

# OUR PURPOSE

THE DIFFERENCE WE ARE TRYING TO MAKE IN THE WORLD

Our connected lives are disconnecting us from what we feel is important

We believe people crave a closeness to nature, to the food we eat, to the people around us

We offer an unparalleled intimacy and connection to the ocean and the experience it brings

## SYDNEY FISH MARKET TO UNITE PEOPLE AND THE SEA

# OUR PILLARS

WHAT WE NEED TO DO TO LIVE OUT OUR PURPOSE

### AN INFORMAL & ADVENTUROUS

- Immerse local consumers in the Sydney Fish Market experience
- Engender a fascination and respect for the sea
- Embrace the business opportunity of the Sydney Fish Market
- Create a vibrant, lively, and fun atmosphere
- Share the Sydney Fish Market experience with our customers
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# OUR VALUES

### DIVERSITY

Welcoming and learning from the different people, cultures and ideas that improve our market experience and ultimately, improve us.

### EMPATHY

Caring deeply for the people and the fish that make up such a big and important part of our lives everyday.

### TRANSPARENCY

Being open, up front and honest with each other and with everyone who comes to enjoy the market.

### BIGNESS

Being brave leaders that continually move the industry into the future

### INTEGRITY

Standing by and respecting what's right for each other, our fisherman, our fish and our waters.

### CURIOSITY

Approaching the world with a sense of fun, curiosity and wonder.

# OUR MISSIONS

WHAT WE DO EVERY DAY



## SEA TO MARKET

FACILITATE  
CONNECTIONS AND  
GROWTH IN A VIBRANT  
SEAFOOD INDUSTRY



MAKE SEAFOOD AN  
INSPIRING PART OF  
LOCAL LIFE