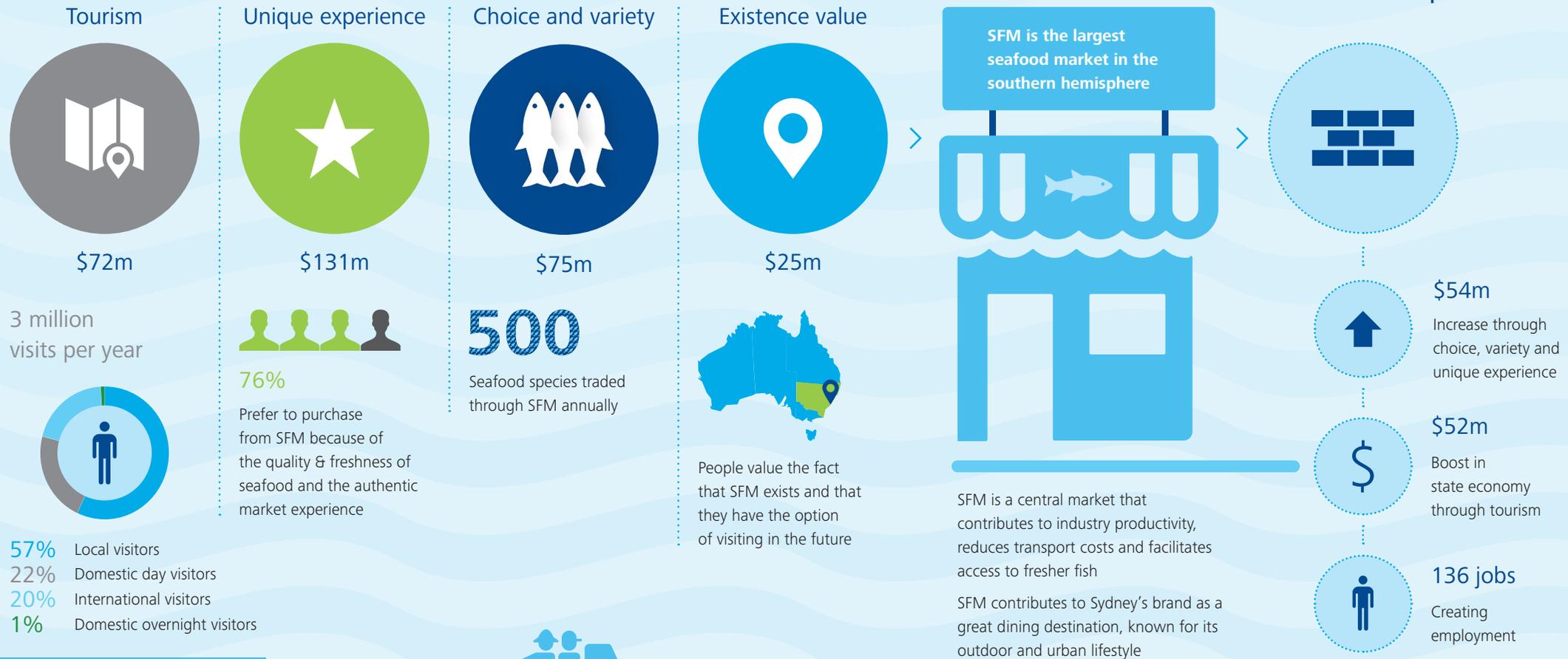
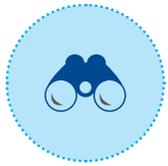


Deloitte Access Economics

The wider economic and social impact of Sydney Fish Market

Total impact of \$303m per year, derived from





SFM's vision for redevelopment

 **6 million**

Following redevelopment, visitation is expected to double to 6 million within three years.



Establishing SFM as the global benchmark for fish markets in terms of fresh seafood and other produce, seafood storage, handling and auction facilities



Creating a unique tourist destination, based on an authentic market experience, which brings people to Sydney from around the state, interstate and overseas



Establishing SFM as a leader in seafood sustainability and education, including opportunities in research, vocational training and nutritional education and more tour offerings and Sydney Seafood School programs for visitors



Establishing SFM as an iconic landmark in Sydney that respects the maritime heritage of the site



Establishing SFM as a leader in urban design, providing a connecting link within the cultural ribbon of attractions around Sydney Harbour

Sources: Sydney Fish Market, the SFM Business Case prepared by the Stafford Group, Deloitte Access Economics.
To download the Deloitte Access Economics reports, go to www.deloitte.com/au/sydney-fish-market-reports.