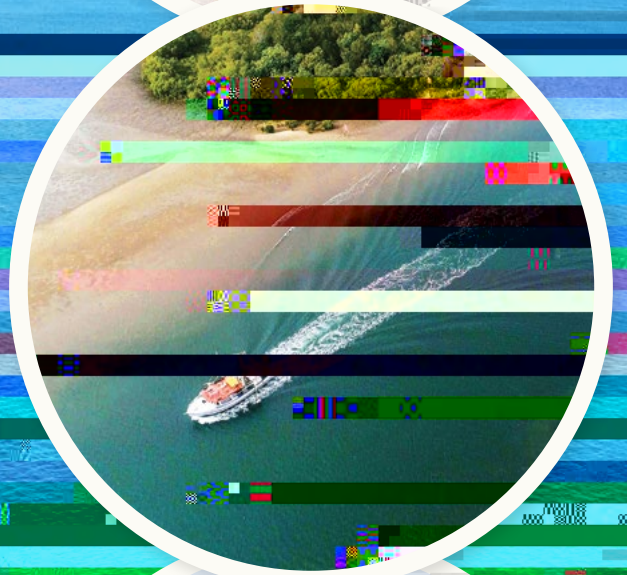
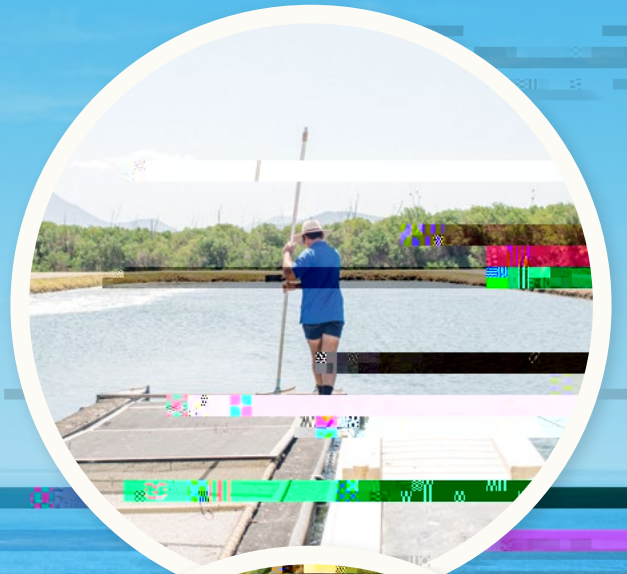


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The Heart of the Industry

This report proudly features snapshots from 'a day in the life' of those who catch, harvest and supply our delicious seafood, as well as their thoughts on how Sydney Fish Market is so important to regional fishing communities and what the redevelopment of its iconic site will mean for the seafood industry as a whole.

Thank you to all who contributed their stories and images to this year's report.

GENERAL MANAGER'S REPORT



It is during an exciting chapter in the history of Sydney Fish Market that I prepare my final report prior to my pending retirement in September 2019.

NEW SYDNEY FISH MARKET

We were delighted when Premier Gladys Berejiklian released the design for the new Sydney Fish Market in November 2018, attracting widespread publicity and international acclaim. The design demonstrates Sydney Fish Market's purpose to "Unite People and the Sea" and will be an iconic building at the head of Blackwattle Bay. The new site will be an urban connector linking Wentworth Park to the harbour through a vibrant community marketplace.

The unveiling of the design was the catalyst for Sydney Fish Market to establish quarterly meetings with representatives from local community groups to provide project updates, understand their concerns and discuss how SFM and the community groups can work together for mutually beneficial outcomes.

Undoubtedly, the highlight of the year was the signing of the Agreement for Lease with NSW Government (UrbanGrowth NSW Development Corporation) on 19 February 2019 followed by the endorsement of that Agreement, and agreed amendment of the SFM Constitution, at an Extraordinary General Meeting of Sydney Fish Market Pty Ltd by its two shareholders; The Catchers Trust and SFM Tenants & Merchants Pty Ltd on 30 April 2019. This momentous event paved the way for the NSW Government to proceed to funding approval and lodgement of the State Significant Development Application, expected to be achieved in the first quarter of the next financial year. The enormity of this cannot be understated, as it is a major milestone in a journey that started when Sydney Fish Market was privatised in 1994 by then Premier, the Hon. Nick Greiner MP.

Economic modelling from Deloitte Access Economics shows the redeveloped Sydney Fish Market will drive increased tourism to NSW, lifting Gross State Product by more than \$600m in its first 10 years of operation. The redevelopment will support an extra 242 jobs and boost the seafood industry in regional NSW and nationally.

FINANCIAL RESULTS

Net profit after tax was \$910,000, an improvement of \$345,000 on the prior year (\$566,000) and takes into account accelerated depreciation of existing assets as a consequence of signing the redevelopment Agreement for Lease outlined above.

Uncontrollable costs continue to adversely impact the financial results, including Government charges which now exceed \$4.8 million per annum.

Further, costs associated with redevelopment planning (\$2.9 million in 2018/19) have also had an impact on cash flow and will continue to do so as we progress construction of the new Sydney Fish Market.

In considering the financial projections it was necessary to make changes to the margin structure on seafood trading that will come into force on 1 July 2019.

