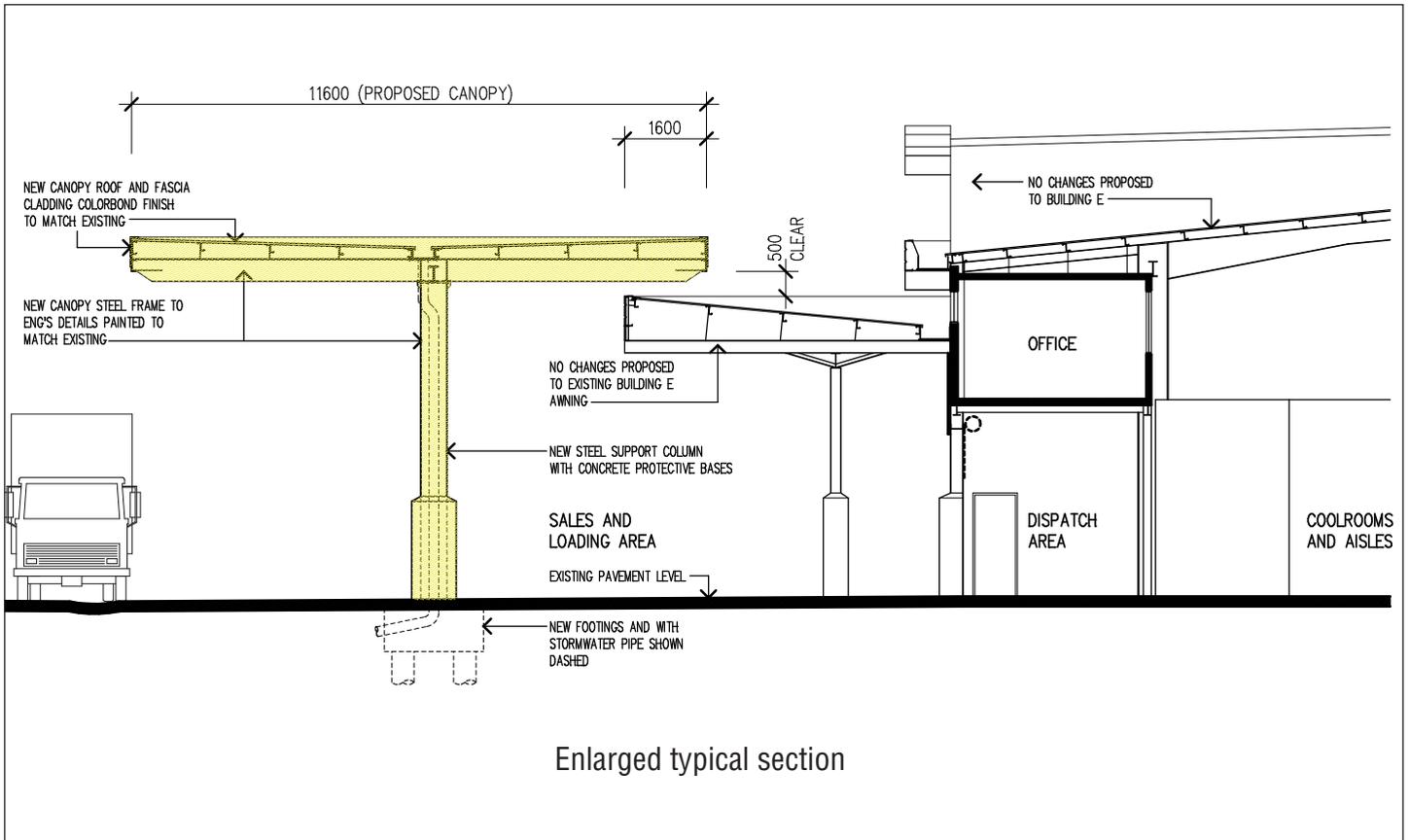
- Averaging 4 tonne of Polystyrene boxes per month. This equals to over 16,000 boxes per month or 900 cubic metres or 40 Veolia truckloads
- 2-3 tonnes of plastic film is collected and recycled per month
- Increased Waste Streams for Organic, Cardboard, Timber Pallets, Steel, Concrete, Polystyrene and Plastics
- Sydney Markets Limited is one of only 13 companies in NSW to be recognised for Environmental Achievements by the Department of Environment and received a Bronze Partner Award for Sustainable practices on site

We could achieve an even higher recycling target but we can only get there with your help!

