



REEL LIFE: NEW DOCUMENTARY SERIES TAKES AUSTRALIA

INSIDE SYDNEY FISH MARKET

- *New six-part documentary series, **Inside Sydney Fish Market**, narrated by Rick Stein, premieres on SBS and SBS on Demand at 8.25pm Thursday 8 October*
- *Produced by Butter Media for SBS and BBC Studios, the series goes behind the scenes with the retailers, seafood buyers, fishers and generational families who make up the market*
- *The series captures the momentous move to the new Sydney Fish Market, one of the biggest transformations in the organisation's history*

Sydney, 30 September 2026 – A new documentary series narrated by celebrated chef Rick Stein is showcasing the world of Sydney Fish Market with a level of access never previously granted, giving Australians an insider's perspective on the gritty reality behind the market, and the hardworking people who keep it running. ***Inside Sydney Fish Market*** premieres on SBS and SBS On Demand at 8.25pm on Thursday 8 October.

Produced by Butter Media for SBS and BBC Studios, the six-part observational series goes full-access inside the largest seafood market in the Southern Hemisphere. It follows the retailers, seafood buyers, fishers and generational families who make up the market's tight-knit community, capturing their stories as the market navigates its biggest transformation yet: the move to the new Sydney Fish Market.

For the first time, cameras were given unprecedented access to every corner of the market - from the chaos and adrenaline of the pre-dawn auction, to the fast-pace and competition of the retail floor. The result is an unfiltered portrait of the people and the hustle behind one of Sydney's most iconic institutions, and the industry that keeps it running.

The series also travels far beyond the market floor, following the relentless search for premium seafood to some of the most remote and spectacular corners of Australasia - from Rock Lobster fishing in the tropical waters of Far North Queensland, to Urchin diving off the rugged NSW South Coast, to a journey across the Tasman to the wild, windswept Chatham Islands. Along the way, it captures an industry defined by resilience: fishers and traders facing constant change, unpredictable conditions and genuine uncertainty, all in pursuit of getting the freshest catch to market.

Sydney Fish Market Chair, Craig Davison, says, "This series arrives at a pivotal moment for Sydney Fish Market, capturing our community's story as we complete one of the most significant transformations in the market's history. It's a rare opportunity to show the nation what makes this industry, and the people in it, so special."

Missed an episode, or just want to watch it on the big screen? Sydney Fish Market is hosting free catch-up screenings onsite every Friday at 1pm for the duration of the series.

Screenings will be held in the Auction Hall, a feature location of the series and the beating heart of the market itself. No booking required; just drop in.



Inside Sydney Fish Market premieres Thursday 8 October at 8.25pm on SBS, with all episodes available to stream on SBS On Demand.

For more information, visit: www.sydneyfishmarket.com.au.

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