INNOVATION & CONTINUAL IMPROVEMENT

The year in review saw a continued push towards innovation. In today's commercial environment, it is essential that Sydney Fish Market changes its business models otherwise it risks being disrupted and

will cease to add value in the seafood trading environment. As such there has been a focus on the development of new technologies that will transform seafood trading into a digital environment with integrated logistics and business services based on our customer needs.

To this end we commenced a Seafood Tracking and Traceability research project in partnership with the Food Agility Co-operative Research Centre, which will use blockchain and other technologies to reassure customers about quality and provenance of their seafood purchase. These systems will combine information logged at point of capture with data from location tracking sensors and an 'eNose' that measures freshness.

Also reflecting SFM's commitment to accurate seafood provenance, we have partnered with the Australian Nuclear Science and Technology Organisation, the University of New South Wales, Macquarie University and the National Measurement Institute to deliver a scientifically-validated tool to distinguish the geographic origin of Tiger Prawn and Snapper with benefits for consumers and industry.

Development is also at an advanced stage on a digital trading platform that will provide suppliers and buyers with a new way of trading, opening wider sales and marketing opportunities across Australia and linking to export opportunities. It is anticipated that the first release of this platform will take place in early 2020.

FINANCIAL PERFORMANCE

STATEMENT OF COMPREHENSIVE INCOME FOR THE YEAR ENDED 30 JUNE 2019

	2018/19 \$	2017/18 \$
Revenue from continuing operations	28,214,339	28,560,417
Other income	57,717	79,441
Employee benefits expense	(7,045,013)	(7,378,690)
Occupancy expenses	(4,833,201)	(4,218,078)
Depreciation	(2,638,351)	(2,066,548)
Finance costs	(117,188)	(131,714)
Other expenses from continuing operations	(12,345,402)	(14,052,685)
Profit before income tax	1,292,901	792,143
Income tax expense	(382,435)	(226,203)
Profit for the year	910,466	565,940
Other comprehensive income	0	0
TOTAL COMPREHENSIVE INCOME FOR THE YEAR	910,466	565,940

Working in conservation led me to harvesting sea urchins. They're one of the most sustainable species to fish for because each urchin is hand-collected with zero bycatch.

I differ from other sea urchin divers in that I operate out of



ROSS FIDDEN

JOHN JEFFERSON

GRAHAME TURK

BRUCE STANDEN

SANDRA HOOK

BOARD MEMBERS

GRAHAME TURK AM BE, FAICD // CHAIRMAN

Grahame has been a director or chief executive of SFM since privatisation in 1994. He has served on numerous industry and government advisory bodies and played a critical role in the establishment of the industry peak body Seafood Industry Australia. In 2016 he was appointed a member of the Order of Australia for service to the fisheries and seafood industry.

SANDRA HOOK GAICD AIMIA

Sandra joined the SFM board in February 2013. She is an experienced CEO and independent board director who has successfully run high-profile media businesses bringing more than 30 years of experience across print, TV, radio, digital and PR. She works with businesses on their complex marketing and strategic issues with a particular interest in brand, strategy, customer engagement and commercial drivers.

BRUCE STANDEN AM P D LG, FFA

Bruce is an independent consulting economist, advising companies engaged with primary production, marketing and government agencies. He is a director of OceanWatch Australia Ltd and a former managing director of the Australian Meat and Livestock Corporation. Bruce joined the SFM board in October 1994.

JOHN SYMONDS

John was manager of Twofold Bay Fishermen's Co-operative Ltd for 19 years to November 2006. Prior to that, John was a commercial fisher and an office manager for a transport company, moving seafood from H J Heinz Cannery and Eden Fishermen's Co-operative Ltd. John is a director of the Catchers Trust and was appointed to the SFM board in December 2006.

