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Media Release 
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NEW CHIEF EXECUTIVE OFFICER AT THE HELM OF SYDNEY FISH MARKET 
 
The board of Sydney Fish Market has today welcomed its new Chief Executive Officer – Greg Dyer, 
succeeding Bryan Skepper, General Manager of Sydney Fish Market who retires in September 
following four decades with the organisation. 
Sydney Fish Market Chairman, Grahame Turk says “Greg has a strong commercial background, with a 
grounding in property, and has significant experience in leading the change and growth of prominent 
development precincts. He has held successful senior roles in high profile private and public 
enterprises, focusing on leadership, team cultivation, strategy development and community 
engagement”. 
Greg Dyer says, “Sydney Fish Market is an iconic destination for Sydney, with an incredible history tied 
to the city’s growth and its culinary diversity. I am genuinely excited about the opportunity to take the 
helm at a pivotal time in the organisation’s history. 
“I am fortunate to inherit an amazing brand, a leading position within the seafood industry and an 
exceptionally strong and experienced team to work alongside. My initial focus will be on bringing my 
commercial background to benefit the operating and business models of Sydney Fish Market. 
“As well as leading SFM through a period of change, my priority is to ensure that we build upon the 
status of being on Sydney visitors’ ‘bucket lists’, a huge drawcard at seasonal moments in the year, 
and the important role that we play in many Sydneysiders’ lives.” 
Greg brings to the role extensive experience driving change in large-scale commercial environments, 
requiring the management of diverse stakeholders. Greg was previously CEO of City of Parramatta 
Council, leading the development of Parramatta as the central city in the GSC’s three city model and 
successfully instigating the city-defining $2b Parramatta Square urban renewal project. Outside of his 
professional working life, Greg is a seafood devotee and President of the Australian Cricketers 
Association. 
Greg will expand his knowledge of Sydney Fish Market during a transition period with outgoing 
General Manager, Bryan Skepper who departs following a 44-year career with the company. Bryan will 
be retained by Sydney Fish Market in a part time advisory capacity in the lead up to the 
redevelopment. 
Sharing his best wishes with his predecessor, Greg says, “My congratulations to Bryan for his many 
achievements and for the length and breadth of his service. He leaves the organisation in very good 
shape, with a family-like culture, people who are motivated, capable and producing great outcomes.”