For more information please contact Sydney Markets Environment Manager, Con Kapellos, on 0417 325 173.



## SITE SERVICES UPDATE



### Building 'E' – Awning Update

The construction of an awning to Building 'E' has been approved and the construction tender was won by Thomas & Coffey. Work will commence in August. The awning for Building 'E' provides an undercover work area and will protect stock and staff from inclement weather. It will reduce damage to stock and packaging. Completion is anticipated late November.

### Car Park 'Y' Pavement Resurfacing

The resurfacing of the Car Park 'Y' was approved and work has been completed. The construction tender was awarded to Concole Concreting.

The asphalt failed due to forklift use and ponding wash down in an area totalling about 1,800m<sup>2</sup>. The asphalt was replaced with concrete which has a lifespan of over 30 years.

**Note to all forklift operators:** Raise the forks above ground and do not push pallets in front of each other. Nails sticking out of the pallets will damage any surface and the repair is costly.

### Building 'Q' Extension

The application from N&A Fruit Distributors Pty Ltd for the extension of Building 'Q' has been approved. The contract has been won by BGA Construction. Work will commence in August and completion is anticipated in early December.

### High Voltage Maintenance

As part of Sydney Markets Ltd Preventative Maintenance program, SML have engaged Fredon Industries with Eaton Electric Systems to undertake the annual High Voltage maintenance of all High Voltage Electrical equipment. The works will be completed early August.

Sydney Markets Ltd appreciates the cooperation of all tenants and thanks everyone for their contribution. This maintenance benefits everyone and will minimise failures within the Sydney Markets Ltd electrical network.

### Notice to Tenants – Alterations or Additions to Tenants' Premises

#### NSW Commercial and Industrial Code

The Department of Planning has issued a NSW Commercial and Industrial Code. Please ensure that you complete an Application for Alterations or Building Works **before planning any** works to your premises. Contact Sydney Markets Ltd Site Services Department who will advise if this application to SML is sufficient, or whether an application also needs to be lodged with Council or a Private Certifier.

# SYDNEY MARKETS PROPERTY UPDATE

The following Plaza premises are available for lease:

**Office Suite C14 – 38.10m<sup>2</sup>**

Positioned on level 2 with a Northerly aspect. This Suite is separated into two offices with some storage. Available Now.



**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 Marketing Assistant on 9325 6295 or Property Officer on 9325 6204.

**NEW SIGNAGE**

The new street signs have been erected around the Sydney Markets vicinity which will assist with navigation through the Markets.



## Kids Karnival @ Sydney's Paddy's Markets Flemington

One of Sydney's largest free kid's events was held on Sunday May 23rd at Sydney's Paddy's Markets Flemington. Kids Karnival @ Paddy's featured live stage shows throughout the day including Roary the Racing Car, Ben 10 and Gwen, the Wot Wots, Yo Gabba Gabba and Jay Laig'aia with his new show 'Jays Place'. At the end of live acts shoppers could also meet and greet motor racing legend Craig Lowndes, voice of Conrod, the newest star in Roary the Racing Car!

The event was promoted via television, internet, press and radio with individual promotions run by WS's Amanda and Jonesy's morning programme interviewing Craig Lowndes. Radio station MIX106.5FM gave away promotional packages to listeners via their website with huge entry figures over a five day period.

The Kids Karnival @ Paddy's Markets Flemington annual event was again a huge success with a very large attendance for the day - kids and parents alike had a great time!





## Fruitful Memories

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



*Carlo Manfredotti owner of 'Carl's Fruit Market' at 403 King Street Newtown, NSW 1953*



*The 'Edward & Stella' family fruit shop at 437 Crown Street Surry Hills, NSW 1957*



*Antonio and Zena Lopez with Dina Palmieri outside the Lopez family fruit shop on Military Road Mosman, NSW*

### **An Italian fruit shop in Manly set in motion her life-long love affair with Italian culture.**

Heritage Officer for the community organisation Co.As.It (Italian Association of Assistance), Linda Nellor, recalls memories of the family behind the store.

"I just fell in love with the family, their lifestyle, their work ethic and the smells emanating from their kitchen. I was eight-years-old and it was such a different household to where I came from.

