



# OUR PURPOSE

THE DIFFERENCE WE ARE TRYING TO MAKE IN THE WORLD

Our connected lives are disconnecting us from what we feel is important

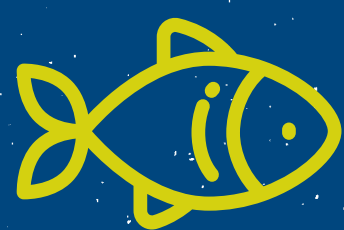
We believe people crave a closeness to nature, to the food we eat, to the people around us

We offer an unparalleled intimacy and connection to the ocean and the experience it brings

# SYDNEY FISH MARKET TO UNITE PEOPLE AND THE SEA

## OUR PILLARS

WHAT WE NEED TO DO TO LIVE OUT OUR PURPOSE



### AN INTIMATE & ADVENTUROUS SEAFOOD CULTURE

- Immersive, tactile food experiences
- Engendering a fascination and creativity around food
- Embracing the quintessentially Australian way of life-sharing fresh food, with friends, by the water.



### A WONDERFULLY DIVERSE MARKETPLACE

- Diverse cultures, produce and food practices, coming together around seafood
- A wonderfully chaotic mish mash of a working market and retail experience
- An honest, up close market experience
- Embracing different expertise and ideas to generate new ways forward for our seafood industry, for the oceans and our communities.



### PRIDE OF PROVENANCE

- Champion fresh, tasty, local, top quality food in a vibrant seafood industry
- A transparent display of the entire value chain
- Pride in the food, stories, origins and supplies of our food
- Championing the geographic significance, local fishing history and the craft of fishing.



### NOURISHING TOMORROW'S COMMUNITIES

- Respect and protect our waters and sealife for the next generation
- Protect tomorrow's fisherman and fishing industry
- Be a global leader of responsible & sustainable environmental practices
- Engender a healthy approach to eating and socialising around food.

## OUR VALUES

THE BEHAVIOURS WE NEED TO EMBODY TO ACHIEVE OUR PURPOSE

### DIVERSITY

Welcoming and learning from the different people, cultures and ideas that improve our market experience and ultimately, improve us.

### EMPATHY

Caring deeply for the people and the fish that make up such a big and important part of our lives everyday.

### TRANSPARENCY

Being open, up front and honest with each other and with everyone who comes to enjoy the market.

### PROGRESS

Being brave leaders that continually move the industry into the future

### INTEGRITY

Standing by and respecting what's right for each other, our fisherman, our fish and our waters.

### CURIOSITY

Approaching the world with a sense of fun, curiosity and wonder.

TRICKY  
JIGSAW





# OUR MISSIONS

WHAT WE RUN AT DAY TO DAY

## SYDNEY FISH MARKET ONE MARKET



### SEA TO MARKET

**FACILITATE  
CONNECTIONS AND  
GROWTH IN A VIBRANT  
SEAFOOD INDUSTRY**



### MARKET TO PLATE

**MAKE SEAFOOD AN  
INSPIRING PART OF  
LOCAL LIFE**

## TWO MISSIONS

- Building trusted relationships for mutual business growth
- Fostering a well balanced ecosystem that is mutually beneficial
- Encouraging a sense of responsibility & respect for the environment & people from which business depends
- Working together to create equity we all share

- Getting people close to their food source for freshness & taste
- Access to a wide range of (sea)food that is convenient
- Inspiring people to explore ways that seafood can play a greater role in their lives
- Amplify connections & a sense of community through food

# OUR CUSTOMERS

THE VALUE WE DELIVER TO OUR CUSTOMERS

### SEAFOOD SUPPLIER

Being the bridge between the seafood industry and consumers - fostering understanding of the industry and demand for product.

### SEAFOOD WHOLESALE

Being a one-stop-shop to connect and grow seafood businesses.

### SHOPPER

Facilitating an inspirational shopping environment that is associated with quality, freshness and diversity.

### CONNECTION DINER

Creating a place to connect with friends and family over quality (sea)food, closest to it's source.

### SEAFOOD TOURIST

Aggregating unique Australian (sea)food experiences that are inherently connected to our oceans and estuaries.

### WET SEAFOOD SUPPLIER

The association with Sydney Fish Market ensures strong reputation and a quality supply.

### RESTAURATEUR

The association with an iconic brand that is synonymous with quality, freshness and diversity.

### DAYTRIPPER

Aggregating authentic experiences for many to enjoy.

### SKILL SEEKER

Being an iconic brand that attracts visitors and is synonymous with quality, freshness and diversity.

### SPECIAL MEAL SHOPPER

Facilitating an inspirational shopping environment that is associated with quality, freshness and diversity.