



NEWSLETTER

SYDNEY MARKETS – MASTER PLAN UPDATE – JULY 2006

The future of our Markets is full of opportunities. Realising these opportunities is the responsibility of all of us.

The Master Plan is now moving into the final stages of the master plan programme

The basis of moving forward is derived from information gathered from:

- Overseas markets benchmarking
- Gaining a better understanding of your business
- Gaining a better understanding of the fresh produce supply chain
- Valuable information obtained from stakeholders workshops

Information gathered has assisted SML in determining the key elements of an ideal Market i.e.

1. Lowest possible operating cost base
2. Clear branding and market positioning
3. Strong and efficient logistic controls
4. Outwardly focused
5. Broad range of fresh food offerings/ value add activities

The information gathered so far has highlighted the fact that Sydney Markets is a world leader in Central Markets operations and further confirms our vision ***“To be The Most Effective Market in the World”***.

We must however be proactive, constantly review our facilities, method of operation and efficiency to cater for our customers and the changing requirements.

As the final Master Plan develops, discussion will be held with Stakeholders to gain their valuable feedback to ensure the plan is feasible and efficient.

Feasibility work will now commence on the short term opportunities prior to completion of the Master Plan, they include:

- Formal delivery truck cut off times
- Review GTA & Warehouse operating efficiency
- Branding – generate a better public understanding of all the markets

The Program

- Present a draft Master Plan to the Stakeholders in Dec 2006
- Review the feedback & amend the plan if necessary
- Present to SML Board of Directors
- Obtain approval from relevant authorities
- Implement the individual projects as funds are available

Please note: *The Master Plan is a living document, as it develops, some of the identified Key Opportunities may be amended, deleted or others added.*

A presentation of United States tour findings is available for viewing by interested stakeholders. Please phone Retina Hong on 9325 6201 to arrange an appointment.

Regards

Brad Latham
Chief Executive Officer

18 July 2006

The Sydney Markets Master Plan



Final Stages of the program involves the developing of the identified Key Opportunities sufficient to prepare a business case for:

- **Cost benefit analysis**
- **Prioritising and timing of the relevant projects**
- **Determine if they are feasible and effective**
- **Will be approved by the relevant authorisation**