"Suddenly I was in this place with this tantalizing language and an amazing sense of family, working together. The kids would come back from school and take their turn to work in the shop. It left a very strong impression on me."

With her job being to promote Italian heritage, Linda says the upcoming exhibition, Sydney's Italian Fruit Shops – The Original Green Grocer, will be a moving experience.

"These families and their small businesses have changed the way we live, the way we eat, the way we think about food. I don't think they realise how much they've done. They need to be honoured for what they've contributed to this country."

The exhibition is a collaboration between Co.As.It and UTS's Australian Centre for Public History, a hub of the Centre for Creative Practice and Cultural Economy. Director of the Centre, Paul Ashton, says the project has been nine years in the making.

"We started with a request from Co.As.It to assist them in getting some research projects off the ground, and the fruit shop one fit in with some of our work.

"We managed to get a small grant from the NSW Heritage Office, plus an Australian Technology Network Grant, which allowed us to undertake the detailed work of doing oral history interviews and collecting photographs."

The exhibition features photographs from a bygone era – when large supermarket chains didn't exist and the local fruit shop was today's Coles Express.

The fifteen panels of images include categories like A Family Affair,

Women at Work and Never Too Young – dedicated to the Italian children who worked in the shops.

Also included is a panel on the famous De Lucas of King Street, arguably the best-known fruit shop in Sydney. Items such as the old cash register, scales, leather aprons, old fruit crates, books and journals will be on display as well.

A website [www.sydneysitalianfruitshops.com](http://www.sydneysitalianfruitshops.com) and Italian Fruit Shops Register is also available where people who have connections with Italian fruit shops can send in their photos, information and memories that will be included on the Register.

Nellor hopes visitors will appreciate the impact of the Italian fruit shops on the Australian palette.

"With that meeting at the fruit shop, there was a cross fertilisation with Anglos meeting Italians and learning from each other.

"People were suddenly seeing new things and talking about it, and meat and three veg wasn't that exciting anymore.

"No matter where you come from, there's an Italian fruit shop that touched your life; the smells, the foreign vegetables, that friendly warm service."

Sydney's Italian Fruit Shops – The Original Green Grocer is on display at Customs House, Circular Quay Sydney and has now, due to popular demand been extended until the end of September 2010.

**Next Venue:** Leichhardt Library, Piazza Level Italian Forum 23 Norton Street, Leichhardt on show from September 4th until 29th November 2010.

This Project has been proudly sponsored by Sydney Markets Limited, the City of Sydney, the NSW Heritage Migration Centre, Leichhardt Council and Signorelli Gastronomia.

All enquiries: Linda Nellor Heritage Officer at Co.As.It. (02) 9564 0744 or email [linda.nellor@coasit.org.au](mailto:linda.nellor@coasit.org.au)

*Original Article by Katia Sanfilippo  
Marketing and Communication Unit UTS*

## Fresh for Kids Supporting Schools across NSW



The Sydney Markets Limited Fresh for Kids program has been able to deliver a healthy message for several years as a major sponsor of the School Sports Foundation and more recently the Premier's Sporting Challenge.

Through the School Sport Foundation sponsorship, a grants fund category dedicated to promoting the importance of eating fresh fruit and vegetables has been seen as a successful initiative in its ongoing benefits to schools and students within the community.

Sydney Markets has distributed \$160,000 towards the School Sport Foundation Grants over a number of years and have helped over 190 schools implement programs that emphasise the importance of eating fresh fruit and vegetables combined with physical activity.

For a number of years, Sydney Markets has also been able to award the 'Sydney Markets Scholarship' to two students each year in year 11 or below for outstanding achievements in school sport. The scholarship includes \$1,000 cash and \$1,500 worth of fresh fruit and vegetables for a year.

The Sydney Markets Limited Fresh for Kids Program will also help take the important healthy lifestyle messages to more than 220,000 primary and secondary school students and 1,000 schools across the state in the NSW Premier's Sporting Challenge.

The Premier's Sporting Challenge comprises of Primary and Secondary School Sport Challenges, with participating students encouraged to reach pre-determined levels of physical activity over a 10-week period.

The Premier's Sporting Challenge was launched in 2007 and since then, over 232,000 students have participated in the initiative.

The Sydney Markets Limited Fresh for Kids Program has been the Major Partner of the Premier's Sporting Challenge since 2009.

