

Terms and Conditions: SFM Golden Ticket 2026

Promoter

The promoter is Sydney Fish Market Pty Ltd, Corner Pyrmont Bridge Road and Bank Street, Pyrmont NSW 2009.

Promotion Period

The promotion runs from 9.00am Monday 12 January 2026 to 3.00pm Friday 16 January 2026 (AEDT) or while prizes remain available.

Eligibility

Entry is open to NSW residents and visitors. Employees of the Promoter, participating retailers, contractors, and their immediate families are not eligible to participate.

Entry Method

No purchase is necessary to enter. To participate, individuals must locate a physical Golden Ticket hidden within Sydney Fish Market during the promotion period and present it in person at SFM Reception for validation and redemption.

1. Limit on Entries

Limit of one (1) Golden Ticket per person during the promotion period.

2. Prizes

Prizes available to be won include, but are not limited to:

- Sydney Seafood School gift card
- Behind the Scenes Sydney Fish Market tours
- Sydney Fish Market cookbooks
- One (1) Grand Prize private Sydney Fish Market private tour for four (4) people

The total number of Golden Tickets available is five (5), with one (1) tickets released each weekday during the promotion period.

Prize Conditions

- Prizes are not transferable, exchangeable or redeemable for cash.
- Prize values are correct at the time of printing.
- All prizes are subject to availability and any conditions imposed by the prize supplier.
- If a prize or part of a prize becomes unavailable for reasons beyond the Promoter's control, the Promoter reserves the right to substitute a prize of equal or greater value.

- Valid for one year from date claimed.

Grand Prize

One (1) Grand Prize Golden Ticket will be released on Friday 16 January 2026.

The Grand Prize consists of a private Sydney Fish Market private tour for four (4) people.

The tour date and time will be arranged with the winner and is subject to availability. The prize must be redeemed within a timeframe specified by the Promoter.

Redemption

Golden Tickets must be redeemed during the promotion period, unless otherwise stated by the Promoter. Unclaimed prizes will be forfeited. Lost, stolen or damaged tickets will not be replaced.

Verification

The Promoter reserves the right to verify the validity of entries and entrants, and to disqualify any person who tampers with the promotion process or submits a ticket that is not valid.

Liability

To the extent permitted by law, the Promoter excludes all liability for any loss, damage or injury suffered or sustained in connection with the promotion or any prize, except for any liability which cannot be excluded by law.

General

The Promoter's decision is final, and no correspondence will be entered into.

The promotion is conducted in accordance with the laws of New South Wales.