JOHN JEFFERSON

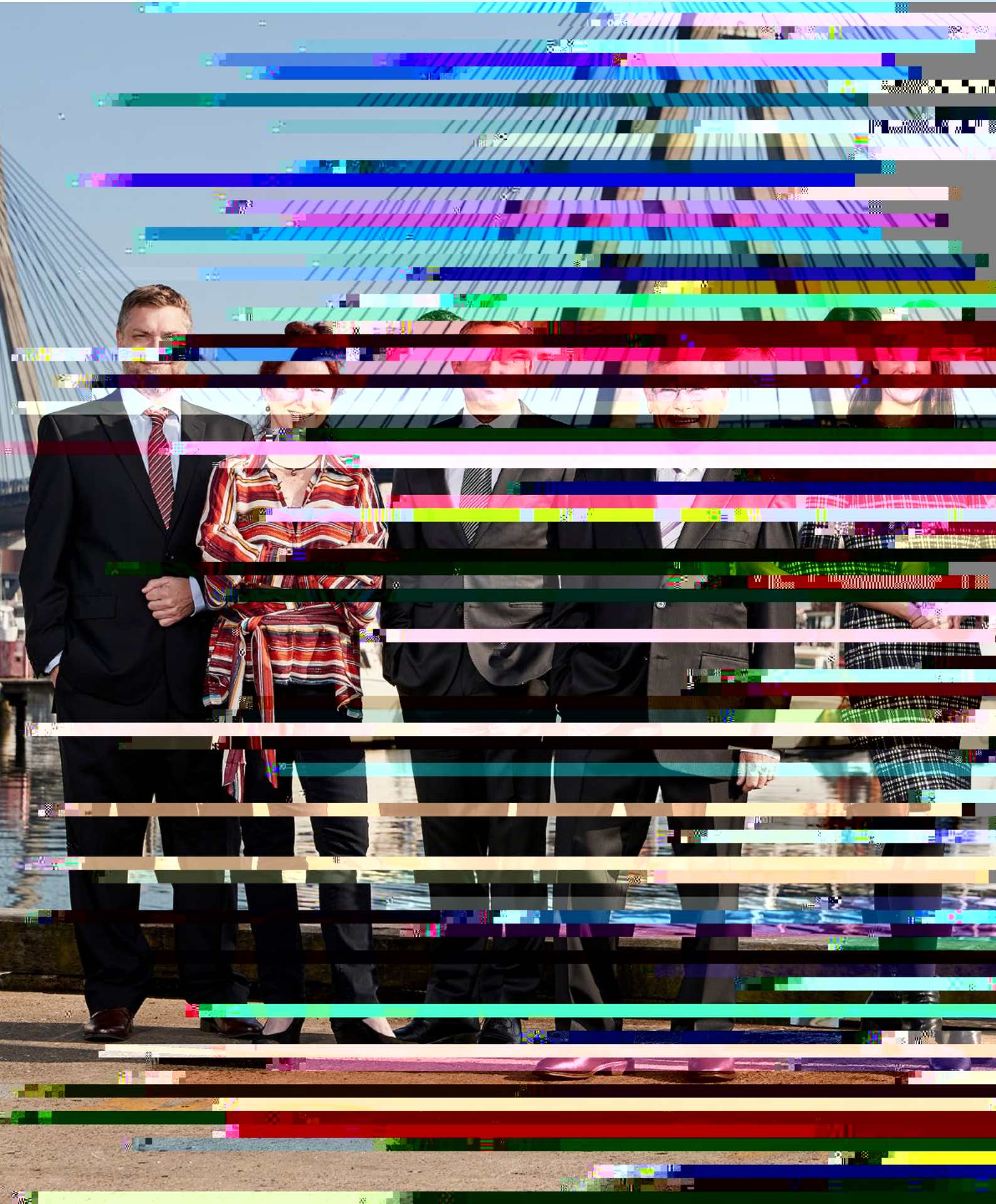
John is the owner of two seafood retail stores, Nicholas Seafood Traders and Peter's at Sydney Fish Market. John has helped his businesses build a loyal following within the local and international seafood community and is a strong advocate for sustainability and supporting Australian products, working exclusively with companies that align themselves to Australian fisheries regulations. He was appointed to the SFM board in April 2016.

GEORGE APOSTOLAKIS

George commenced employment with M&G Seafoods Wholesalers in 1992. At around the same time M&G purchased Marine Foods within the market auction hall. M&G Seafoods Wholesalers is a family business that was established in 1969. George was appointed to the SFM board in April 2016.

ROSS FIDDEN

Ross was appointed to the SFM board in May 2016. He is also the chairman of SFM's largest supplier, the Commercial Fishermen's Cooperative. Ross has been an active commercial fisherman since 1974 and brings to the board extensive experience in fishing, wholesaling, retailing and foodservice.



MANAGEMENT TEAM



GUS DANNOUN GAICD // EXECUTIVE MANAGER, SEAFOOD TRADING

Gus joined the NSW Fish Marketing Authority in 1981. He has held several key positions including his appointment to IT manager in 1992, supply manager in 1999 and executive manager, seafood trading in 2016. He is responsible for overall seafood trading operations, including sourcing and coordination of supply, communication (with 11.525a thenedailfk 19esses)travel wed Ame 49.butics 11domeuticis then36on of s6kg guiges SFM– -1.222 Td(the5)33.5

STEPHANIE MARGRAIN BCS // MARKETING & COMMUNICATIONS MANAGER

Stephanie joined SFM in 2013 having previously worked in public relations agencies specialising in travel and tourism. She manages SFM's marketing department and is responsible for the company's corporate social responsibility strategy, events, sponsorships and tours. Stephanie holds a Bachelor of Communication Studies majoring in public relations and a diploma of leadership and management.

ROBERTA MUIR GAICD, MA G.O.M. // SYDNEY SEAFOOD SCHOOL MANAGER

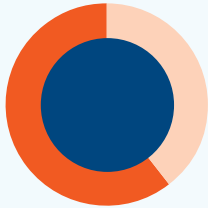
Roberta has managed Sydney Seafood School since 1997. In 2003 she obtained a Master of Arts degree in Gastronomy from the University of Adelaide. Her passion for food, wine and foreign culture has inspired travels in Europe, Asia, Africa, North America and the Middle East. Roberta freelances in food, wine and travel writing and is the author of four food books, including the *Sydney Seafood School Cookbook* (Penguin, 2012).