**For more information on Fresh for Kids please visit [www.freshforkids.com.au](http://www.freshforkids.com.au)**

### HIRE AN F&V GANG MEMBER FOR YOUR NEXT EVENT

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

The character costumes are a real hit with the kids and a great way to draw attention to your event or promotion.

To support your promotion, Sydney Markets Limited will also make available a quantity of FREE Fresh for Kids promotional material.

Hire fees start at \$110 (Inc GST) per costume.

**For more information, please contact Fiona Sharpe on: (02) 9325 6295**





# Greengrocer of the Month

## MARCH 2010 – DAILY FRESH

Daily Fresh, Randwick is back in the winner's circle having taken out the Sydney Markets Greengrocer of the Month Award for March 2010.

The Frenchman Road store owned by Nick and Tony Sofia is an established community business that has built a loyal clientele by identifying that quality, service and convenience are their customers' priorities.

Opening onto the street with colourful displays of pre-packed fruits and fresh cut flowers, Daily Fresh has visual appeal that draws you into the store.

Like many contemporary greengrocers this store has evolved into a one stop shop, where you can gather an impressive range of seasonal market fresh produce together with a plethora of gourmet groceries, smallgoods and fresh meat. The feeling of abundance and overall quality creates a mouth-watering atmosphere that makes you want to linger.

A small band of staff are always visible; topping up displays, trimming and maintaining the produce displays, attending to the store's presentation and assisting customers.

With the extension of their trading hours to 7 days a week, 7am to 8pm, Daily Fresh is working hard to service the Randwick community.

**DAILY FRESH: 105 Frenchmans Road, Randwick.  
Tel 02 9399 7226**



L to R names: Daily Fresh manager Geoffrey Richardson and Nick Sofia

## APRIL 2010 - PENRITH PLAZA GROWERS MARKET

Penrith Growers Market located in the bustling Penrith Plaza has been recognised with the Sydney Markets Greengrocer of the Month award for April 2010.

Owned by the Moraitis family since May 2007 and more recently managed by John Borsellino, this store offers the local community a comprehensive range of fresh fruit and vegetables at reasonable prices and warm friendly service.

Located on a busy corner in the fresh food area, Penrith Growers Market makes good use of the high traffic area to promote their



L to R names: The team at Penrith Plaza Growers Market with manager John Borsellino and Sydney Markets representative Michael Golden

weekly specials and seasonal lines.

This stores fresh fruit and vegetables are sourced and delivered daily from Sydney Markets and turned over quickly so customers can be sure their fresh produce is ultra fresh.

Sydney Markets mystery shoppers were particularly impressed by the care that staff took whilst packing their purchases and the staff's happy demeanour. According to Mr Borsellino feedback from Sydney Markets Mystery Shopping Program has been most helpful to them for benchmarking their performance and has facilitated an improvement in the level of customer service."

**PENRITH PLAZA GROWERS MARKET: Shop 22 Penrith Plaza, Riley Street, Penrith NSW 2750. Tel 02 47321147**

## MAY 2010 - PARISI'S FOOD HALL

Veteran greengrocer Claudio Guerrero has teamed up with Mario Bombardier (previously Norton St, Bondi Junction Fresh Produce Manager) and experienced fresh produce buyer Peter Morelli to create one of Sydney's newest and most spectacular greengrocers/food halls.



L to R names: Mario Bombardier and Peter Morelli

From the moment you step through the doors onto the cool, clean, terrazzo floor, it is apparent that the proprietors have an eye for detail and quality is paramount.

By conventional standards this store is enormous and its interior opulent. After a brief encounter with the fresh flower displays, the store opens onto an expansive fruit and vegetable section that occupies around 45% of the store.

The fruit and vegetable range is outstanding and the displays impeccable. There are the usual favourites as well as the hottest new lines - organic blood limes, black salsify, baby red cos, cavolo nero and French ball carrots.

Purple tissue paper is artfully wrapped around the Packham pears, the rows of fruit are spick and span with the natural colours and shapes of the fruit and vegetables used skilfully to create appeal. The leafy greens are fresh and perky, the mushrooms snow white and strawberries are plump and fragrant.

