



To All Tenants

SECURING THE FUTURE OF PADDY'S SECOND UPDATE

As previously advised the Haymarket Masterplan Committee has been tasked with formulating a Paddy's Haymarket Strategy and Operational Plan.

This process will ensure Paddy's Markets viability into the future as well as taking advantage of the Darling Harbour and surrounding area transformation which will become home to more than 4,200 residents and 3,000 workers. This area will be one of the most densely populated in Australia.

The Committee met in late June 2016 to formulate and establish the following initiatives:

1. Improve the look of the market by painting murals at various locations.
2. Improve the presentation of the Fruit and Vegetable section by designing and supplying new Fruit and Vegetable display tables.
3. Reviewing Paddy's current marketing initiatives and branding.
4. Engage Retail Consultants to develop the best layout and product mix.
5. Consideration for a new Market Office on the Ground floor for the convenience of Traders and Customers.
6. Develop a strategy to communicate better with Traders and Customers.
7. The SML Marketing Team has employed a Marketing Coordinator who will work on developing an events schedule for Paddy's Haymarket to maximise customer attendance.

Further updates will be provided as we move forward with the Masterplan. SML would like to thank you for your patience and cooperation during this time.

SHANE CHESTER

Project Manager
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