

THE NEW SYDNEY FISH MARKET

NOW LEASING

Call for Expressions of Interest

Submission Closing Date:
31st August 2023, 5pm



SYDNEY FISH MARKET PTY LTD acknowledges the Gadigal and Wangal people of the Eora Nation as the Traditional Owners of the land on which we operate.

Furthermore, we acknowledge that we receive product that has been sourced from lands and waters across Australia, with each of these regions also having Traditional Owners that have cared for Country over thousands of years and many generations.

We pay our respects to these Traditional Owners, to their cultures, and to their Elders past and present.



MORE THAN JUST A FISH MARKET

Set to become Sydney's next iconic architectural landmark and already the largest working fish market in the Southern Hemisphere the new Sydney Fish Market will attract global attention and millions of visitors every year. And this is your chance to be part of it.

The new Sydney Fish Market is looking for the best in the business of fresh food, drinks and dining to join us. More than just a fish market, we'll be home to a world-class visitor experience, with flavour and fun of every variety.



ARTIST'S IMPRESSION

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OVERVIEW

A FRESH OPPORTUNITY ON THE WORLD STAGE



OUR HARBOUR'S BEST



The new Sydney Fish Market is the centrepiece of the NSW Government's revitalisation of Blackwattle Bay. Anchored by a stunning design that reunites community and foreshore, it will be a world-class destination upgraded for modern times, while retaining its much-loved authenticity as a working fish market.

#1

LARGEST SEAFOOD MARKET IN THE SOUTHERN HEMISPHERE

\$750M

INVESTMENT BY NSW GOVERNMENT

30,000

SQM OF DEVELOPMENT

12,000

SQM NEW PUBLIC DOMAIN

3M

VISITORS ANNUALLY EXPECTED TO DOUBLE*

*Source: SFM Business Update (2018)

BE A PART OF HISTORY

From humble beginnings, to a thriving future. Sydney Fish Market's legacy in Blackwattle Bay spans over half a century.

ALWAYS

TRADITIONAL LAND AND WATERS OF THE GADIGAL AND WANGAL CLANS OF THE EORA NATION.

1980s

NEW ADDITIONS TO THE SITE TRANSFORM THE MARKET INTO A VISITOR AND RETAIL DESTINATION.

1994

PRIVATISED AS SYDNEY FISH MARKET PTY LTD.

2020

CONSTRUCTION COMMENCES ON SYDNEY FISH MARKET'S NEW LOCATION.

1966

SYDNEY FISH MARKET MOVES FROM HAYMARKET TO BLACKWATTLE BAY.

1989

SYDNEY SEAFOOD SCHOOL ESTABLISHED, WHICH TODAY ATTRACTS THOUSANDS OF PARTICIPANTS A YEAR.

2016

NSW GOVERNMENT ANNOUNCES PLANS TO RELOCATE AND REVITALISE THE MARKET.

2024

THE NEW SYDNEY FISH MARKET TO OPEN END OF 2024.

THE HOME OF FRESH

The new Sydney Fish Market will be an authentic world-class market; the epicentre of exceptional seafood and produce, encompassing catchers, growers, makers, wholesalers, retailers and restaurateurs in an iconic waterside destination. Along with the current crop of renowned businesses relocating with us, there will be a range of new retail spaces to lease.