Parisi's Food Hall on Dover Street, Rose Bay also offers a plethora of gourmet groceries, interesting breads, a deli counter, salad and yoghurt bar and their meat cabinet has also proved popular with locals. At the rear of the store you will find a quiet place to sip a latte, read a complimentary newspaper or write up a shopping list.

**PARISI'S FOOD HALL: 21 Dover Street, Rose Bay.  
Tel 02 9371 2411**



## Florist of the Month

### APRIL 2010 – TULIPANNA

With the motto “nothing is impossible” it is no wonder Tulipanna have been awarded the April Sydney Markets Florist of the Month Award. This is another award that brother and sister team, George and Anna Pizanis, can add to their collection after winning the 2008 February Florist of the Month.



*L to R names: George, Jumana and Anna from Tulipanna with A&L Florist Sundries representative Mario Olivieri*

George and Anna have been running the shop located in one Australia’s most well known locations, Bondi for over 8 years. They both cover all roles from displays and stocking to general operations, administrations and accounts.

Anna, no stranger to the business, understand what it takes to differentiate Tulipanna from its competitors.

“Our store prides itself on good quality and exceptional customer service constantly,” said Anna. “Predominantly we use word of mouth to get our name out there, but we also advertise in our local newspaper,” said Anna.

Anna and George will have no trouble communicating their achievements to the local community and will certainly enjoy spending \$1,200 on advertising to help promote Tulipanna.

**TULIPANNA: 133 Bondi Road, Bondi. Tel 02 9387 3991**

### MAY 2010 – FLORANECTAR

The May Florist of the Month award has been awarded to Floranectar in Gladesville, owned by mother and daughter team Eileen Perri and Linetta Mohan.

Both Eileen and Linetta have only been in the florist industry for five years. After both working in other design industries, they thought they would combine their skills with their passion for flowers.



*Front: Linetta and Eileen from Floranectar. Back: A&L Florist Sundries representative Mario Olivieri*

Not only is this a mother and daughter team, but the whole family is there to help out when needed.

“Dad is indispensable as he helps set up and close the shop as well as helping me unload the van after the market run and supplying me with a much needed coffee!” said Linetta.

This is the first time Floranectar has participated in the Florist of the Month Program, scoring highly in areas of customer service, shop appearance and flower presentation. When asked how the program benefits the store, Linetta replied “we feel it’s an honour to be recognised as the Florist of the Month. This award gives the shop a more elite image and encourages us, as florists to continue producing stylish and unique work”.

**FLORANECTOR: 6 Monash Road, Gladesville Tel 02 9879 0834**

### JUNE 2010 – THE FLOWER HUT (SOUTH HURSTVILLE)

Congratulations to The Flower Hut, located in South Hurstville, who have been awarded the June Sydney Markets Florist of the Month award. For Jodie Day, owner of The Flower Hut, this is yet another award she can add to her collection after taking out the 2006 Metropolitan Sydney Flower Markets Florist of the Year and also the Award of Excellence in 2007 and 2008.



*L to R names: Jane, Jodie and Debbie from The Flower Hut South Hurstville and A&L Florist Sundries representative Mario Olivieri*

After purchasing The Flower Hut from her previous employer 7 years ago, Jodie has registered the store in Florist of the Month program for the last 5 years.

“The program gives my staff and I constant motivation to ensure the criteria of the program is met at all time. If there is a dirty vase or an item not priced we are like ‘what if the mystery shopper comes in? Quick! Fix it!’” said Jodie.

It is no wonder why The Flower Hut continually score highly in areas of customer service, shop appearance, presentation and product knowledge with Jodie travelling to the Sydney Flower Market 3 times a week to ensure all the flowers sold in her store are at their best.

**THE FLOWER HUT: 64 Blakesly Road, South Hurstville. Tel 02 9547 1200**



## Save the Date – Major Events @ Sydney Markets

The following major events will be taking place at Sydney Markets – make sure you mark it down in your diary!



