

SYDNEY MARKETS® Leader



A SEASONAL LOOK AT ACHIEVEMENT AND ISSUES ARISING AT SYDNEY MARKETS



CEO'S PERSPECTIVE

MARKET COMMUNITY BANDS TOGETHER TO PROVIDE RELIEF TO FLOOD AFFECTED REGIONS



CEO, Brad Latham presenting the \$10,000 donation cheque from Sydney Markets Limited to Virginia Judge MP for the Queensland Flood Relief Appeal.

It is no secret that 2011 has already proved a tough year for many Australians. With floods and cyclones, natural disaster has wreaked havoc throughout the lives of many – particularly those involved in the horticulture industry.

Tough times often bring out the best in humanity and I am pleased to say that Sydney Markets has played a key part in helping our fellow Australians get back on their feet in the wake of such tragedy.

In Queensland, the Brisbane Markets paid tribute to the hundreds of volunteers and emergency services personnel who all helped in its swift recovery after January's flood disaster, with wholesalers able to receive and distribute produce in a limited capacity just 60 hours after the clean up began.

In addition, Sydney Markets donated \$10,000 to the Queensland Premier's Disaster Relief Appeal. Following on from this Sydney Markets Limited also donated \$150,000 to the Sydney Markets Foundation for distribution to the industry affected by these disasters.

MOVING FORWARD

Already, wholesalers are predicting that it could be up to two more years before the industry is back on its feet again. Damage of over \$100 million has been estimated, given the fresh produce lost, vehicles and equipment destroyed and infrastructure damage. In spite of this there is still plenty of produce available at Sydney Markets.

A great example of "mateship" was Les Darcy, the owner of Fruitwheels who provided trucks and gathered supplies to ship to those in need.

Banana growers from far North Queensland took another hit when Cyclone Yasi hit in February. According to the Australian Banana Growers Council (ABGC), the towns of Innisfail and Tully were the two worst affected.

There is no denying hard work lies ahead. A large number of growers are set to encounter repair costs, with crop insurance not available for banana farms.

Sydney Markets would like to take this chance to extend our best wishes and support to all those who have been affected by these natural disasters and wish you all a speedy recovery for your business.

Sydney Markets is heavily involved in supporting the Market community and as you will see throughout the publication, we are active in the support of many major charities and community events including the Co.As.It. Italian Heritage.

SITE UPDATE

On a lighter note, latest upgrades to the site include the signage on Awning P (images on page 23) promoting the internal markets to the Homebush West side of the business and Flemington Station.

Also, the finalisation of the construction of the 300 metre long awning on Building E now provides protection from the elements for tenants.

Bradley Latham
Chief Executive Officer

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INDUSTRY NEWS

CYCLONE YASI DEVASTATES BANANA GROWERS IN FAR NORTH QUEENSLAND



Banana growers across Far North Queensland, in particular Innisfail and Tully, have been the worst affected by Tropical Cyclone Yasi, according to the Australian Banana Growers' Council (ABGC).

ABGC Chairman Cameron MacKay said the industry has taken a significant battering with 95 per cent of major production affected in the Tully and Innisfail region, approximately 20 per cent on the Atherton Tablelands and a further 80 per cent in the Kennedy area south of Cardwell.

"With industry worth \$400 million, a total of 75 per cent has been affected," Mr MacKay said.

"The majority of Australian bananas are grown in tropical north Queensland, so this is a fairly significant disaster for our industry," he said.

Mr MacKay went on to say that there are small production areas in south-east Queensland, New South Wales and Western Australia which will mean there are some bananas available for consumers, but the loss of virtually all the north Queensland farms is almost beyond comprehension.

"While there will be an interruption in supply for the next four months, and consumers are going to see some weather damaged fruit, this should not detract from the fact that there is still some good quality product available," Mr MacKay said.

"Bananas will continue to be Australia's number one fruit, so we ask that our consumers understand that the interruption of supply is caused by something completely outside grower control," he said.

"It is very important for our families, our workers, our economy and all Australian banana consumers that we get the mess cleared away as soon as possible, so that our crops can be replanted and buildings restored to be able to get fruit back on the shelves sooner rather than later," he said.

"It is vital that we receive the support necessary to get back to full production as soon as possible."

Many growers are facing massive repair costs as crop insurance is not available for banana farms, therefore the industry is facing a huge financial and personal struggle to return production to its previous levels of more than 450,000 cartons per week.

BRISBANE MARKETS PAYS TRIBUTE TO VOLUNTEERS HELPING ITS RECOVERY



The Brisbane Markets has paid tribute to the hundreds of volunteers and emergency services personnel who helped in its swift recovery after January's flood disaster, with wholesalers able to receive and distribute produce in a limited capacity just 60 hours after the clean up began.

On Tuesday 11 January, the 77 ha Rocklea site took the full force of the flood with water, mud and sludge rising to a depth of 1.5 metres in its Central Trading Area, and up to three metres in some warehouses, engulfing ground floor offices, storage sheds and cold rooms.

By Friday 14 January, Market tenants were joined by the Australian Army, State Emergency Services, NSW and Queensland Fire and Rescue Brigades and hundreds of volunteers to begin the cleanup effort.

By Sunday 16 January, limited distribution recommenced on the Central Trading Floor using generator power for lighting and by the next morning, Monday 17 January, wholesalers were trading with fresh produce that had arrived overnight.

Sydney Markets would like to extend their best wishes to Brisbane Markets, growers, wholesalers and everyone who has been affected by the floods during the recovery period.

For anyone wishing to donate to the Sydney Markets Foundation flood appeal please contact Freshmark on 97643244 or PO Box 6 Sydney Markets 2129. Donations of \$2 or more are tax deductible.

INDUSTRY NEWS



RACE TO RACE

The recent Friday night 'Race to Race' function at Canterbury Park heralded the start of a new era in Sydney Markets' charity and fundraising efforts, with the first fundraising function for the newly established Sydney Markets Foundation. The 260 guests enjoyed good food and company in the exciting atmosphere of night racing while digging into their pockets in response to MC, Glenn Wheeler's encouragement to buy another raffle ticket.

'We started Sydney Markets Foundation so we could directly help those in need, particularly people associated with the Markets and the industry who are doing it tough. When we were organising this function last year, we had no idea we would be facing our first challenge so soon; with the terrible floods up and down the eastern half of the country and now the cyclone in Queensland, plus the bushfires in WA,' commented Foundation Chairman, Bill Chalk.

The Foundation is owned by the NSW Chamber; however it really belongs to the whole Markets. This is one of the reasons why two of the board members are nominated by SML.

The Foundation has been active in recent weeks raising funds to help people in real need as a result of the floods (and now the cyclone).

Thanks to the support of SML, Sydney Markets Credit Service and the dozens of businesses and individuals answering Foundation Vice Chairman, Lui Cicco's call for donations, the appeal total is already over \$230,000.

'In coming months we will be identifying areas of need where we can help; particularly where the need may not have been met by Government or a major appeal,' Said Bill Chalk

A good night was enjoyed by all and importantly raised several thousand dollars for the Foundation's flood appeal.

For anyone wishing to donate to the Sydney Markets Foundation Flood Appeal please contact Freshmark on 9764 3244 or PO Box 6 Sydney Markets 2129. Donations of \$2 or more are tax deductible.



INDUSTRY NEWS *Race to Race continued*



TRIM FRESH OWNER KICKS A GOAL FOR QUEENSLAND FLOODS



By day, he runs the successful Trim's Fresh fruit and vegetable stores, but last week Tony Trimboli became a star when he paid \$14,600 to play in the Legends Origin Match with Australia's best-known sportsmen to raise money for those affected by the Queensland floods.

Like many Australians, Mr Trimboli wanted to help out those in Queensland and donated \$2,000 to the Flood Relief appeal. When radio station, Triple M, ran a competition the same week inviting listeners to make a bid to play with sporting stars, including Wally Lewis, Wendell Sailor, Mal Meninga and Ryan Girdler in the Legends Origin Match, a charity event for flood victims, Mr Trimboli got on the phone as quick as he could and soon found himself in a bidding war with one other contestant, which he won.