NICK PATON MIT // INFORMATION SYSTEMS MANAGER

Nick joined the NSW Fish Marketing Authority in 1990. He left SFM in 1995 and worked as an analyst programmer at a software company developing manufacturing and distribution software. In 1996 he returned to SFM as information systems manager. He has a masters degree in information technology.



**CONTRACTED
SUPPLIERS**



The top 20 species by value contributed \$91.9 million and represented 63.3% of all products traded. Nineteen of the species from the prior year were in this year's top 20. In terms of annual average price, thirteen of the 20 species by value recorded an increase from 2017/18.

CORPORATE REPORTING

The general manager and executive manager, corporate services have made the following certifications to the board:

that the company's financial reports are complete and present a true and fair view,



SYDNEY FISH MARKET GLOBAL CATCHMENT 2018

SFM is a \$1.25 billion market with a global catchment of 118 countries. The market is a significant contributor to the Australian economy, with a total value of \$1.25 billion.

- ▶ In 2018, SFM is a \$1.25 billion market with a global catchment of 118 countries.
- ▶ Market is 20% of the total value of the market.

AVERAGE DWELL TIME BY MONTH

Overall, the data shows a significant increase in dwell time from January to March, with a peak in February. A possible reason for this increase could be the change in weather conditions.



Overall, the data shows a significant increase in dwell time from January to March, with a peak in February. A possible reason for this increase could be the change in weather conditions.

by SFM and facilitated by A ectus. Each year SFM offers scholarships for industry representatives to participate in the program. The 2019 SFM sponsored participants were Louise Morrison (SFM human resources manager), Andrew Skelly (SFM sales development executive), Greg Finn (fisher at Pristine Waters Wild Caught) and Nikki Muñoz (office manager of Professional Fishermen's Association).

To conclude the program, a graduation dinner is held in Canberra providing the industry with an opportunity to celebrate the achievements of the participants.





100
100



SEAFOOD TRADING

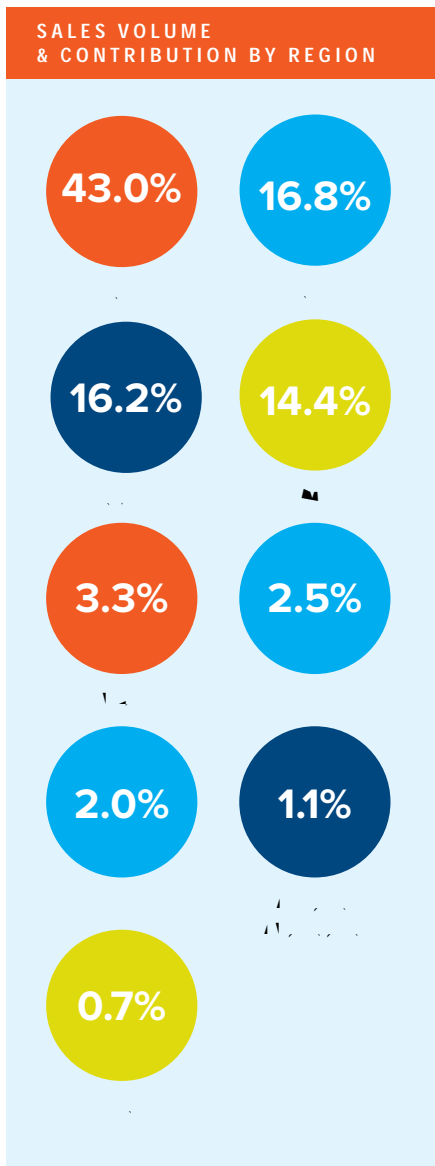
OVERALL TRADE

Total value of seafood sales was \$145.2 million. This year's result was slightly down on the prior year but is the third highest on record. This was achieved despite a further decline in sales quantity, due largely to the deepening effects of the eastern Australian drought.

Dry conditions over recent years have been particularly severe over eastern Australia, which is an important source of SFM's supply. Rain fell in the warmer months over southern Queensland (QLD) and northern New South Wales (NSW), however it did not extend into the cooler seasons, which is important for generating critical water runoff into tributaries, estuaries and lakes.

Overall, SFM supplies were lower in the first half of the year but improved by the fourth quarter, which also arrested the downward trend of the previous 20 months. Sales quantity was 12,999 tonnes, down 336 tonnes on the previous year.





in the previous year, to 1.96% by the end of the March quarter.

The positive take from the March quarter was SFM's supply volumes trending in a positive direction, with the expectation of consistent and regular supplies ahead.

The fourth quarter commenced with improved weather and fishing conditions. The much-anticipated positive flow-on effects from the February and March rains finally halted SFM's negative product supply trend and sales volume rose in the fortnight leading into Easter. Stronger demand also lifted prices, particularly in the four days trade prior to Good Friday. April volume was exceptional, up 125 tonnes on the same month in 2018. Total volume for the fourth quarter finished higher than the corresponding three months in the previous year and was the only quarter to do so in 2018/19 fiscal year.

