



To All Tenants

SECURING THE FUTURE OF PADDY'S HAYMARKET UPDATE 3

With significant works underway to develop the Darling Harbour and Haymarket area, Paddy's Haymarket is uniquely positioned to capitalise on the exciting opportunities that the renewal of this precinct will offer. Once complete, Paddy's will be at the doorstep of Darling Square, a new urban neighbourhood that will be one of the most densely populated in Australia. This will open the Market to a new demographic of customers.

The Paddy's Haymarket Master Plan Committee continues to advance the Paddy's Haymarket Strategy and Operational Plan, which will guide SML's approach to the long-term opportunities and present challenges arising from the Darling Harbour developments.

The Committee met in August 2016 and is pleased to report on the progress of several Master Plan initiatives.

Short-term Initiatives

The following short-term initiatives are being introduced to attract new customers to the Market:

Activations

A new promotional stand has been installed on the Hay Street side of the Market. This area will be used for activities to attract new and existing customers, as well as to trial new service offerings. The services trialled to date include shoe shining, a mobile device charge bar and gift wrapping.

Murals

SML has engaged an artist to design and paint a mural on the wall behind the main lift wells in the centre of the Market. The mural will depict the transformation from the original markets of old, to the new and improved Paddy's Haymarket.

Improvements to Fruit & Vegetable Trading Area

To enhance the appearance of the Fruit & Vegetable (F&V) area, the Committee has recommended the provision of new fruit and vegetable display cabinets to all F&V traders. The new cabinets will be trialled on 8 stands from 21 September 2016.

A thorough cleaning of the floors, walls and poles in the F&V area has been done to make the area more presentable and to complement the incoming display cabinets.

Retail Consultant Engagement

SML has engaged the services of retail consulting company to develop an optimal market layout and product mix to enable the Market to better meet the needs of existing and future customers.

In addition to seeing through the above initiatives, the Committee is actively working on the next stages of the project, namely:

- Customer Research – SML will engage a consultant to conduct qualitative research to identify and understand the needs of the customers moving into the Darling Square precinct. This research will contribute to the overall Haymarket Strategy and in particular, guide decisions relating to product mix.
- The development of a strategic communications plan to facilitate better communication with Traders and customers.
- A review of the current Paddy's Markets marketing initiatives and branding.

SML will keep Market stakeholders updated as this project continues to progress.

SHANE CHESTER

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