In total, he donated \$14,600. "I wanted to help out because our industry is really affected by the Queensland floods and we need things up there to get up and running as soon as possible or else everyone in Australia will suffer," Mr Trimboli said.

The event was held on Thursday 27 January at Parramatta Stadium. It was a big day for Mr Trimboli, who had been up working since 2 am that morning. "I received a call at midday saying that I needed to be at the stadium by 4pm," he recounted.

Mr Trimboli's first thought was that he would spend five minutes on the field. "I ended up spending 45 minutes and even scored a try," he said. "I've always been into rugby league, but I've never had the opportunity to play before. This was one of the most exciting things I've ever done in my life – besides having kids."

A support crowd even gathered calling out "Trim, Trim, Trim" as Mr Trimboli entered the playing field. "The fans were overwhelming," he said. "They made me feel like the Wally Lewis of New South Wales."

Queensland and New South Wales went head-to-head in the NRL challenge and managed to raise \$455,345, which will be donated to the QLD Premier's Flood Relief Appeal.

Such generosity impressed Mr Trimboli. "That's what Australia is like and that's what makes us all good Australians," he said.

Mr Trimboli has a long history with fruit and vegetables. After leaving school, he began working with the Duffy Bros chain before opening his first fruit and vegetable store in 1999, which he named Trim's Fresh.

Today, he owns and buys for his five Trim's Fresh stores, which are located in Casula, Wetherill Park, Green Valley, Bankstown and Leichhardt. With this experience and knowledge, he predicts that the floods will affect not only Queensland, but everyone in Australia.

"No matter how big or small, rich or poor you are, you will suffer in some way because everybody uses fruit and vegetables no matter where they are," he said.

CHINESE NEW YEAR — 2011 YEAR OF THE RABBIT



L to R: Jin Wu Koon Community Dance Group, SML CEO Brad Latham, Ernest Wong Deputy Mayor of Burwood, Virginia Judge MP, SML Director Neil Mathews God of Wealth and Assistant and SML Marketing and Communications Manager Kerrie Reeder at the eye-dotting ceremony

SYDNEY'S MARKETS LAUNCHES CHINESE NEW YEAR WITH THE LARGEST LION DANCE IN THE SOUTHERN HEMISPHERE

The largest lion in the Southern Hemisphere roared into life in February at Sydney Markets, Flemington, as part of the official Eye Dotting Ceremony to mark Chinese New Year.

Specially produced and imported from China, the lion was brought to life by 50 participants, including stallholders from Sydney Markets Flemington. Member for Burwood, Virginia Judge and other dignitaries attended the event and joined in an historic moment by dotting the lion's eyes on Wednesday 2 February from 6am to 9am at Sydney Markets, Flemington.

"Dotting the Eye" refers to the Chinese tradition of painting in the eye of the Chinese lion before the start of the lion dance to awaken the animal's spirit. Hoi Gong is a traditional ceremony to awaken a new lion, or from a more traditional viewpoint, bring down the spirit of the lion from the heaven and give it life. This ceremony signifies the existence or birth of a new lion into the world and also means that the markets have been blessed.

While eye dotting differs depending on the school, in most southern kung fu schools it begins with the new lion laying down with its eyes securely shut and the mouth closed tight – waiting to be awakened – the lion is then invited to open its eyes by dotting the lion with symbolic blood or red ink-cinnabar. Red, according to Chinese tradition, is a life-giving colour meaning good fortune and prosperity.

A red ribbon is tied to the lion's horn, which is a symbol of courage and honour to signify that the lion is now tamed. Dotting is carried out to the soft sounds of the drum, gong and cymbal, which all become louder as the lion awakens.

As the lion wakes, firecrackers are lit and explode to drive away evil spirits and bad luck. Its eyes are the first thing to move, followed by the lion's mouth as it begins to breathe. Once it is fully awake and ready for its first performance, it bows three times.

The lion was also included in the Chinese New Year Night Parade.

Sydney Markets is considered one of the largest multicultural work places in NSW with over 50 different ethnic backgrounds represented at any one time within the Markets.

LEMDELL GROUP MUSHROOMS



CAMDEN FARM MUSHROOMS OPENS

From humble beginnings in 1975 Lemdell Pty Ltd is the largest supplier of fresh mushrooms in New South Wales and has recently expanded with the purchase of an additional farm named Camden Farm Mushrooms at Rossmore.

Frank and Peter Capobianco opened their doors on Camden Farm at Rossmore on November 30, 2010, allowing special guests and the media to look inside the modern and high tech facility.

The modern Dutch Mushroom Growing Facility is on 3.51 hectares with 18 Dutch style shelved growing rooms, climate control software, advanced technology refrigeration, steam generation and water boiler units, staff amenities and office areas. The site also boasts two water tanks and onsite enviro-cycle systems. The facility is one of the most modern and up to date

mushroom farms in Australia, and has the production capacity of 10,000 boxes per week.

Camden Farm Mushrooms is managed by Leif Levang who has over 25 years experience growing and managing mushroom farms both in South Africa and Australia.

According to Mr. Levang, Camden Farm Mushrooms facility is one of the best in Australia, liking the facility to the "United Nations" with workers representing a wide range of nationalities coming together.

The Capobiancos said it was an exciting time for themselves, their families and their staff.

For more information on Camden Farm Mushrooms please contact Leif Levang, General Manager, Camden Farm Mushrooms:
 Mobile 0448 496 682
 Email leif@camdenfarm.com.au

TAKING BANANAS TO THE STREETS

AUSTRALIAN BANANAS MARKETING CAMPAIGN 2011

After a successful first year with the hit series 'So You Think You Can Dance' on Channel Ten, the Australian Banana Promotions team now moves into the second phase of the program, taking on the challenges of driving consumer behaviour to build demand for Australian Bananas - With the ultimate goal of making it the snack of choice by the year 2015.



One of the big developments in the media strategy this year will be the introduction of outdoor advertising. The Australian Bananas message will be delivered through hundreds of billboard sites, shopping centres, and bus-back posters around the country. These high-impact outdoor sites are designed to hit our young target audience while they are out and about, looking for energy snacks to refuel on.



The campaign will also advertise on digital screens fitted in elevators. Considering that a large number of our target audience work in office jobs in capital cities – we will be able to remind people at key snacking times of the benefits of grabbing a banana to satisfy their hunger. This simple medium will deliver our animated advertising messages 90 times a day in 234 CBD towers across Australia.

Australian Bananas are also breaking new ground in the online space with over 13,000 fans on its facebook page making it one of the most popular pages in the country. The fan page gives the industry an opportunity to have a two-way conversation with its core audience groups. To further enhance the online offering to consumers, we created an interactive facebook game called the 'Banana Democracy' that invited people to vote on a series of fun and quirky topics, having to decide if they are either a "No No"

or "Na Na". The game launched in September 2010 and was received well amongst the facebook community driving more than a 1000 interactions a day over the two month period. Australian Bananas Ambassador – Billy Slater is also a regular contributor on the facebook site, bolstering the engagement we have with our audience.



Radio advertising was a very successful component of the campaign in 2010 and it will continue to play a major role in driving sales moving forward. Further to national radio advertising this year the program will focus on in-store radio at Coles and Woolworths supermarkets to drive bananas sales at the point of purchase.

As in previous years Australian Bananas are heavily involved within the community in promoting bananas as part of a healthy lifestyle. Every year the industry partners with various groups across all regions around Australia. Highlights for this year were the National Ride to Work Day which was promoted in all major capital cities and also recently the 'Tour Down Under' in South Australia.

Research is showing that, since the launch of the campaign in 2010, sales and attitudes are already starting to move in a positive direction.

For example, awareness of advertising by our target audience has jumped from 26 percent to 40 percent. And those in the audience who strongly agree that bananas are a preferred energy snack increased from 34 percent to 44 percent.

But perhaps most encouraging is the percentage of our audience purchasing bananas which has jumped from 66 percent to 77 percent.