12,500

SQM OF RETAIL SPACE

GLOBAL

LANDMARK RETAIL DESTINATION

17

CURRENT FISH MARKET BUSINESSES TO RELOCATE

19

NEW OPPORTUNITIES FOR LEASE

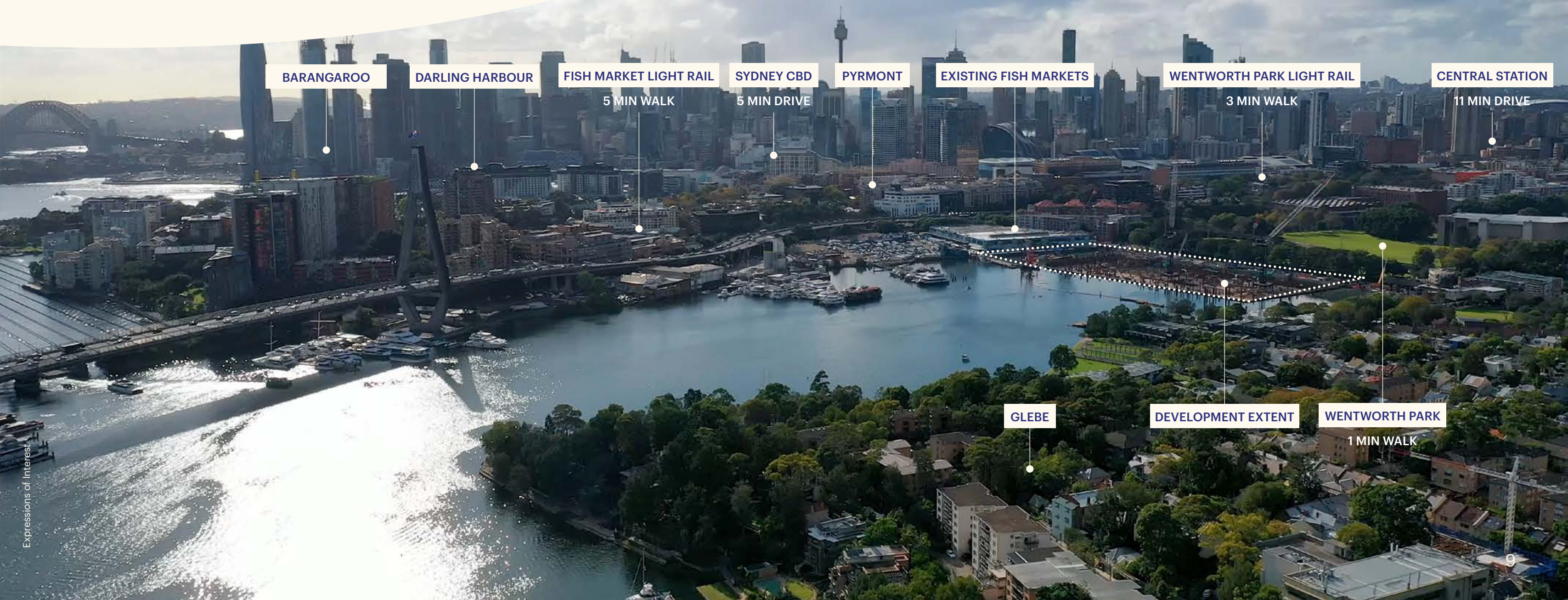
357

CAR PARKS



Less than 2km from the CBD, Sydney Fish Market will feature a 30m wide waterfront promenade – the missing link in a 15km walk between Rozelle Bay and Woolloomooloo.

BAYFRONT POSITION



BARANGAROO

DARLING HARBOUR

FISH MARKET LIGHT RAIL

5 MIN WALK

SYDNEY CBD

5 MIN DRIVE

PYRMONT

EXISTING FISH MARKETS

WENTWORTH PARK LIGHT RAIL

3 MIN WALK

CENTRAL STATION

11 MIN DRIVE

GLEBE

DEVELOPMENT EXTENT

WENTWORTH PARK

1 MIN WALK

COMING BACK FOR MORE

The new Sydney Fish Market will continue to be an iconic destination and convergence point for a diverse and distinct group of customers, from young and aspiring residents of the surrounding suburbs to ever-curious international tourists as visitation surges post-pandemic.

SOURCE: The New Sydney Fish Market, Retail Master Plan, June 2022, NSW Government. 'Sydney Fish Market Skyfii Visitation Data' and '2019 Deloitte Report 3: Wider social and economic impacts of a redeveloped Sydney Fish Market': MacroPlan 2023.



LOCALS

GROWING

The local resident population of 48,630 by 2026 is projected to spend over \$700 million annually on take home food, groceries, and liquor.

YOUNG & SINGLE

The largest age demographic across Pyrmont, Ultimo, Glebe and Rozelle is 25–29 years old and more than half are not married.



VISITORS

ANNUAL VISITATION

Sydney Fish Market attracts approximately 3 million visitors annually.

DOUBLE GROWTH

Sydney Fish Market and the reinvigorated Blackwattle Bay will target double visitation in the future.



WORKERS

GROWING

The worker population of 30,315 by 2026 is projected to spend \$150 million annually within the local trade area.