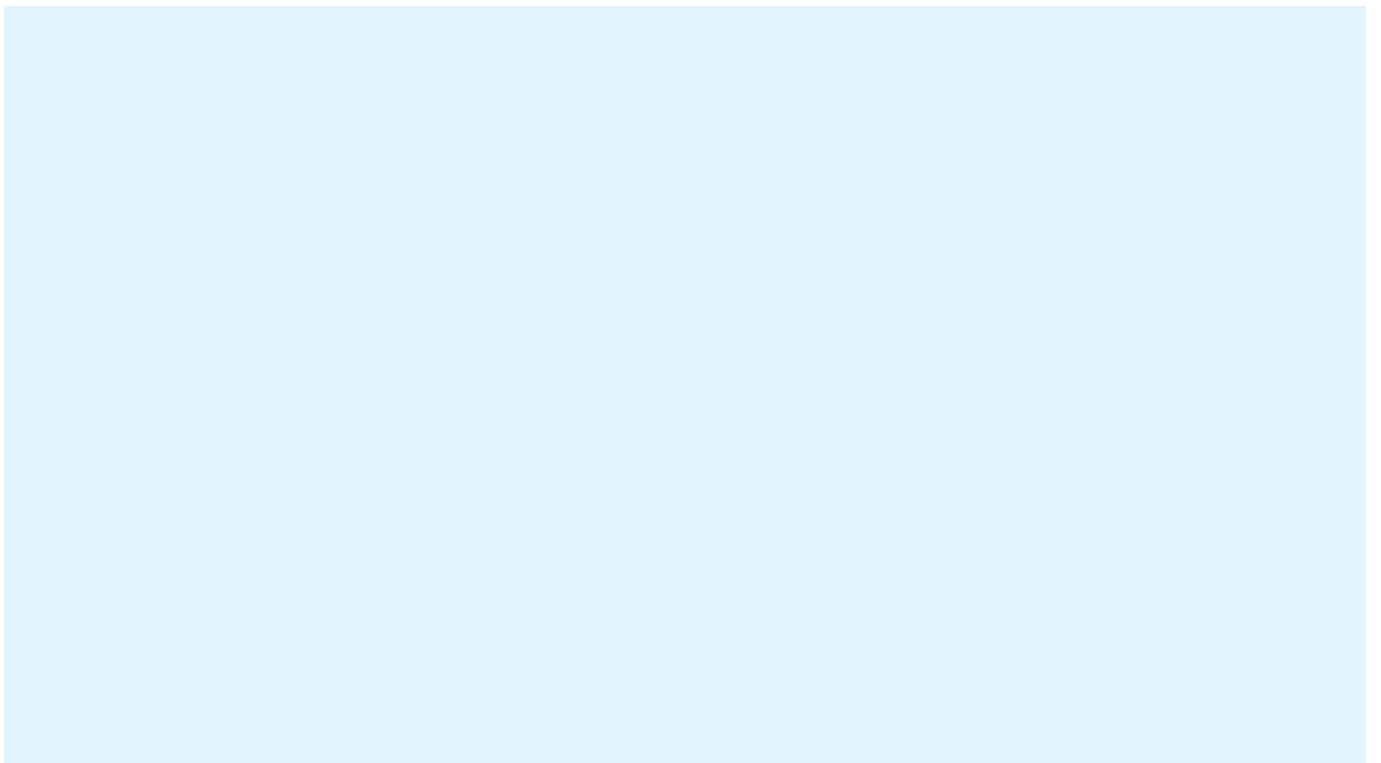
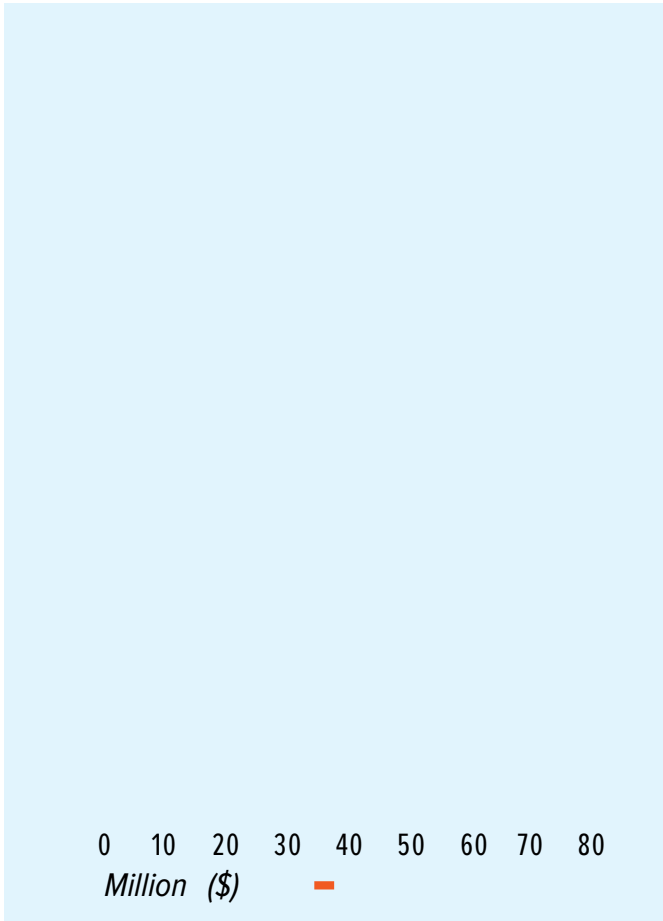
NSW accounted for 51.5% of all products traded through SFM in 2018/19, down from 52.8% in 2017/18. Total interstate quantity ended higher than the previous year at 36.0%. There was a decline in imports from regions other than New Zealand (NZ) resulting in overseas sourced products equating to 12.5% of total quantity traded, down from 12.8% in 2017/18.

