About Sydney Fish Market

Sydney Fish Market (SFM) is a significant institution in the Australian seafood industry, having

As covered previously in this submission, Sydney Fish Market seeks to significantly expand its public events offering in our new, state-of-the-art facility on Blackwattle Bay. One event concept in particular which will showcase local produce, drive regional visitation to Sydney, and increase interstate and tourist visitation is the planned Australian Seafood Week.

The new Sydney Fish Market will be the hub for a world-class global celebration of seafood the largest in Asia Pacific. Australian Seafood Week will be a 10-day celebration, in partnership with Destination NSW, aligned with the existing SFM event, the Seafood Excellence Awards (which celebrates and acknowledges the best of the state's seafood producers, businesses, and industry organisations). It is our belief that this event will attract local, national and international audiences to take part in a cultural experience which will benefit the NSW community and its broader economy by supporting and educating visitors about the seafood industry.

The Australian Seafood Week program at the new Sydney Fish Market could potentially feature:

- Multiple events over the course of a week (both free and ticketed).
- International and domestic celebrity chefs to teach classes at Sydney Seafood School, e.g. Josh Niland, Massimo Bottura, Rick Stein, Adam Liaw.
- An immersive public art walk celebrating NSW seafood/fishing history.
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- Live arts and cultural performances and/or activations in the Market's Eastern Forecourt.
- Seafood industry symposium featuring a trade exhibition and/or conference.
- Markets on the foreshore/food and drink events, as well as public activations in Wentworth Park (e.g. music, wines, pop-up providores).
- Seafood Excellence Awards and gala dinner.
- The Biggest Catch: fishing boats around the waterfront showcasing large catch for visitors to see and take photos.
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