As we look toward the next stage of the campaign the focus will be on capitalising on this shift in behaviour and attitude to build even greater demand for Australia's favourite fruit.

SYDNEY MARKETS CONGRATULATE OAM RECIPIENTS

Sydney Markets would like to extend their congratulations to Wilson Younan and Niall King after they were both awarded with an Order of Australia Medal for their outstanding services to the community.

Niall King was also awarded Strathfield Citizen of the Year in 2011 and is well known around Sydney Markets. Niall was contracted to handle all of SML's plumbing requirements and he has watched the Markets grow since the works started at the Flemington site back in 1972.

Niall has helped raise over \$250,000 for Multiple Sclerosis research for the Trish Foundation and has also contributed extraordinary personal generosity. His wife, Carole, lives with MS and Niall is her full time carer. Niall is a leader by example who inspires others in pursuit of finding a cure for MS and is an Australian to be admired.



Suzanna Freund, Margery Foss, OAM and Strathfield Citizen of the Year Niall King and Ray Wilson Photo: Burwood Scene

Wilson Younan of Cecil Hills was awarded his OAM in 2010 for services to the Assyrian community in Australia, particularly as a broadcaster and journalist. He also helps Assyrian migrants who have just arrived in Australia to find homes and jobs.

Wilson is heavily involved at Sydney Markets as he is the Managing Director of Storm International Pty Ltd who commenced the office and toilet cleaning contract in 2003 at the Flemington site. In 2008 Storm International was awarded the prestigious Golden Service Award for excellence in cleaning standards at Sydney Markets Flemington.

Sydney Markets would like to congratulate both men for their outstanding and admirable achievements to the community.



Wilson Younan and Marie Bashir AC Governor of NSW at the OAM Ceremony

Norm Ellis (1925 - 2011)

FORMER SYDNEY PRODUCE IDENTITY NORM ELLIS HAS PASSED AWAY AGED 85 YEARS.

Norm entered the Sydney produce markets in 1955, buying a small vegetable stand in "A" Shed, Haymarket, from Fred Murray. He later specialised in fruit after purchasing the business of Weymark and Son in 1957, situated in "A" Row, "A" Shed.

Norm moved to the retailing side of the fruit & vegetable business in association with the Sarcasmo family ("Duffy Bros") in the early 1970s, as the wholesale produce markets transitioned to Flemington.

Many agents will recall Norm being seriously infected with the golfing bug, caught in his early market years. He was a devoted Wednesday regular at St Michael's with the Sydney City Markets Golf Club, serving as its secretary through the late 1950s and '60s.

He passed away peacefully in retirement at Toronto, NSW, on New Year's Day.





Fruitful Memories

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



A. Giuliano's Fruit Shop at 368 New South Head Road Double Bay, NSW 1930s



Linda Nellor, Curator of the exhibition with Year 5 and 6 students

RIVERINA STUDENTS LEARN ABOUT ITALIAN FRUIT SHOPS

GRIFFITH NSW – On show at Griffith City Library from the 5 February 2011 is the photographic exhibition, entitled Sydney's Italian Fruit Shops – The Original Green Grocer. What better city could there be to kick off the regional tour than Griffith, a city that owes so much to Italian migration.

The free travelling exhibition is sponsored by Sydney Markets Limited and is open to the general public from 5 February until 28 April 2011. It offers students and their teachers excursion packages to accompany the exhibition. These packages have been specifically adapted for the Riverina students.

Recording and celebrating Italian heritage is one of the main objectives of Co.As.It as an organisation and it is important that this knowledge be passed on to future generations. It is hoped that students who visit the exhibition not only examine and appreciate the photographs and history on display, but also gain an appreciation of the sacrifices and contributions Italian migrants made in those early days.

Co.As.It. (Italian Association of Assistance) has developed a set of learning materials to accompany the Fruit Shops Exhibition which

has been informed by the relevant NSW Italian and History syllabus documents.

The education package is available for students in years 5-6 and 7-12 and the exhibition explores the history and significance of Italian fruit shops in Sydney from the turn of the twentieth century to the present.

After the excursion, teachers can help their students to understand the ways that Italian fruit shop owners and Italian migrants in general, made an impact on Australian culture and how we can see this presence today.

The material was developed to be an interactive resource, with students being encouraged to search for information and be active learners in the process. Students will be able to collect and interpret information by accessing a series of websites. As today's students are technology savvy users of multimedia resources, links to sites providing authentic and interesting information (such as accessing pictures from the National Archives of Australia website and clips of Italian documentaries from YouTube), have been included in the excursion material.

For more information regarding the excursion packages, contact Maria Capobianco at Co.As.It. on tel: 02 9564 0744 or email: maria.capobianco@coasit.org.au



Florist of the Year



A&L FLORIST SUNDRIES ON BOARD FOR THE 2011 FLORIST OF THE YEAR PROGRAM

Sydney Markets Limited is happy to announce that A&L Florist Sundries is back on board as the major sponsor of the Sydney Flower Markets Florist of the Year program for 2011. This is the third consecutive year A&L Florist Sundries has supported the program.

"The Florist of the Year Program is recognised within the industry to be a useful resource for participating florists and Sydney Markets is delighted to have the continuous support of A&L Florist Sundries," Melissa McKibbins, Marketing Programs Manager for Sydney Markets, said.

"We look forward to bringing another successful Florist of the Year program to all registered florists across NSW and ACT for 2011."

A&L Florist Sundries were established in 1974 and are suppliers of all florist sundries and fresh cut flowers. All product lines are of exceptional quality and guaranteed with the florist wholesale team the best in the field.

Sydney Markets would like to thank A&L Florist Sundries for their continuous support of the Florist of the Year program.

WHAT IS THE FLORIST OF THE YEAR PROGRAM?

The Florist of the Year will be commencing in February with both the metropolitan and regional florists receiving recognition for their achievements within the industry.

The Flower Program consists of three mystery shopping evaluations with the top 30 florists qualifying as preliminary finalists. From the top 30, nine of the finalists are awarded the Florist of the Month Award and 21 finalists are awarded the Award of Excellence.

Florists are evaluated on appearance, quality of flowers, product knowledge, customer service and their use of merchandising and

branding skills and are judged from a customer perspective by anonymous shoppers.

The Florist of the Month recipients receive a \$1,200 advertising package, one month free entry to Sydney Markets, direct entry to the Florist of the Year Awards which is presented in October at the NSW Flower Growers Dinner Ball and a \$100 gift voucher from our sponsor, A&L Florist Sundries.

If you would like further information about the Florist of the Year Program please visit www.sydneymarkets.com.au



A&L Florist Sundries staff – from left to right: Alan Belford, Vince Olivieri, John Olivieri, Joy Neave, Mario Olivieri, Donato Sofi and Mohammed Ayub

Exclusive to A&L Florist Sundries – Dendrobium Orchid Hybrids

Sydney Flower Market
Stand 102, Flower Shed
Sydney Markets
NSW 2129
Phone: 9746 0391

Warehouse
1336 The Horsley Drive
Bossley Park
NSW 2176
Phone: 9610 7726



Dendrobium
Orchid hybrids - DOUBLE
bunch (10 stems per bunch)
Only \$12.00 + GST
(Pick up off Market floor)

Size: In comparison to the largest size available in the Sydney Flower Market, Size M – these Dendrobium Orchid Hybrids are EXTRA LARGE to Size LL. **Guaranteed Quality:** The longest lasting DEN. ORCHIDS available in the entire Wholesale Flower Market (Minimum 10 days VASE LIFE)

A&L Florist Sundries provide exceptional quality product lines for all your sundry needs and are open 7 days a week from two convenient locations.