By sales value and in order of contribution by region; NSW was 43.0% of total sales,

positive direct 205 Tm5 (28.P)20 (ceptional 9 uesls5pvarid(fion; NSW wn the previous year at NSW wom the

January's product supply plummeted from the eastern states, pushing the cumulative fall in SFM's sales quantity for the first seven months to a decline of 300 tonnes. During this quarter, Cyclones Oma and Trevor wreaked havoc in QLD and the rain that followed was welcomed, however the flow-on benefits for the fishing industry were not as widespread as first anticipated.

Equally concerning was the dip in demand for a large range of species. This resulted in the total average price at the end of the December quarter slipping from 4.70% above the corresponding period



OVERSEAS

The value of overseas product was unchanged from the prior year and as was the case twelve months earlier, represented 15.5% of SFM's total value of sales.

Auction sales quantity was marginally lower from NZ, but non-auction quantity was on-par with the prior year. Traded quantity and product mix from other overseas sources were unchanged.

Prices for most whole fish traded improved. This region's total market average price rose 4.7% from \$13.27 in 2017/18 to \$13.89 in 2018/19.

The aggregate gross sales value (auction and non-auction) was \$22.5 million. Total traded quantity was 1,616 tonnes.

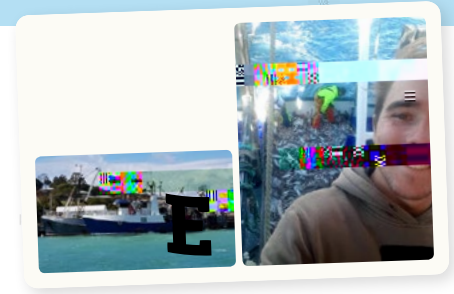
AQUACULTURE

The quantity of farmed products traded through SFM was 14.3 tonnes higher, despite a decline of 52 tonnes in Barramundi and 26 tonnes in Silver Perch that were impacted by drought. There was a reduction in New Zealand Chinook (King) Salmon sales, although production volume is gradually rebuilding. Counteracting these species was approximately a 10% lift in sales quantity of Yellowtail Kingfish and Blue Mussel and over 30% increase in total farmed Prawn.

Total sales quantity for all farmed products was 1,741 tonnes, close to 18% of SFM's total sales.

In terms of sales value, more than \$25 million was traded through SFM, or 3.25% higher than that recorded in 2017/18.

Variety of species traded remains unchanged from that of recent years, numbering 22 in total. Nineteen of the species traded at higher average prices over the year, up approximately 2.5%. The total average price for this group of products was \$14.79 per kg.



Josh Jarvis

EDEN, NSW
// COMMERCIAL FISHER

This is m eighth ear shing b't m third ear as skipper.

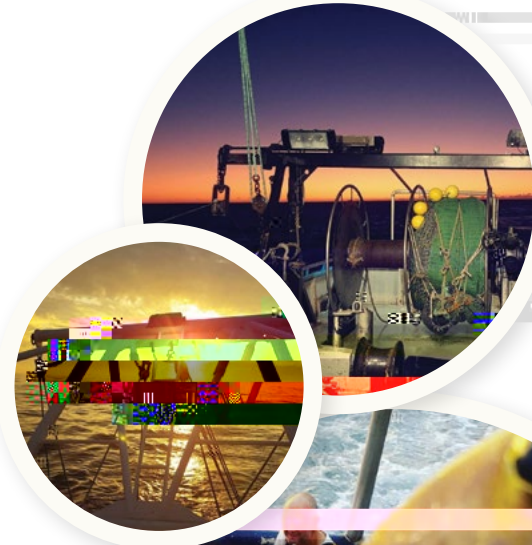
What do I lo e most abt m job? E er thing, reall . I li e for it.

P't it this a ... sometimes I j'ist ha e to sit there in the skipper's chair looking o er the bo , and take a moment and realise I'm li ing a childhood dream.

For the f't're of the ind'istr , I'd lo e to see more o'ing people getting into the ind'istr , and to see more people lo e the game as m'ch as I do.

Personall , m hope for the f't're is for m famil to b'ild a ne shing essel and contin'e shing.

And it o'ld be great to see a big photo of m boat, the *Samantha J*, at the front of S dne Fish Market.,





INNOVATION AND CONTINUAL IMPROVEMENT

2019-2020 Digital Trading Strategy

SFM partnered with PwC to develop a digital trading strategy to enhance the current auction and direct sales services. The digital trading platform will provide new services for stakeholders including expanded trading opportunities for buyers and suppliers as well as streamlined administration tools and logistics assistance.

The first stage of consultations was to ascertain the desired requirements for the platform from key stakeholders across the supply chain. From the consultation process, a capabilities brief was developed to identify suitable product suppliers. E-commerce service provider GFresh was selected via a competitive tender process to develop the platform which is expected to be completed in 2020.