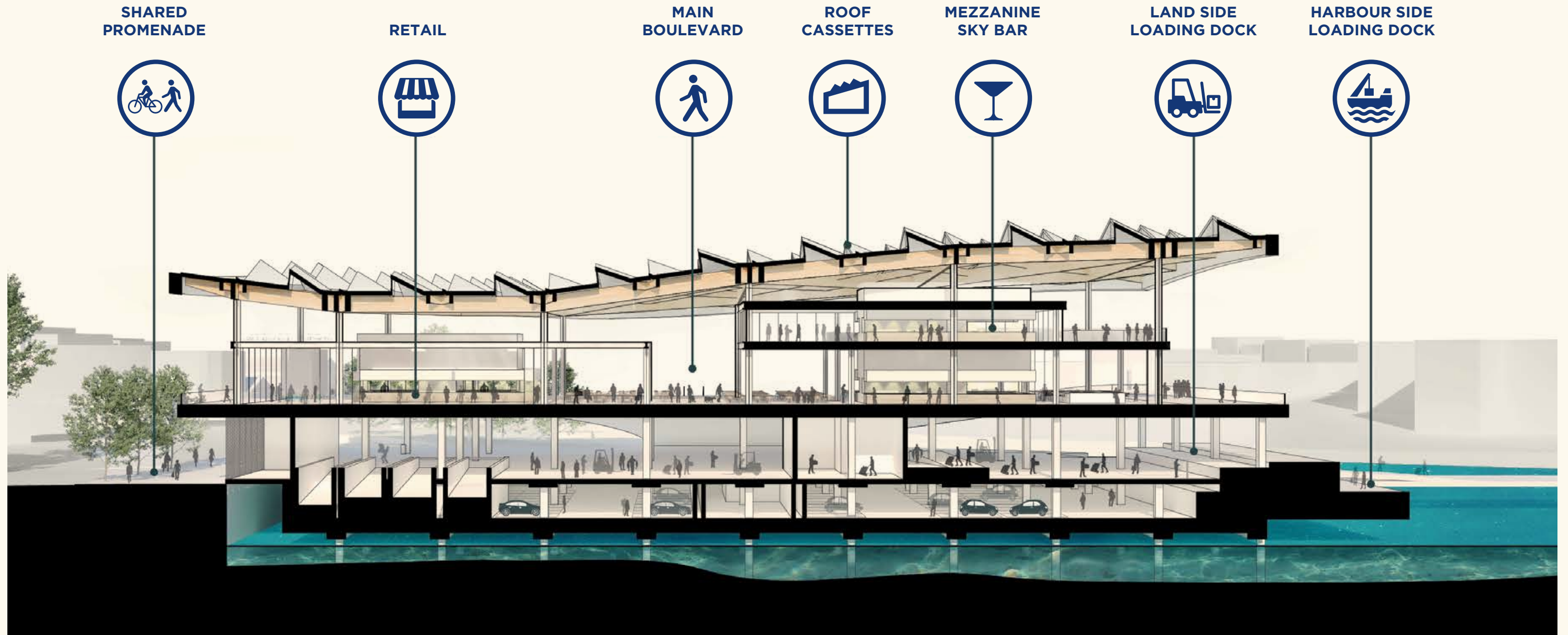
SHORT WALK

Around 6,100 workers are within a short distance of the site (primary sector).

OPPORTUNITIES

A NEW MIX OF FLAVOURFUL EXPERIENCES

LAYERED BY DESIGN



ELEVATED

RESTAURANT AND BAR COLLECTIVE.

Against the glittering backdrop of Blackwattle Bay, the new Sydney Fish Market provides a prominent address for sophisticated dining experiences and premium bars under one roof. This curated collection of smart casual and top-tier spaces will offer a new destination for visitors and locals alike.

FLAVOURS

SIGNATURE BARS

FLAGSHIP RESTAURANTS

EXPERIENTIAL DINING



SHOP

MERCHANTS AND MAKERS.

Anchored by the new Sydney Fish Market's focus on freshness, customers will be brought closer to the art and craft of real food and flavour. An epicurean mix of international ingredients, specialty eateries and artisan retail will enrich the daily shopping experience of foodies and foragers from Sydney and beyond.



- GOURMET
- FRESH FOOD
- FLOWER MARKET
- SPECIALIST
- PROVEDORES

FRESH



ELEVATED BUT CASUAL
SOCIAL AND SHARED DINING
MULTI-CULTURAL CUISINE



SMART

CAFÉ AND EATERY.

Close to the water's edge, the new Sydney Fish Market's café and eatery precinct will bask in the morning and afternoon sunshine. This cluster of accessible, well-designed spaces will attract a wide range of customers – from local individuals and families to market visitors taking a break from their shopping – seeking a casual, affordable, and positive hospitality experience.