Sydney Markets Leader Magazine Market Personality

ROBERT GIANANTE, LINTON FRESH FLOWERS

How long have you worked in the flower business:

I was born and bred on the flower farm

I have owned this business for:

I have co-owned this business with my brother for the last 10 years, prior to that I worked in the business for my parents

If I could have any job in the world:

I would be a professional soccer player

My worst trait:

I always lose my keys and misplace my wallet

Favourite movie:

Shawshank Redemption

My favourite TV show:

Las Vegas

My dream holiday:

Las Vegas for one month with a pocket full of cash

My favourite car:

Lamborghini

Something that most people don't know about me:

I have never read a book in its entirety

Favourite sport:

Soccer (the real football)

If you were stranded on an Island who would you most

want to be with:

My wife Kim

I learnt the trade from:

My parents and later formally educated at TAFE in floriculture

My parents taught me:

Don't put off till tomorrow what you can do today

I can't live without:

Watching soccer on the weekends

Favourite food:

My wife Kim and daughters homemade gnocchi

My favourite book:

One that is read to me

Do you have any pets:

Yes, a German Shepherd Dog called 'Bobby'

The best decision I ever made:

To ask my wife to marry me

I'm passionate about:

Everything I do

I support:

Tottenham Hotspurs



MERIT AWARD

THE MARKET INDUSTRIES COMMITTEE MERIT AWARD GOES TO THE HIGHLY DESERVING JOE ANTICO

During the evening festivities at the Sydney Markets Gala Ball, Joe Antico, owner of Sinclair and Antico was awarded the highly coveted Market Industries Merit Award.



Some say Joe Antico knows more about fruit and vegetables, and how to sell them, than most others would ever learn in two lifetimes.

He was brought up in the family fruit and vegetable retail business but as he grew older it was the hustle, bustle and excitement of Sydney Markets that attracted him to become involved in wholesaling more than 50 years ago.

Over the years his business has grown and expanded and, while he has become involved in other ventures, it has always been fruit

and vegetable wholesaling that has been his passion. Although it takes a good understanding and a smart business head to make it in this very competitive industry; it is genuine passion and love of the industry which makes that success last.

The understanding and passion is evident when he talks about providing a service to their growers and buyers. It is not just lip service; it is what their business is all about. No wonder they are widely recognised as one of the leading wholesaling businesses in the Markets and are often quoted as an example of what a good wholesaling business should be.

Joe's commitment to the central Markets system and Sydney Markets in particular, is renowned. This is evident by his personal involvement in numerous committees and industry organisations for the betterment of the Markets and the industry.

This personal commitment, which has extended for decades, has often been behind the scenes doing the thankless jobs that don't get much praise but are essential for the success of these industry enterprises.

Joe Antico, the Merit Award recipient for 2010, is a great ambassador for the industry; a stalwart of the Chamber Committee; and long serving Chamber Treasurer.

Congratulations Joe on this outstanding achievement.

MORE AWARD WINNING FRUIT AND VEGETABLES RECIPES



On 28 October, Australian Association of Food Professionals (formerly Food Media Club Australia), held their national biennial Awards and we are thrilled to report that Sydney Markets Seasonal Recipe Card collection (written by Annette Forrest) took out the award for Best Recipe Writing in Advertising.

To be recognised with an Australian Food Media Award, the country's premier acknowledgement of supreme achievement in Australian food media is a fantastic achievement for Sydney Markets and certainly validates the quality of the materials produced by Sydney Markets marketing team to promote fresh fruit and vegetables.

The recipes are extremely popular with retailers and their customers. Recipes are seasonal, easy to prepare and most of all they are easy to follow and reproduce. As a marketing and educational tool for greengrocers they are a fabulous resource to encourage and increase fresh product sales.

Autumn recipes out now

The latest collection of 16 mouth-watering recipes cards and the informative autumn seasonal guide will be in store greengrocers across NSW and ACT by late February 2011.

Greengrocers will also receive free Fresh for Kids recipe booklets to add to their recipe collection.

Autumn...
Quick and easy
recipes and tips

fresh for kids Recipe Ideas

QUICK RECESS, LUNCH AND SNACK IDEAS

Lime & lemongrass chicken with bok choy

Lime & lemongrass chicken with bok choy

Preparation: about 15 minutes
+ marinating time
Cooking: about 15 minutes
Serves: 4

- 3 garlic cloves, finely chopped
- 1/2 cup lime juice
- 1 stem lemongrass, bruised, trimmed and finely sliced
- 600g chicken thigh fillets, thickly sliced
- 2 1/2 tbs peanut oil
- 2 red onions, cut into thin wedges
- 2 bunches baby bok choy
- 1/4 cup Vietnamese dipping sauce or sweet chilli sauce
- 1/2 cup coriander leaves
- Steamed jasmine rice, to serve

1. Combine garlic, lime juice and lemongrass in a shallow ceramic dish. Add chicken and toss to coat. Cover and refrigerate for 1-2 hours to marinate.

2. Heat 1 tbs oil in a wok over high heat. Using a slotted spoon, add half the chicken. Stir-fry for 2-3 minutes until golden and almost cooked through. Transfer to a plate. Repeat using 2 tsp oil and remaining chicken.

3. Add remaining 1 tbs oil and onions to wok. Stir fry over high heat for 1 minute. Add bok choy and dipping or sweet chilli sauce. Stir fry for 1 minute. Add chicken and stir fry for 2 minutes. Toss through coriander and serve with steamed jasmine rice.



Limes
Like all citrus fruits, limes are a top source of vitamin C. This vitamin helps the body defend itself against infection. If the flesh of limes is consumed, it provides a good source of dietary fibre, which helps keep the intestine functioning well.



GREENGROCER OF THE YEAR AWARD

WINNERS ANNOUNCED

Now in its ninth year, the Sydney Market's Greengrocer of the Year Awards is one of the most comprehensive fresh produce awards in Australia. Professional 'mystery' shoppers visit each independent greengrocer on at least three occasions throughout the year and anonymously rate them on set criteria, including produce range and quality, store cleanliness and customer service.

With over 211 independently run businesses being judged against 40 separate criteria, becoming a finalist is a huge achievement; taking out the actual title is industry recognition of being the best of the best.

This commitment to excellence and passion for fresh produce was officially recognised by Sydney Markets with the announcement of Greengrocer of the Year Award winners on 27 November at the Sydney Markets Gala Ball with Daily Fresh, Randwick being awarded the 2010 Metropolitan Greengrocer of the Year and Country Fruit, Bathurst winning the 2010 Regional Greengrocer of the Year Award.

According to Sydney Markets Limited CEO, Bradley Latham, "A quality Greengrocer often becomes the focus of a local community," said Mr Latham. "There's more choice, less rush, and the chance to chat with the owners and staff about what's in season. Both Daily Fresh and Country Fruit Bathurst offer customers a more complete shopping experience; they listen to their customers and respond to their requests. This commitment to quality fresh produce, wider choice and old fashioned customer service really does make a difference."

This year's awards presentation culminated in the launch of a new initiative, the inaugural Award of Retail Excellence. This award sets a new bench mark for excellence in fresh produce retailing and recognises a significant achievement by an independent greengrocer who has won three consecutive Greengrocer of the Year Awards. The 2010 Award of Retail Excellence was presented to Craig Sharah of Country Fruit Bathurst.



John Pearson, SML Chairman, with 2010 Greengrocer of the Year Winners, Craig Sharah, Country Fruit, Bathurst and Nick Sofia, Daily Fresh, Randwick and MIC President Joe Zappia.

Daily Fresh, Randwick – 2010 Metropolitan Greengrocer of the Year



105 Frenchmans Road, Randwick NSW 2031

Daily Fresh, Randwick, is a wonderful example of how a long family tradition of selling fresh fruit and vegies has influenced the modern shopping experience.

The Randwick store has evolved into a one stop shop, carrying 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!

Central to the success of Daily Fresh is their commitment to customer service; helping, suggesting and most importantly, listening to their customers' changing tastes and needs and sharing their exceptional product knowledge.

Country Fruit, Bathurst – 2010 Regional Greengrocer of the Year



165 George St, Bathurst NSW 2795

For an unprecedented third year in a row, Country Fruit, Bathurst, has taken out the title of Regional Greengrocer of the Year. As a fourth generation Greengrocer, Craig Sharah has constantly reinvented his store in both its look and the produce they sell.