2019-2020 Seafood Provenance Research Project

SFM entered a three-year seafood provenance research project in partnership with The Australian Nuclear Science and Technology Organisation, the University of New South Wales, Macquarie University and the National Measurement Institute. The project intends to deliver a scientifically-validated tool to distinguish the geographic origin of Tiger Prawn and Snapper with benefits for consumers and industry.

The project will utilise isotopic and nuclear techniques to accurately determine seafood provenance. The food testing program will help to instil consumer trust and will also ensure traders meet statutory and voluntary obligations.

2019-2020 Australian Trusted Trader

After an 18-month application process, SFM received accreditation as an Australian Trusted Trader (ATT) in March. The ATT program is an initiative of Australian Border Force that recognises businesses with a low risk, secure supply chain and compliant trade practices.

Throughout the application process, SFM was credited for having strong existing seafood handling practices which assisted in achieving ATT accreditation. SFM has become one of only a select number of seafood businesses in Australia to be accredited.

ATT accredited businesses receive access to a range of benefits that are not available to regular importers. SFM and its suppliers of imported product will benefit from the resulting ability to consolidate cargo clearances under a single import declaration.

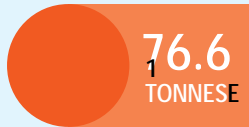
2019-2020 Seafood Tracking & Traceability

SFM commenced work on the Seafood Tracking and Traceability project in partnership with Food Agility CRC, University of Technology Sydney and Ultimo Digital Technologies. The project will utilise blockchain, image recognition, eNose and IoT technologies to design a digital fish provenance and quality tracking system.

Remote sensors will be used to track fish on its way to market. Data from IoT enabled packaging, temperature and location sensors and an eNose that measures fish freshness, will be then added to the blockchain.

An App will be developed so fishers can upload information about catch method, when and where the fish was caught and photos and verify the species using image processing technology.

This information will inform the fish quality index and the online auction trading, as well as potential integration to consumer Apps to assure customers about quality and provenance.



E P X S P

CONSULTATION

Bryan Skepper, together with fisheries scientist Professor Bob Kearney attended several meetings with fishers from the Professional Fishermen's Association, Commercial Fishermen's Co-Operative, NSW Department of Primary Industries and Ministerial advisors during the consultation period for the draft Hawkesbury Shelf Marine Bioregion Assessment.

Consequently, SFM lodged a submission which can be accessed on the Industry Submission sections of the SFM website.

ACHIEVEMENTS

SFM successfully transitioned to the latest edition of AS/NZS ISO 14001:2015 environmental management system standard, achieving certification in July 2018

GREENHOUSE GAS

SFM uses a greenhouse gas accounting spreadsheet to record the emissions factor for the individual emission sources. The reporting system is compliant with National Greenhouse and Energy Reporting.

SEAFOOD PROMOTION

SFM was awarded a 'Supporting Seafood Futures' grant from the NSW Government to assist in the development of a promotional campaign to raise the profile of the industry and drive consumption of NSW seafood.

The grant was used to contract Millstream Productions to produce a series of videos featuring legacy characters from the NSW fishing industry to help tell the provenance story of NSW seafood in an emotive way. SFM will release the content over social media as well as bank the raw footage of

Supporting the Sydney Seafood School (SSS) Campaign

SFM took *Sydney Seafood School on the Road* to Port Stephens for Love Seafood, Love Port Stephens. As part of the greater Love Seafood, Love Port Stephens campaign, a series of promotions, events and dinners to promote seafood from the region were held across the month of August. SSS's Brigid Treloar and SFM's Alex Stollznow conducted cooking demonstrations and recipe tastings utilising Mullet, Ocean Jacket and Cuttlefish.

Seafood Video Series

In July, SFM launched a weekly video series, showcasing different and often underutilised Australian seafood species to encourage consumers to consider alternatives to more popular species and provide them with tips on how to prepare and cook them.

The videos are distributed on SFM's Facebook and Instagram pages and have also been shared by media outlets including publication on the ABC News website and Yahoo! Lifestyle Facebook channel.

Species included in the showcase include Mirror Dory, Squid, Red Gurnard, Yellowtail Scad, Sea Urchin, Eastern School Whiting, Australian Salmon, Blood Cockle and Albacore Tuna. Sea Urchin has been the most popular to date.

Seafood Recipes from Sydney Seafood School

A selection of recipes from Sydney Seafood School (SSS) were produced into a series of videos to encourage seafood consumption and promote SFM as a source of information to assist with the purchasing and preparation of seafood.

Recipes featured in the videos include oysters with a range of dressings, Prawn Sushi Cake, Easy Prawn Ravioli with Citrus Dressing, Tuna Baked in Paper Parcels and Cuttlefish with Chorizo & Potatoes.

The videos are available to view on SFM's YouTube and social media channels.

SYDNEY SEAFOOD SCHOOL

The Sydney Seafood School (SSS) team has a mission to inspire everyone to eat well together through fun, engaging cooking experiences.