### CALENDER OF EVENTS

Event	Date
2010 NSW Variety Bash – B Shed to Byron Bay	August 22, 2010
Mango Auction	September 8, 2010
Cherry Auction	October 20, 2010
Sydney Florist Scholarship Competition	September 30, 2010
2010 Annual Flower Ball	October 30, 2010
Annual Markets Picnic Day / Melbourne Cup Day	November 2, 2010
Annual General Meeting – Sydney Markets Limited	November 17, 2010
Freshmark Dinner Dance	November 27, 2010

### SYDNEY MARKETS OFFICE STAFF RESTRUCTURES

A restructure has been carried out on a number of positions within the organisation. Please refer to the brief outline below:

- **Michael Golden.** The Head of Finance Corporate Services title will change to Chief Financial Officer. In addition to current duties, this position will now be responsible for the Company Secretarial role previously undertaken by Gerry Daras.
- **Catherine Roche.** Catherine has been promoted to the position of Executive Assistant to the CEO. Board related duties will remain with this position.
- **Kerrie Reeder.** Kerrie's position has been broadened to include the Communications role previously undertaken by Retina Hong. The new title of this position will be Marketing and Communications Manager.
- **Melissa Kolc.** Melissa's current role (Marketing Programs Manager) has also been broadened to include additional Marketing activities including the publication of the Markets Leader. The title will remain unchanged.
- **Antoinette Maatouk.** We welcome Antoinette as she joins SML as the new Executive Assistant.

### SYDNEY MARKETS LIMITED EMPLOYEE OF THE MONTH

**May - Joe Vartuli, night security supervisor**

During the month of May Joe assisted the Operations Support team with the preparation for the Mothers day week. During the night Joe would barricaded of the Western Open car park to free up the area for the Flower growers trucks and for extra unreserved parking for Flower customers.



His preparation around the area helped to make the busy Mothers day week a huge success as we had very good reports for the traffic movements during this busy time from tenants and florists.

Joe is also the only representative for SML afterhours (overnight). He liaises with the ISS officers to make sure that everything runs smoothly over night. Joe also helps SML staff to police the new cut off times for Semi's, B Doubles into the GTA during the month.

**June – Qin Zhang, Accounts Payable Officer**

Qin is a true team player who performs her role commendably whilst always been willing to assist in other areas. She has well earned the nickname "Qin everywhere". This has been demonstrated by her diligent efforts in filling in as Payroll Officer.



## 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 Ops Support Team
Norberta Lamond	SML	Administration
Firoz Ali Shah	SML	Site Services
Adrian La Cava	SML	Security Manager
Danny Michael	SML	Team Leader Operations Support Team
Barry Baker	SML	Operations Manager
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.

### MANUAL HANDLING INJURIES

“Manual Handling” is defined in the NSW OHS Regulation 2001 as:

‘Manual Handling means any activity requiring the use of force exerted by a person to lift, lower, push, pull, carry or otherwise move, hold restrain any animate or inanimate object.’

Back injuries and other musculoskeletal injuries are commonplace in many organisations. Manual Handling is one of the highest risk areas within the area of employee Health and Safety.

So what can you do?

1. Identifying the Manual handling task and techniques that involve Risks
2. Assessing the Risks
3. Eliminating or controlling the risks
4. Monitoring and reviewing the Risk controls

Manual handling training helps control risk and is a legal requirement. It is important that employers;

- Understand why and how manual injuries occur
- Know the potential safety risks in their activities, and
- Do their activities in a manner that minimises risk to the lowest level reasonably practicable.

Manual Handling publications can be obtained through the WorkCover web site [www.workcover.nsw.gov.au/publications](http://www.workcover.nsw.gov.au/publications)

## MARKET SECURITY & SAFETY AWARENESS

### CCTV FOOTAGE

CCTV has assisted Sydney Markets in identifying persons involved in damaging Sydney Markets Limited property well as assisting disputes in missing pallets between tenants.

CCTV Footage has again assisted in identifying people dumping rubbish in the Eastern Car Park. The people involved 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.

### 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.

**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.

# MARKET SECURITY & SAFETY AWARENESS

## 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 Zak Gudelj & Glenn Russell.
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](mailto:customerservice@sydneymarkets.com.au)

Post: c/- Sydney Markets Limited,  
PO Box 2, Sydney Markets NSW 2129

## EDITORIAL NOTES

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## Guess who's the number one forklift choice in the Australian markets?

It really is no surprise that Toyota Material Handling sells more forklifts than any other company in the Australian Fresh Fruit and Vegetable Markets. With Australia's biggest range of forklifts and the commitment to customer service and after-sales

support you'd expect from the market leader\*, we guarantee to deliver the best quality material handling solutions all year round, no matter what the season. So give us a call and get a fresh forklift deal today.



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