Adapting to new trends and tastes, Country Fruit has supported local growers to supplement its vast range of fresh produce sourced from the Sydney Markets. Once again, well trained staff with in-depth product knowledge has been a cornerstone of Country Fruit's success and popularity in their local community.

In recognition of winning a third Regional Greengrocer of the Year title, Sydney Markets this year also honoured Craig Sharah and the team at Country Fruit with the Award for Retail Excellence for outstanding achievement in fresh produce retailing.

2010 Greengrocer of the Year finalists

METROPOLITAN

- Best Fresh Farm Markets, Caringbah
- Daily Fresh, Randwick
- Fruit Ezy, Chatswood
- Kareela Fruit Market, Kareela
- Martelli's Fruit Market, Cherrybrook
- Minchinbury Fruit Market, Minchinbury
- Parisi's Food Hall, Rose Bay
- Simply Fresh, Woden
- Sydney's Best, Engadine
- Southgate Sylvania Best Fresh, Sylvania

REGIONAL

- Country Fruit Bathurst, Bathurst
- Farmer Bob's Fruit Market, Tamworth
- Jesmond Fruit Barn, Jesmond
- Mitchells Fruit, Warilla
- Mountain Fresh Growers, Winmalee
- Mr Spudley's Vegie Patch, Shellharbour
- Southlands Fruit and Vegetables, Moruya

A full list of finalists and monthly winners is available at www.sydneymarkets.com.au/greengrocer/greengrocer_2010.html

The Sydney Markets Gala Ball 2010

The Gala Ball was held at Doltone House with over 500 guests. Glenn Wheeler was once again a wonderful MC even though he was running a little late... after he 'swam' all the way to get there..

The entertainment once again was outstanding; the Justice Crew jumped, twisted and turned thrilling everyone in the room. Shannon Noll had everyone enthralled and up dancing from the young to the young at heart; it was great to see.

Congratulations to the Merit Award winner Joe Antico from Sinclair & Antico and the Metropolitan Retailer of the Year Daily Fresh Randwick and the Regional Retailer of the Year once again for the third year in a row Country Fruit Bathurst.

Freshmark (The NSW Chamber of Fruit & Vegetable Ind.) and the Market Industries Committee would like to take this opportunity to thank everyone who was involved in making it a great night especially our sponsors – without their support we wouldn't be able to hold such events:

Sydney Markets Limited, Toyota Material Handling, CHEP, VISY, SMCS, Strathbrook Services and Westpac.



The Sydney Markets Gala Ball 2010 *continued*



Photos by Louise Baker

FRESH FOR KIDS

KIDS GET SET TO GO BANANAS AS 'FROM FARM TO PLATE' RETURNS



Bazza Banana is getting ready to meet Year 2 students from schools around Sydney and teach them why eating fruit and vegetables rocks as Sydney Markets' popular From Farm to Plate program returns for another year.

From Farm to Plate teaches Year 2 students valuable information about the different parts of a plant; where fruit and vegetables come from; how much fruit and vegetables students should eat each day; the difference between fruit and vegetables and the process of how fresh produce travels from the farm to your plate through the Central Markets System.

Since making its debut in 2010, From Farm to Plate has made a strong impact on school children. According to Melissa McKibbins, Marketing Programs Manager of Sydney Markets Limited, the program reported maximum bookings last year, with similarly strong interest expected for 2011.

She encourages schools to get involved in this amazing opportunity once again. "Children will also be taught about the healthy benefits of a diet rich in fresh fruit and vegetables," she added. "The From Farm to Plate presentations will teach children all they need to develop healthy eating habits for the rest of their life, while also having fun in the process of learning."

As part of the program, a representative from Sydney Markets will come to your school to conduct the presentation. The visit will also include a viewing of a DVD on banana nutrition, banana taste testing and an appearance by none other than Fresh for Kids gang member, Bazza Banana.

This year's Fresh for Kids From Farm to Plate school presentation is sponsored by Australian Bananas.

From Farm to Plate school presentations are free and places are limited.

For further information about From Farm to Plate school presentations, please email freshforkids@sydneymarkets.com.au or phone 02 9325 6200.

INDUSTRY SUPPORT FOR FRESH FOR KIDS

Fresh for Kids continues to capture the interest of industry associations who see the benefits of the Sydney Markets program; we welcome Australian Bananas as sponsors of the hugely successful program for the second year in a row.

Fresh for Kids was one of the first programs developed to combat the alarmingly low levels of fruit and vegetable consumption 14 years ago, by educating parents, teachers and carers on how to make fresh fruit and vegetables more appealing to primary school aged children.

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

Australian Bananas joins the NSW Chamber of Fruit and Vegetables, Sydney Markets Credit Services and the Sydney Markets Race Day as sponsors of the Fresh for Kids Program.

MAKE YOUR NEXT RETAIL PROMOTION STAND OUT WITH THE F&V GANG



Photo by Louise Baker

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 roving 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



FRESH FOR KIDS

SYDNEY MARKETS LIMITED SPORTING SCHOLARSHIP WINNERS ANNOUNCED



Marlee Barber from Concord High School is presented her SML Scholarship by SML Marketing Programs Manager, Melissa McKibbins

Marlee Barber from Concord High School and Alex Silcock from Gosford High School were awarded the 2010 Sydney Markets Sporting Scholarships which were announced at the NSW Combined High Schools (CHS) Blues Awards held at Bankstown Greyhound Social Club on Friday 10 December.

The New South Wales CHS Sports Association, through its numerous programs, offers the opportunity for many students to develop their sporting careers. These programs include state wide knockout competitions and New South Wales CHS representative teams.

The Sydney Markets Scholarship awards recognise students in Year 11 or below for their sporting achievements, excellence and dedication. Marlee and Alex will both receive \$1,000 cash and \$1,500 worth of fresh fruit and vegetables for a year.

This is Alex's second year of winning the Sydney Markets Scholarship; a feat achieved by no other student since the scholarship was introduced in 2002.

In 2009, Alex won the Australian All Schools Singles Open Men's tennis title. He was successful in helping his team win the National teams' event, the Pizzey Cup in Hobart and was named in the Australian Honour team. This is one of the highest honours an individual can reach in Australian school sport tennis.

Alex's outstanding form continued throughout 2010. In May in Wollongong, Alex was nominated for the prestigious role as captain of the NSW all schools tennis team. His excellent singles and doubles performances contributed to his team capturing the National Championships for the second year in a row. Capping off a remarkable year, Alex once again won the Australian Schools

Singles title and was first pick for the Australian Honour team.

Outside of school tennis, Alex is currently ranked 132 in Australia and competes in many local, national and international events. He was also named NSW captain by his peers and managers which is a testament to the high regard Alex is held.

Marlee Barber, a Year 11 student at Concord High School is also an outstanding recipient of the Sydney Markets Scholarship award.

Marlee has dominated the CHS Diving Championships for the past two years. During this time she has won 11 gold medals, three silver medals and a bronze medal. She has also continued to maintain an excellent standard of academic success and has also been elected as School Captain for 2011.

At the 2010 CHS Championships, Marlee achieved three gold medals including the Champion of Champion event and was named Female Diver of the Meet.

At the School Sport Australia Championships, Marlee was given the prestigious honour of being named team captain. She placed first in platform and second in the springboard and synchronised events. As a result of her achievements, Marlee was awarded the Australian Schools Sports Sportsmanship Integrity and Fairplay Award. In addition to achieving remarkable results as an athlete, Marlee has officiated at both NSW Combined High Schools and School Sport Australia Carnivals displaying high standards of impartiality.