Building on the success of the new 3-hour Sushi & Sashimi Basics class, SSS introduced Fresh Pasta Basics and French Bistro Basics. These 3-hour hands-on workshops introduce guests to the fundamentals of a cuisine or technique and add new recipes to their repertoire. Mediterranean Seafood Tour was also added to the popular 4-hour weekend daytime timeslot.

In January, SSS's new major appliance partner, ILVE, installed \$100,000 worth of ovens, cooktops and rangehoods into the auditorium, prep kitchen and hands-on kitchen. ILVE is a premium Italian brand with an image of quality and fun that is a good alliance for the Seafood School.

In response to some guests requests for beer rather than wine with their meal, SSS formed an alliance with the Independent Brewers Association to provide a craft-beer-of-the-month for guests to purchase. Working with small independent breweries aligns well with the SSS core value of quality.

In July, SSS produced and distributed four different recipe cards to SFM buyers. These cards, which buyers offered to their retail customers, promoted fresh Australian species that SFM handles large quantities of (Blue Swimmer Crab, Flathead, Pipi and Octopus) as well as offering a discount code redeemable on SSS classes.

A transition of all operations staff from subcontractors to casuals was smoothly implemented. Profit for the year was 9% above budget.

List of guest presenters:

Alessandro Pavoni – Ormeggio at The Spit
Andy Evans – Spice Temple
Christine Manfield
Cory Campbell – Bea
Danielle Alvarez – Fred's
Giovanni Pilu – Pilu at Freshwater
Hideo Dekura (Master Sushi Chef)
Jesse McTavish – North Bondi Fish
Lucio Galletto – Lucio's Italian Restaurant
Mark Jensen – Red Lantern
Mark LaBrooy – Three Blue Ducks

Meena Throngkumpola – Long Chim
Michael Fox – Sushi e
Michael Rantissi – Kepos Street Kitchen
Mitch Orr – ACME
Nelly Robinson – nel.
Nino Zoccali – Pendolino & La Rosa
Paul Carmichael – Momofuku Sei bo
Rob Kabboord – Quay
Ross Lusted – The Bridge Room
Sam Kane – Bert's

Top three classes according to popularity:

Guest Chefs:

Paul Carmichael – Momofuku Sei bo
Danielle Alvarez – Fred's
Mark Jensen – Red Lantern

In-house:

Singapore Chilli Crab & Black Pepper Crab
Seafood BBQ
Spanish

SSS was host to a wide variety of corporations and organisations holding private cooking classes and events for their staff, clients and guests, including Adobe, Accentus, American Express, Australian Chinese Medical Association Incorporated, Australian Prudential Regulation Authority, BPAY Group, Brown-Forman Australia, Cisco Systems Australia Pty Limited, Colin Biggers & Paisley Lawyers, Commonwealth Bank, Deloitte Touche Tohmatsu, Ernst & Young, Estee Lauder Pty Ltd, Financial Planning Association of Australia, Fortis Accounting Partners, IAG Asset Management, ING Bank (Australia) Limited, Iveo, Lendlease, Lenovo, Macquarie Group Limited, Megaward Property Group, Navitas, Parker Scanlon, PwC, Princess Cruises, Quantum, Tourism Australia, True Alliance,



10,477 in 318 classes



1,700 units
\$3.574k royalties



Website Visits
810,651



Social Media Followers
646,002



Page Views
1,602,889

Aside from the home page, the next three highest ranked pages are:
[/at-the-market/opening-hours](#)
[/at-the-market/retailers](#)
[/seafood-trading/fish-prices](#)

SFM received digital advertising distributed through the Sydney Royal Easter Show customer database and print advertising in the *Sydney Royal Easter Show Guide* distributed via *The Daily Telegraph* as part of sponsorship benefits via the Royal Agricultural Society. The advertising was used to promote SFM's daily cooking demonstrations at the Sydney Royal Easter Show and details about Good Friday trade at SFM.

Events

With the benefit of higher visitation and increased media coverage and attendance, event days have become increasingly important to SFM and its tenants. SFM hosted activities, entertainment and promotions around the following calendar of events:

- Australia Day – January 26
- Lunar New Year – February 8
- Good Friday – April 19
- Blessing of the Fleet – September 23
- 36-Hour Seafood Marathon – December 23 to 24

Events

SFM celebrated Australia Day with live music on the boardwalk from 12pm – 3pm. Local band AKINGA played a mix of Aussie favourites as visitors enjoyed the entertainment, dancing in front of the stage and soaking in the atmosphere from their tables as they ate lunch.

Sydney Seafood School also hosted the Great Aussie Seafood Barbie class – a hands on cooking class teaching barbecued Prawn, Tuna and Octopus with native Australian ingredients.

Events

A lion dance performance was held to mark the first day of the Lunar New Year on 5 February.

SFM also hosted its second annual Lunar New Year Night Market with extended trading on Friday, 8 February. Open until 10pm, with free parking from 4pm, visitors were able to enjoy a seafood meal on the boardwalk and witness lion dancers parading through the site followed by a laser light water show, sponsored by UnionPay International.

Red envelopes and fortune cookies were handed out to visitors and the boardwalk was illuminated by special lighting with speakers playing a mix of top 40 and Chinese music outside.

SFM social media following continues to grow across all active platforms.



48,400+ Followers



5,200+ Followers