BITES

VALUE FOR MONEY

HEALTHY OFFERINGS

QUICK AND CONVENIENT



GRAB

TAKEAWAY FOOD.

Convenience and care go hand in hand at the new Sydney Fish Market. With a focus on freshness, customers will have their choice of grab-and-go food offerings that are high quality when it comes to taste, health and value for money.

AND GO



FESTIVE

BREWER, DISTILLER, BAR OR EVENTS CENTRE.

As the sun brilliantly sets over Blackwattle Bay, the new Sydney Fish Market welcomes a new crowd of customers. Whether a brewer or distiller from Sydney's burgeoning craft scene, or a private function and events space, this additional anchor will add a vibrant new dimension to the dining experience day and night.

AND FUN

CRAFT BREWERY

BAR OR GASTRO PUB

EVENTS CENTRE



SUMMARY

PREMISES	AREA				USAGE
	INT	OSL	EXT	TOTAL	RETAIL MASTER PLAN
A2	163		138	301	Café/Eatery
A3	185		162	347	Café/Eatery
B3	90	10	95	194	Café/Eatery
B5	81			81	Café/Eatery
B6	109		69	179	Merchants/Makers
C7	65	28		93	Merchants/Makers
C8	65	15		80	Merchants/Makers
C12		104		104	Merchants/Makers
D1	108	82		190	Merchants/Makers
E1 a	212		120	332	Restaurant/Bar Collective
E1 b	395		225	620	Restaurant/Bar Collective
E1 c	270		260	530	Restaurant/Bar Collective
E2	106		86	192	Restaurant/Bar Collective
E3	137		120	257	Merchants/Makers
F1	65	59		124	Grab and Go
F2 & F9	78	80	231	390	Merchants/Makers
F3	49	34		82	Merchants/Makers
F4	81	54		135	Grab and Go
F5	116	66		182	Grab and Go
G2 & G3	1097		333	1430	Bar/Brewery/Distillery/Events
TOTAL	3472	532	1839	5843	