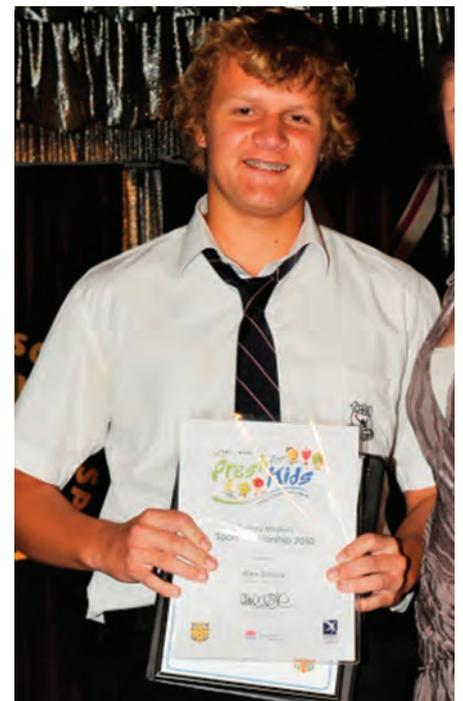
Marlee is the NSW Junior Elite Champion on one metre, second on three metre and springboard and has represented NSW at the Junior National Championships.

Marlee's talents are not restricted to the one sport. She is an accomplished athlete in the sports of athletics, cross country and swimming. Just recently she has been talent identified in the discipline of pole vaulting with the view of representing at the Youth World Championships in 2012.

Alex and Marlee are exemplary ambassadors for their school, zone, region and state. Both athletes exhibit outstanding sportsmanship at all times and are excellent role models for younger athletes.

Sydney Markets Limited would like to congratulate both students and wish them all the best for their future sporting careers.

Alex Silcock from Gosford High School receiving the SML Scholarship for the second year in a row



EMPLOYEE OF THE MONTH AND YEAR

NOVEMBER EMPLOYEE OF THE MONTH – NEIL UPTON

Neil has been involved with the Green Point Team since its inception five years ago. His commitment with waste separation has supported SML to achieve waste diversion targets (56 percent – 2009/10). Neil advises the Retail Team to follow up on non compliance procedures from either tenants or customers.



Our busiest waste generation day of the week is Saturday and Neil puts in 100 percent on a weekly basis. At times up to 50 tonnes of waste is collected, separated and recycled in a day.

Neil has been pro-active with waste recycling during and after Paddy's Sunday trading at Flemington. On average 2-3 tonnes of organic waste is taken to green point by Neil every week. That's a saving of over \$32K p.a. if it ended up as General Waste. Neil put his hand up when we started the large scale source separation in 2005 and has never complained about lifting boxes into bins or getting dirty.

DECEMBER EMPLOYEE OF THE MONTH – NOEL MCCORMACK

Noel McCormack has been with Sydney Markets for over 20 years. He works mostly behind the scenes but looks after the image and the face of the Markets.



Every day Noel diligently walks the Markets to check out all public facilities for its conditions and because he is a "jack of all trades" keeps in order toilets, tenant facilities, plant rooms and electrical and communication facilities. He also assists Edwin and Firoz with any job that is required.

Noel was praised by Energy Australia and FM Global Insurance for the best and cleanest substation and switch rooms.

His jovial and chatty manner with the touch of the Irish has given him quite an image. Unfortunately Noel wants to retire in July and it will be difficult to replace a man with 20 years of experience.

We congratulate Noel for his outstanding performance.

RUNNER UP EMPLOYEE OF THE YEAR – ANTHONY BLOOMFIELD

The 2010 Runner-Up for the Employee of the Year Award was awarded to SML Property Manager, Anthony Bloomfield.

Anthony is a consistently high performer, extremely loyal to the organisation and is popular among his peers.



In 2010 Anthony completed some great work on particular projects in a team environment, including the ramifications of the Retail Lease Act. He has done a fantastic job managing the Sydney Markets Shopping Plaza and Business Center and attracted a number of new tenants including Subway, Discus World Aquarium, Chiro Dynamics sports chiropractor, Tigers Sydney Markets and the Animal Referral Hospital. Congratulations Anthony.

EMPLOYEE OF THE YEAR – JOHN PASCUCCI

John was a very worthy recipient of this award. There is no job too big or small for John over the year and he has sacrificed a few hours sleep to attend the Saturday Market and catch any persons dumping rubbish. Numerous Comply Notices have been issued and paid for by the offenders caught by John. Due to John's efforts, the dumping of rubbish along the Growers Rd line has been minimal. This procedure has educated all the visiting offenders that they cannot dump rubbish in the Market. John was also recently awarded Employee of the Month for his efforts. Congratulations John.



TEAM OF THE YEAR – MARKETING

The 2010 Team of the Year, SML's Marketing Department, is responsible for managing complex brands and tasks and as a group performed extremely well during 2010.

All members of this year's winning team are high achievers.

As part of a restructure several months ago increased workload was passed onto this group. Individuals have excelled with the additional responsibility.

- Streamlining processes to improve efficiencies
- Revamping the Sydney Markets Website
- Introducing digital and on-line marketing initiatives – e.g. on-line messaging, use of social networking

Recognition of the team's hard work during the year was also attained at both a national and an international level:

All members of this team are extremely worthy of the Sydney Markets Limited Team of the Year accolade and can be proud of their outstanding efforts.

Experience more as a **TIGERS** Member



MEMBERS ACCESS TO TWO BRAND NEW TIGERS VENUES – **TIGERS SYDNEY MARKETS AND TIGERS FIVE DOCK**

YOUR ACCESS TO EARN TIGERS REWARD POINTS EVERY TIME YOU SPEND ANYWHERE AT ANY TIGERS VENUE

MEMBERS DISCOUNTS AT ALL BEVERAGE OUTLETS

MEMBERS ONLY ACCESS TO THE TIGERS PLATINUM REWARDS PROGRAM

EXCLUSIVE MEMBERS ONLY PROMOTIONS

FAMILY FRIENDLY FACILITIES

ENJOY FABULOUS YUM CHA OR CHINESE A LA CARTE AT TINGHA RESTAURANT, SYDNEY MARKETS

ENJOY SENSATIONAL ITALIAN CUISINE AT AUTHENTIC ITALIAN RESTAURANT CARMEN'S ON THE PARK.

FREE ENTERTAINMENT TO SUIT EVERYONE, EVERY WEEK

FREE PARKING

MEMBERS SPORTING INTRA CLUBS

TIGERS

TIGERS
BALMAIN
UNDER REDEVELOPMENT

TIGERS
SYDNEY
MARKETS
PARRAMATTA ROAD
HOMEBUSH WEST

TIGERS
FIVE DOCK
BARNSTAPLE ROAD
FIVE DOCK

HAYMARKET UPDATE

SYDNEY'S PADDY'S MARKETS HAYMARKET SET TO SHINE WITH NEW LIGHTING, VENTILATION AND ATMS



New fans and lights recently installed at Haymarket.

The installation of new lighting, fans, Closed Circuit TV and Automatic Teller Machines at Sydney's Paddy's Markets Haymarket confirms our commitment to upgrade the facilities for both shoppers and stand holders.

December last year saw the replacement of 510 high bay lights, completed in line with the Sydney Markets strategic plan to improve the efficiency of the Haymarket site. As a result lighting is now three times brighter, reducing the need for additional lighting and power on stands.

According to Brad Latham, CEO of Sydney Markets, the new lights will enhance the shopping and working experience for everyone at Sydney's Paddy's Markets. The upgrade also saw the installation of ceiling fans 5.5 metres in diameter which have improved comfort levels for both traders and customers.

"We have received many positive comments from both traders and customers about the improved air circulation and cooling effect from the new fans," Mr Latham added.

Part of the upgrade also included security improvements, with fourteen CCTV cameras in various locations throughout the markets. Management is

currently planning to add a further four cameras as a further deterrent to theft during trading times and after hours.

Extra signage and installation of two Cashteller Automatic Teller Machines in the centre lift foyer are also amongst the items within the upgrade plan. Signage has been included on Level 1 at the Market City entrance at Hay Street, as well as directional signage at the corner of Darling Drive and Ultimo Road which promotes the Wednesday trading day.

Sydney Markets commenced recycling organic waste from Paddy's Haymarket during the past three months and has recycled over 90 tonnes of organic waste. The waste is sent to a facility (Earthpower Technologies) which converts food waste into energy and fertilizer products.

