



Date: Current as at 11/9/2025

FLOWER MARKET PROOF OF CONCEPT TRIAL – FREQUENTLY ASKED QUESTIONS (FAQ)

Purpose

This FAQ provides stakeholders with clear information about the Flower Market Proof of Concept Trial, including the purpose, scope, privacy considerations, and operational details. FAQ will be updated based on feedback to safety@sydneymarkets.com and privacy@sydneymarkets.com

Further information on the SML Privacy Policy is also available via the SML App or the website <https://www.sydneymarkets.com.au/privacy>

Frequently Asked Questions FAQ

General Overview

Q: What is the Flower Market Proof of Concept Trial?

A: It is a trial of new safety monitoring initiatives at the Flower Market as part of Sydney Markets Limited's Safety Blueprint. This includes installing additional CCTV cameras and creating a Surveillance/Monitoring Room (The Bunker) to improve safety practices.

Q: Why is the trial being conducted in the Flower Market?

A: The Flower Market has been identified as an ideal contained site to pilot safety technology due to its size, defined boundaries, and manageable traffic flow.

Q: When does the trial start and how long will it run?

A: The trial will start on 1 September 2025 with a 'soft launch' to test functionality and fine-tune the system. Monitoring will occur Monday to Friday, with weekend footage reviewed the following week. The trial duration will be determined by the evaluation results.

Q: What is the Safety Blueprint?



A: The Safety Blueprint is SML's integrated safety plan focusing on traffic management, waste management, and unauthorised access. It aims to strengthen safety culture, processes, and compliance across the Markets.

Privacy & Data Handling

Q: Is this surveillance legal?

A: Yes. Surveillance will be conducted in accordance with the Workplace Surveillance Act 2005 (NSW), the Surveillance Devices Act 2007 (NSW), and the Privacy Act 1988 (Cth).

Q: Will private areas be monitored?

A: No. Surveillance will only take place in public and shared areas. Private areas such as bathrooms and change rooms will never be monitored.

Q: What behaviours will be monitored?

A: We are focussing on ensuring that workers on the site are wearing vests or other PPE, rubbish and vehicles travelling in the wrong direction.

We will not be looking at traders' business transactions, although in certain limited circumstances we may be able to access elements of transactions whilst we are monitoring for safety issues

Q: Does the system use facial recognition?

A: No. At this stage, we are using smart CCTV cameras with AI enabled analytics but no facial recognition technology.

Q: Will audio be recorded?

A: No. The system records video only, without audio.

Q: Who can access the CCTV footage?

A: Only authorised personnel will be able to access the encrypted CCTV footage, and only for safety, compliance, or operational improvement purposes.

Q: How long will footage be stored?

A: Footage will be retained only for as long as necessary for safety, training or compliance purposes and securely destroyed when no longer required, and in any other case, no longer than 30 days.

Q: Can I access footage that includes me?

A: Yes, subject to verification and legal limitations, individuals may request access to footage that features them.

Monitoring & Technology

Q: What will the monitoring system detect?

A: The system will monitor:

- Vest detection (or absence) in restricted areas
- Rubbish or obstructions in carparks and walkways
- Vehicles travelling in the wrong direction
- Tenant boundary compliance
- Near misses and incident detection
- Fall detection

Q: What is 'The Bunker'?

A: The Bunker is the designated monitoring room where live footage from CCTV cameras is viewed, and incidents are managed.

Q: Will this replace safety officers or market staff?

A: No. The technology is intended to complement existing safety and operations staff, not replace them. These changes are part of our commitment to maintaining a safe, clean and respectful market environment.

Impact on Stakeholders

Q: Will this affect my business operations?

A: No. Normal business activities can continue. The system is designed to improve safety, not disrupt operations.

Q: Could this lead to fines or warnings?

A: The primary aim is to improve safety practices. However, repeated breaches of Occupancy Agreements and Market Rules will likely result in enforcement action.

Q: Was there consultation before this trial?

A: SML has engaged with key stakeholders to ensure feedback is incorporated before implementation.

Q: Will the system be expanded to other parts of the Markets?

A: Once the Proof of Concept Trial is completed, an evaluation will be done. If the trial is successful, similar systems may be implemented in other areas following further consultation.

Communication & Feedback

Q: How will I be informed about trial progress?

A: Regular updates will be provided through various forums.

Q: Who can I contact for more information?

A: You are best to email safety@sydneymarkets.com or privacy@sydneymarkets.com and provide your contact details so that someone can contact you directly.

Q: How can I provide feedback?

A: Feedback can be submitted in writing to the safety@sydneymarkets.com