TARGET USES

COFFEE ROASTING

HERBS AND SPICES

SPECIALTY CHOCOLATES

SPECIALTY NUTS AND DRIED FRUITS

SPECIALTY TEAS

DONUTS AND SWEET TREATS

ASIAN GROCERY

CRAFT BEERS

SPECIALTY PIES AND BAKED GOODS

FRESH FLOWERS

BULK HEALTH FOODS

ASIAN BAKERY AND SWEETS

CASUAL DINING/
A VARIETY OF DIFFERENT CUISINES

RESTAURANTS AND BARS

SMALL BARS

INDIGENOUS BUSH TUCKER

ASIAN BBQ

QUICK GRAB AND GO

SPECIALTY COOKBOOKS

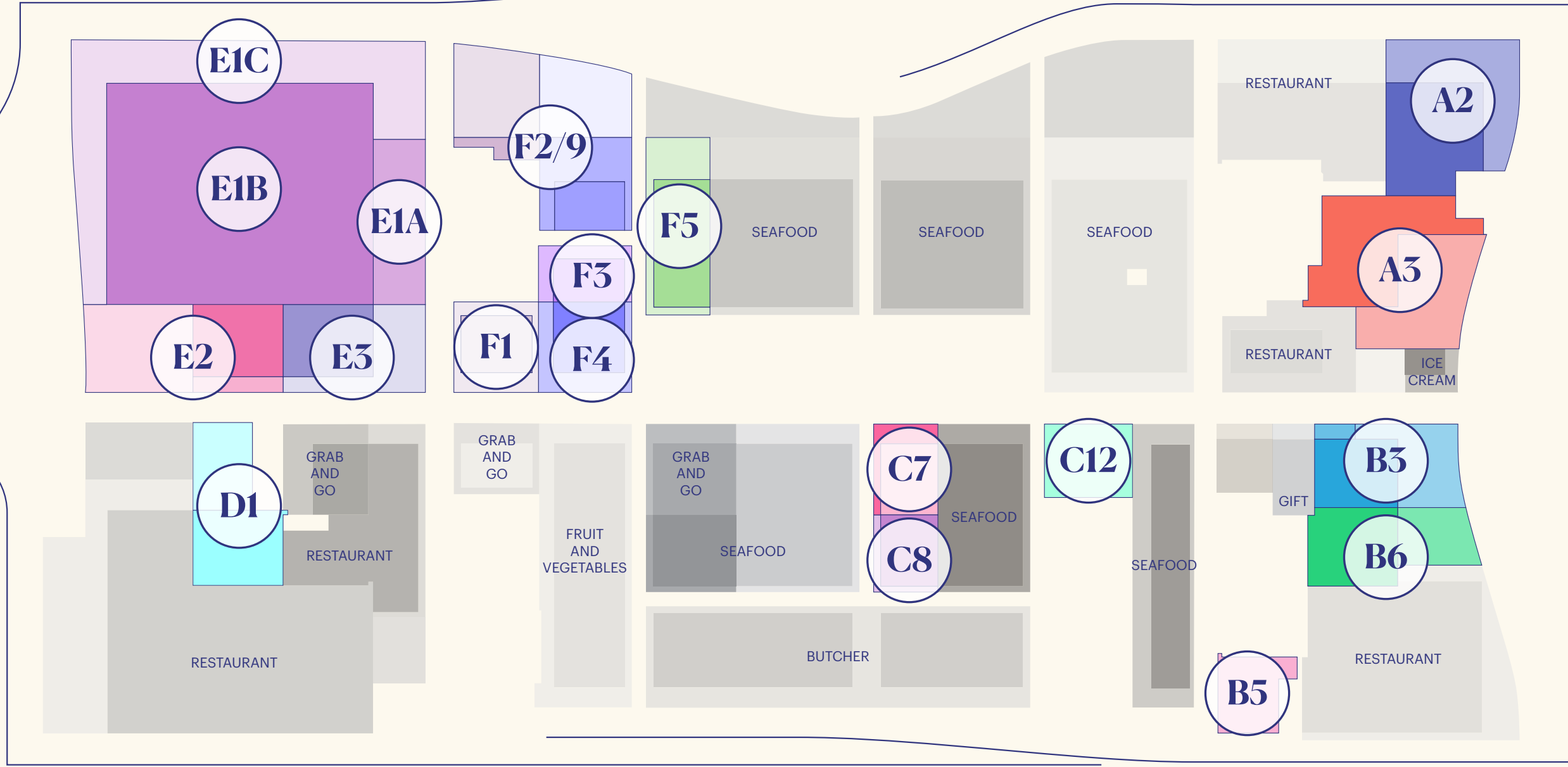
OF SPACES

PLANS

DESTINATION SPACES FOR SUCCESS



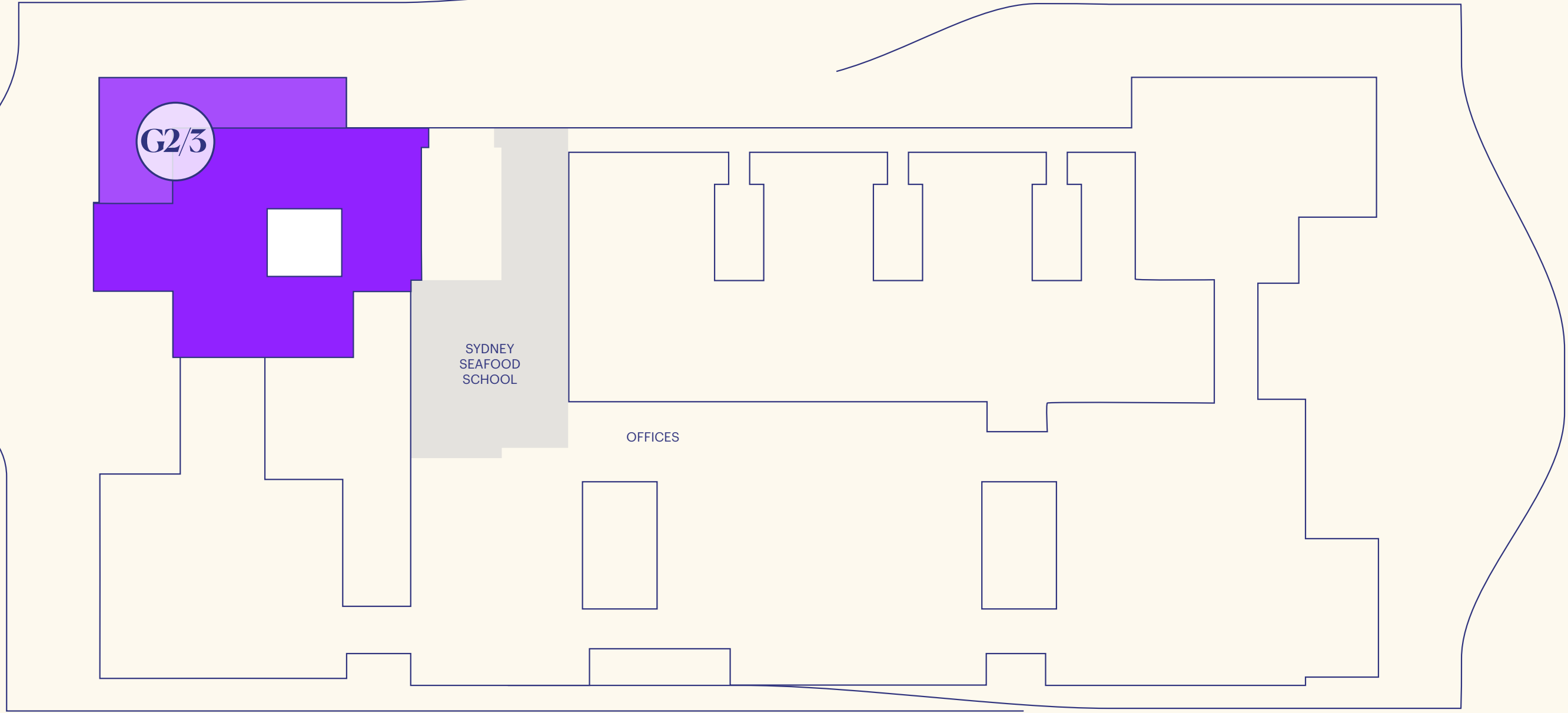
MASTER PLANS



UPPER GROUND LEVEL

DISCLAIMER: Not to scale, indicative only and subject to change without notice

MASTER PLANS



MEZZANINE LEVEL

DISCLAIMER: Not to scale, indicative only and subject to change without notice

RETAIL SERVICES

PREMISES		SUPPLY SERVICES			KITCHEN EXHAUST PROVISION			WASTE		OTHER		
TENANCY	INTERNAL + EXTERNAL AREA (SQM)	POWER (3 PHASE/ AMPS PER PHASE)	COLD AND HOT WATER (FEED MM)	GAS SUPPLY (MJ HR)	MECHANICAL EXHAUST (LT SECOND)	*EXPECTED RESULTS USING ECOHOODS	KEF SOLID FUEL EXHAUST (LT/SECOND)	TRADE WASTE	GREASE WASTE	PREMISES TYPE*	COOLING/ AIR-CONDITIONING	FIRE
A2	301	80	32	500	1,140	3,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
A3	347	80	32	500	1,520	4,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
B3	194	80	32	500	760	2,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