Cardboard and polystyrene boxes are also recycled.

These upgrades along with the painting of the fruit and vegetable section, installation of extra cool rooms for the fruit and vegetable traders, upgrade of the delicatessen section, painting of the alcoves for a brighter entry into Sydney's Paddy's Markets all go a long way to make the shopping and trading experience a more comfortable one.

Mr Latham believes the facilities upgrade has successfully transformed the markets into an even more vibrant and attractive location. "The commitment to the improvement of the site and the negotiation of the thirty year lease with Jen Retail are major milestones that have been achieved," he said. "We can all be very proud of the new look Sydney's Paddy's Markets, Australia's original and most-loved markets."



New Ultimo Road directional signage

SYDNEY'S PADDY'S MARKETS

Sydney's Paddy's Markets had its own logo-embossed lion to represent it at all the Market events and also at external events including the Homebush West Shopping Centre, the Chinatown celebrations each day and the "walk through" with the Premier at Chinatown.

This lion was specially produced and imported from China and, using fifty participants, and is the largest Lion Dance in the Southern Hemisphere.

The Lion was included in the Chinese New Year Night Parade along with the Fresh for Kids Characters.



PROPERTY UPDATE

Sydney Markets Limited welcomes the following new Plaza tenants:



Suite C14 - AQIS

Recently Leased to the Australia Quarantine and Inspection Service (AQIS)

The following Plaza premises are available for lease:

Office Suite 11 – 54.00m²

Positioned on Level 1 with a Southerly aspect overlooking the Market. This Suite is partitioned into offices with some storage. Available February 2011.

Office Suite 14 – 61.00m²

Positioned on Level 1 with a Southerly aspect overlooking the Market. This Suite is partitioned into offices with some storage. Available February 2011.

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 ensure that persons do not smoke in their premises.

SYDNEY MARKETS CONFERENCE CENTRE

The Sydney Markets Conference Centre 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 9325 6298 or Property Officer on 9325 6204.

ENVIRONMENTAL UPDATE

WASTE RECYCLING HITS 64%!



SML recycled 64 percent out of our total waste streams in December 2010! Despite increased waste volumes due to the excessive rainfall and floods, we have managed to substantially increase our recycling targets, particularly with organic waste. This highlights the success of our waste strategy and improved waste diversion out of landfill.

With the participation of our stakeholders, separation of waste at the source is the key to effective waste diversion. Our Green Point facility accepts the following waste streams:- fruit and vegetables, cardboard, timber pallets, plastic crates/pallets, plastic film, steel and polystyrene. Education of all staff on site is an ongoing task to ensure all waste streams are disposed of in the most environmentally friendly way.

SML has commenced recycling organic waste from Paddy's Haymarket. Since September 2010, we have recycled over 90 tonnes of organic waste. The waste is sent to a facility

(Earthpower Technologies) which converts food waste into energy and fertilizer products. SML purchased a bin lifting machine to assist us to better separate organic waste. In addition, we also recycle cardboard and polystyrene boxes which are sent back to Flemington for recycling at our Green Point facility.

Department of Environment, Climate Change and Water (DECCW) Sustainability Advantage Forum



The DECCW Sustainability Advantage Forum was hosted by SML on Thursday 2 December 2010 at Flemington. Several companies participated and contributed environmental initiatives in the meeting.

This forum presented a good opportunity to network with other companies and share experience involving sustainability management.

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

OPERATIONS UPDATE

FORKLIFT SAFETY

All forklift drivers operating on the Sydney Markets site must observe:

- RTA Road rules
- Pallets being transported must NOT EXCEED the height of the load guard, or to a maximum of 15 pallets high.
- Speed Limits 20kph on roadways, 10kph in covered areas and 5kph on the forklift bridge.
- Forklifts operating before daylight hours must have their driving lights on.
- Mobile Phones MUST NOT BE USED whilst driving Forklifts.
- CAUTION must be shown when approaching a Pedestrian Crossings

EMERGENCY CONTACT DETAILS

For medical emergencies at Sydney Markets Flemington please call:
T: 02 9325 6293 **M:** 0409 325 293

The Sydney Markets First Aid Centre operating times are as follows:

2.00am – 10.00am	Monday
3.00am – 10.00am	Tuesday, Wednesday and Thursday
3.00am – 4.00pm	Friday
5.00am – 4.00pm	Saturday
8.00am – 5.00pm	Sunday

Sydney Markets security is available 24 hours and can be contacted on:

T: 02 9325 6232 **M:** 0409 252 232

To contact the Sydney Markets GTA Team Leader (A, B, C, D and E sheds) please call:

T: 02 9325 6230 **M:** 0407 325 232

To contact the Sydney Markets Plaza, Warehouse and Flower Market Team Leader please call:

T: 02 9325 6232 **M:** 0417 325 232

For all repairs and maintenance please call 02 9325 6217.

Sydney Markets Limited head office can be contacted on 02 9325 6200 between 7.30am and 4.30pm Monday to Friday.

SITE SERVICES

ROAD WORKS

Over the past six months there have been record levels of rain in the Sydney Metropolitan area which has caused some damage, particularly to the roadways on the Market's site.

Road works that have been carried out over the last six months include:

- Building D
- Centre Road
- South Road (Banana Road)
- Car Park Y and Open Car Park Y
- First Avenue
- Around the Flower Market
- 4,000 lineal metres of joint sealing work

WORKS IN PROGRESS

Damage to roadways is being repaired on the corner of Potts Street/Bridge Road.

ROOF LEAKS

Due to the high level of rainfall in recent months a number of roof leaks have been reported. Roof leaks were addressed in 37 locations around the Markets' buildings.

Please Note: Should Tenants detect any roof leaks they should be reported to the Operations Staff Team Leader Jim Basetas on 0407 325 230 or Site Services on 9325 6217.

OTHER WORKS

Other works completed in the last seven months:

To freshen up the appearance of the Markets and as part of ongoing preventative maintenance, painting has been carried out on Buildings E, F, D, the Rail Bridge and parts of the Haymarket site.

Further painting of Buildings J & H and Car Park V is planned over the next few months.

WORKS PLANNED IN FEBRUARY AND BEYOND

- Water damaged concrete pavement will be repaired on South Road (Banana Road) between Building 'Q' and the canal, Centre Road.
- As part of the water Infrastructure upgrade the replacement of six domestic and hydrant valves has commenced on the corner of Bridge Road and Potts Street.
- Upgrade of toilet facilities in Building D West will commence in late February.
- As part of the annual fire certification of all buildings many emergency and exit lights will be replaced.
- The telephone private interchange (PABX) for Sydney Markets will be upgraded to improve the quality and reliability of the communications network.

For competitive telephone, mobile and internet options please call Marilyn Loch 9325 6225

Any other urgent repairs will be addressed as identified.

PROJECT WORK



Building 'E' Awning: The 300m long awning has been completed successfully and now provides protection from the elements for Building 'E' tenants.

Building 'Q' Extension: Completion of this work is anticipated in March. The inclement weather has delayed occupation.

Sydney Markets apologises for any inconvenience caused by the ongoing works and appreciates the cooperation of all Market stakeholders.

WINE GRAPE SEASON ANNOUNCED

The Sydney Markets annual wine grape trading season is due to begin shortly with the impending arrival of wine grape growers and traders from New South Wales, Victoria and South Australia carrying wine grapes by the truckload.

The wine grape season commences Friday 11 March and concludes Saturday 14 May.

Amateur wine makers from all over Sydney will make their way to Sydney Markets throughout the 10-week season to purchase wine grapes to create their own special drops for their cellars.

Wine grapes will be sold from 12 noon to 5.00pm on Fridays and from 4.00am until 4.30pm Saturdays.

Note: Stands will be set up near the rail siding at Sydney Markets.

If you would like more information, or would like to sell grapes during this 10-week season, please call Barry Baker on 0420 936 710.