B5	81	80	25	500	Nil	Nil	Nil	Yes	No	Enclosed	Chilled Water Supply	Sprinklers to open plan
B6	179	80	32	500	760	2,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
C7	93	80	25	20	Nil	Nil	Nil	Yes	No	Unenclosed	Ambient Air	Sprinklers to open plan
C8	80	80	25	0	Nil	Nil	Nil	Yes	No	Unenclosed	Ambient Air	Sprinklers to open plan
C12	104	80	25	Nil	Nil	Nil	Nil	No - Sewer only	No	Unenclosed	Ambient Air	Fire Engineered Solution
D1	190	80	32	Nil	Nil	Nil	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
E1a	332	120	25	500	1,140	3,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
E1b	620	140	25	500	1,140	3,000	3000	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
E1c	530	140	25	500	1,140	3,000	3000	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
E2	192	120	25	500	1,140	3,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
E3	257	80	25	Nil	Nil	Nil	Nil	Yes	No	Enclosed	Chilled Water Supply	Sprinklers to open plan
F1	124	80	25	Nil	760	2,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
F2 & F9	390	80	25	500	1,140	3,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
F3	82	80	25	Nil	760	2,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan
F4	135	80	25	500	1,330	3,500	Nil	Yes	No	Enclosed	Chilled Water Supply	Sprinklers to open plan
F5	182	80	25	20	Nil	Nil	Nil	Yes	No	Unenclosed	Ambient Air	Fire Engineered Solution
G2 & G3	1430	300	32	1500	4,560	12,000	Nil	Yes	Yes	Enclosed	Chilled Water Supply	Sprinklers to open plan

NOTES ON SERVICES:

***Mechanical Exhaust:** The exhaust flows listed in the schedule indicate the expected results when using the 'Ecocanopy' hood with the building's central system. This system not only achieves lower exhaust levels using smaller, quieter equipment, but also reduces energy consumption, making it a more sustainable option compared to standard hoods. **Make-Up Air provision** for the kitchen exhaust is supplied adjacent all mechanical exhaust. **Premises Type:** There are 2 types of retail premises, Enclosed and Unenclosed. This affects a number of services and operations. Unenclosed is open to fresh air. **Chilled water and hot water service** is supplied through central plant. **Data/Comms:** Provision to allow tenant to connect to local Communication Room from Tenancy. **Electrical Distribution Board (EDB)** by Landlord.

RETURNABLES



HOW TO APPLY



WHAT TO KNOW

KEY DATES:

31ST AUGUST 2023

EOI SUBMISSION DEADLINE

15TH SEPTEMBER 2023

EOI EVALUATION BY SFM

6TH OCTOBER 2023

EOI PROPONENTS SHORTLISTED AND NOTIFIED

This is a historic opportunity to be a part of the new Sydney Fish Market and its exciting future. Below and over the page, you'll find all the info you need to submit your Expression of Interest by the submission deadline.

SUBMISSION METHOD:

All submissions must be emailed to Angela Bonnefin at angela@retail-strategy.com

RETURNABLE SCHEDULE

Get your pencils sharpened. Expressions of interest must detail your capability to deliver a successful fresh food or hospitality business. Your submission should include, but is not limited to, criteria of the Returnable Schedule: Submission Part 1 and Probity Statement Part 2. Submissions must be a single file PDF document. Multiple files and attachments will not be accepted.

PART 1: YOUR SUBMISSION WILL NEED TO INCLUDE

Concept	<ol style="list-style-type: none"> 1. Detail regarding your proposed concept, proposed menu (where relevant), price points and sustainability commitments. 2. Details of your proposed project design and fitout team. 3. Your nominated net rental and preferred tenancy location.
Experience	<ol style="list-style-type: none"> 4. Previous experience in fitting out a premises and operating a business, including design firm you may wish to engage for the new Sydney Fish Markets. 5. Experience of key personnel (directors of the business) and other key people within the organisation. 6. Detail regarding your industry reputation, previous business you have operated and current business owned by you and/or your group. 7. Any other relevant information such as social media metrics, media reviews, or industry awards.
Capacity	<ol style="list-style-type: none"> 8. Current financial capacity to meet lease and operational obligations.

PART 2: PROBITY

Have you, your spouse, proposed Guarantor or business partners ever had a judgment entered or a conviction recorded against you, been bankrupt, been insolvent, assigned your estate for the benefit of creditors or entered into a scheme of arrangement with creditors?	Yes/No – If Yes, give particulars.
Has any legal action been taken against you, your spouse, proposed Guarantor, business partners or your business for default under any credit contract within the last seven (7) years?	Yes/No – If Yes, give particulars.
Please indicate if you, your spouse, proposed Guarantor, business partners or your key personnel have any relationship (financial or personal) with any representative or any agent of Sydney Fish Market Pty Ltd, Infrastructure NSW or Place Management NSW.	Yes/No – If Yes, give particulars.
Please provide details of any related entities or retail/hospitality group and what your connection is to them (business/company structure).	Yes/No – If Yes, give particulars.

CATCH OF THE DAY



Don't miss this once-in-a-lifetime opportunity to be a part of Sydney's next iconic destination as one of the foundational retail partners.

For all retail enquires during the EOI process, please contact:

ANGELA BONNEFIN
sydneyfishmarket.com.au/leasing
angela@retail-strategy.com
0418 257 143



Acceptance of Submissions

Sydney Fish Market Pty Ltd, Place Management NSW and Infrastructure NSW (together, the Principals) are not bound to accept and may reject any or all submissions submitted. The receipt of a submission by the Principals does not oblige the Principals to proceed with any offer or transaction, including the issuing of any heads of agreement or lease documentation.

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If any person making a submission, whether personally or by agent, canvasses any of the Principals with a view to influencing the acceptance of any submission, then regardless of such canvassing having any influence on the acceptance of such submission, the Principals may at their discretion omit that person from consideration.

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