OCCUPATIONAL HEALTH & SAFETY

OH&S POLICY

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

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

Bob Kini	SML	Operations GTA Team - Chairman
Angelo Constantine	SML	Operations Retail Team
Glenn Russell	SML	Assistant Team Leader GTA Team
Norberta Lamond	SML	Administration
Firoz Ali Shah	SML	Site Services
Adrian La Cava	SML	Security Manager
Danny Michael	SML	Team Leader Operations Support Team
Barry Baker	SML	Operations Manager
Jason Gardner	SML	Operations GTA Team
Lynne Buck		Occupational Health Nurse
Carol Dollar		NSW Chamber Fruit & Veg Industries
Daniel Ter Wisscha		Flemington Unloading Services

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

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

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

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

PLEASE NOTE:

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

IDENTIFYING HAZARDS

The vital first step in eliminating or controlling OHS risks

A hazard is anything (including work practices or procedures) that has the potential to harm the health and safety of a person. They are best identified by using systematic methods (orderly or regular). Identification methods include;

- Do regular workplace inspections. These are planned, regular, physical inspections of the workplace by managers, supervisors, OHS Committees or OHS Representatives who observe, use check lists and discussion with employees to locate hazards.
- Get a regular safety audit done. This is an orderly and periodic check to see whether the OHS management system is being followed and is effective.
- Monitor the environment and the health of employees for evidence of any harmful substances.
- Establish consultation mechanisms such as an OHS Committee so that employees can raise OHS issues and concerns.
- Check records of injuries, illness and incidents.
- Investigate all incidents and accidents.
- Train employees in hazard identification and make it easy and rewarding for them to report any they observe.

MARKET SECURITY & SAFETY AWARENESS

CCTV UPDATE

CCTV Camera update

Sydney Markets Limited is continuing to grow the number of CCTV cameras onsite. Sydney Markets currently have 95 CCTV cameras around the Flemington site. Recently 13 new digital cameras were installed around the Plaza building and four new digital cameras were installed around the HVA area in the eastern side of the Markets.

There are immediate plans for a further seven digital cameras in the western and eastern car parks as well as along West Road. This will take the total number of CCTV cameras onsite to 102.

CCTV Footage

CCTV footage has again helped to identify a person involved in the theft of produce from the Eastern car park. This person has since been banned from the Sydney Markets' site.

CCTV footage has also assisted in identifying persons involved in:

- Dumping rubbish
- Unsafe practices referring to forklift activity
- Vehicle accident
- Theft and missing produce

Comply notices have been issued for these offences.

FORKLIFT SAFETY

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

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

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

ACCESS PASSES

All tenants and their employees are reminded that they must use turnstiles to enter and exit the general trading area before 6.00am. Due to OH&S requirements and for the safety of all Market users no pedestrians are to walk through the perimeter gates of the GTA before this time, as these entry points are for vehicle ACCESS ONLY. You are not permitted to allow access to the GTA to anyone else using your pass.

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

MARKET SECURITY & SAFETY AWARENESS

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

- Fill out the GTA Entry Application form available from the Cashiers Office in Building D or from the Photo ID Room in Building C.
- Attach a letter from your employer on company letterhead.
- Bring the paperwork to the Cashiers Office in Building D and pay \$44.00.
- Attach the receipt to your application form. You will need to present this at the Photo ID Room in Building C, smile for the camera and have your pass issued.

PHOTO ID OPERATING TIMES:

Monday	9:00 – 10:30am
Tuesday	9:00 – 10:00am
Wednesday	9:00 – 10:30am
Thursday	9:00 – 10:30am
Friday	Closed

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

MARKET SECURITY & SAFETY AWARENESS

- If you observe any type of suspicious behaviour or anything you believe to be reportable, please do not hesitate to contact Security on 0409 325 232.
- Whilst SML and security officers conduct regular patrols of the site all Market users are asked to take reasonable steps to secure their goods at all times.
- All Market users should familiarise themselves with Market Emergency and Evacuation procedures and also be aware of muster point locations for individual areas.
- Awareness of your area will ensure that Security and Safety is optimised in the workplace.

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

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

NOTE CHANGES TO EVACUATION & ASSEMBLY AREAS

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

Assembly areas for warehouses and other areas are as follows:

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

Assembly Areas for Growers and Retail Markets are as follows:

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

Assembly Areas for Wholesale Markets are as follows:

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

Fire Wardens for SML are as follows:

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

Evacuations should be conducted in a calm and orderly manner.

REMINDERS

- Market users should avoid bringing large amounts of cash to the Market. Use credit arrangements where possible. If you have to bring cash, please take care when in the Markets and never leave money unattended.
- Don't forget to remove the keys from your forklift when it is not in use. Forklifts should be individually keyed to your company. Contact your forklift supplier for more information.
- Security advice and assistance is available to tenants. SML's Security Manager, Adrian La Cava, is available to discuss security issues with you. You can contact Adrian on 9325 6171 to discuss the following:

- Installation of security cameras
- Security problems or advice on securing your premises.



NOTICEBOARD

UNREGISTERED VEHICLES

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

MARKET ENTRY PASSES

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

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

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

COPYING OF MARKET ENTRY PASSES IS PROHIBITED

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

WATER RESTRICTIONS

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

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

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

SML WILL NOT TOLERATE BAD BEHAVIOUR

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

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

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

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

Customer Service Help Line

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

9.00am – 4.30pm Monday to Friday

Phone: 02 9325 6298

Facsimile: 02 9325 6300

Email: customerservice@sydneymarkets.com.au

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

EDITORIAL NOTES

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

EASTER AND ANZAC TRADING TIMES

SYDNEY MARKETS

EASTER & ANZAC DAY TRADING 2011

PUBLIC HOLIDAYS ARE:

Good Friday	April 22 2011
ANZAC Day Monday	April 25 2011
Public Holiday Tuesday	April 26 2011

DATE	 (Market Bldg A, B, C, D, E)	 (Market Bldg F)	 Haymarket	 Flemington	 Flemington
Wednesday April 20	6am opening	5am opening	9am-5pm	-	-
Thursday April 21	6am opening	5am opening	9am-5pm	-	-
Friday April 22	Closed	Closed	9am-5pm	9am-4.30pm	-
Saturday April 23	-	5am opening	9am-5pm	6am-2pm	6am-2pm
Sunday April 24	-	-	9am-5pm	9am-4.30pm	-
Monday April 25	Closed	Closed	12pm-5pm	-	-
Tuesday April 26	Closed	Closed	9am-5pm	-	-

FREE HEART HEALTH CHECK

Victor Chang
Cardiac Research Institute

Tuesday 15 February 6am-10am	Wednesday 16 February 6am-10am
Tuesday 22 March 6am-10am	Wednesday 23 March 6am-10am
Tuesday 19 April 6am-10am	Wednesday 20 April 6am-10am
Tuesday 17 May 6am-10am	Wednesday 18 May 6am-10am
Tuesday 21 June 6am-10am	Wednesday 22 June 6am-10am
Tuesday 19 July 6am-10am	Wednesday 20 July 6am-10am
Tuesday 23 August 6am-10am	Wednesday 24 August 6am-10am
Tuesday 20 September 6am-10am	Wednesday 21 September 6am-10am
Tuesday 25 October 6am-10am	Wednesday 26 October 6am-10am
Tuesday 25 November 6am-10am	Wednesday 26 November 6am-10am

DATES AND TIMES MAY CHANGE AT THE DISCRETION OF SYDNEY MARKETS LIMITED

2011 DATES TO REMEMBER

Australian Chamber Conference

Wednesday March 16 –
Saturday March 19, 2011

Mother's Day

Sunday May 8, 2011

Office Professionals Day

Tuesday May 17, 2011

Fresh Connections 2011

Wednesday June 8 – Friday
June 10, 2011

Sydney Markets Race Day

Saturday July 2, 2011

Father's Day

Sunday September 4, 2011

Mango Auction

Wednesday September 7, 2011

Cherry Auction

Wednesday October 19, 2011

For more information
please visit

www.sydneymarkets.com.au



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