



SYDNEY FISH MARKET ANNOUNCES SEAFOOD EXCELLENCE AWARDS 2009

Established in 1945, Sydney Fish Market has a proud heritage as a leader in the Australian Seafood industry and is delighted to announce the 2009 return of the Sydney Fish Market Seafood Excellence Awards, Australia's premiere seafood event. The event highlights the outstanding achievements of the Australian seafood industry and reflects the values that have built the Sydney Fish Market reputation. On Saturday 14th March, 2009, Star City Grand Ballroom will play host to this much anticipated event in a fresh and exciting new format.

The Seafood Excellence Awards will offer an exciting array of nominees across all fourteen award categories recognising top performers in Australia's world class seafood industry. No aspect of the state's vibrant seafood trade will go unnoticed, with awards ranging from industry judged awards including Environmental Excellence, Seafood Business Awards and Best Seafood Restaurant, to the people's choice awards for Best Fish and Chips (Sydney and regional).

Apprentice chefs from across the state are invited to participate in the Inspired By Seafood Award, a unique and exciting opportunity challenging them to create a new recipe using a nominated seafood product. Nominations will be judged by top Sydney chef Sean Connelly and Sydney Seafood School Manager Roberta Muir along with two other food leaders. Finalists will be selected to participate in a Seafood Showdown at Sydney Seafood School where they will have the opportunity to create their own seafood masterpiece for the judges in February 2009. The winning apprentice chef will be announced at the Seafood Excellence Awards in March.

Grahame Turk, Managing Director of Sydney Fish Market says of the awards: *"The Seafood Excellence Awards provide the opportunity for Sydney Fish Market to recognise and reward the significant achievements of this crucial industry. It is also a fantastic opportunity to create a spectacular event where the seafood industry can get together and kick up its heels. The Seafood Excellence Awards is definitely a must attend event for anybody who has a serious interest in the Australian seafood industry"*

Historically this event has been restricted to a narrow group of industry insiders however in 2009, the Seafood Excellence Awards will be open to the general public, to acknowledge their loyalty to Australia's seafood industry. The general public can purchase tickets through the Seafood Excellence Awards website, www.seafoodexcellenceawards.com.au, from January 2009. All award submissions are now open and will close on 30 January 2009. Further information and nomination forms are available at www.seafoodexcellenceawards.com.au

For further media information or images please contact:

Louisa Goodall

Sydney Fish Market

T: 02 9004 1146 E: louisag@sydneyfishmarket.com.au



SYDNEY FISH MARKET SEAFOOD EXCELLENCE AWARD CATEGORIES 2009

- **Excellence in Environmental Practice** - A member or organisation of the NSW fishing community will be awarded the recipient for excellence in environmentally responsible practice.
- **Best Supplier (Aquaculture)** - Aquaculturists from across the state will be judged to determine who produces the most popular and highest quality aquaculture product. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Best Supplier (NSW)** - Suppliers will be judged to determine who provides the best quality product from a NSW individual or business sold through Sydney Fish Market. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Best Supplier (Interstate or Overseas)** - Suppliers will be judged to determine who provides the best quality product from interstate or overseas sold through Sydney Fish Market. Applicants can self nominate or be nominated by a Sydney Fish Market buyer.
- **Inspired by Seafood** - Apprentice chefs from across the state are challenged to create a new recipe using a specific species when they participate in a 'Seafood Showdown' at Sydney Seafood School judged by a top Sydney chef and industry leaders.
- **Best Seafood Retailer (Suburban and Regional)** - This award recognises excellence in seafood retailing and business initiative as the best seafood retailer in NSW outside the Sydney Fish Market.
- **Best Seafood Retailer (Sydney Fish Market)** - This award recognises excellence in seafood retailing and business initiative as the best seafood retailer in Sydney Fish Market's highly competitive environment.
- **Best Fish and Chips (Regional)** - Fish and Chips are a favourite with the Australian public and this 'people choice' award gives consumers the chance to vote for their favourite fish and chips in regional NSW.
- **Best Fish and Chips (Sydney)** - Fish and Chips are a favourite with the Australian public and this 'people choice' award gives consumers the chance to vote for their favourite fish and chips in Sydney.
- **Best Seafood Restaurant (Regional)** - Recognising regional restaurants that create seafood dishes to reflect the quality and seasonal availability of the finest Australian seafood and acknowledge those who embrace sustainability in their buying decisions.
- **Best Seafood Restaurant (Sydney)** - Recognising Sydney restaurants that create seafood dishes to reflect the quality and seasonal availability of the finest Australian seafood and acknowledge those who embrace sustainability in their buying decisions.

- **Seafood Promotion Award** - Presented to an individual, company, organisation, promotion activity or event that has made a substantial positive contribution towards improving the public profile of seafood and the seafood industry, including the industry's ongoing access to sustainable fisheries resources.
- **Seafood Business Award** - This award will be presented to a seafood company that has demonstrated business growth, innovation, excellence in product, service and marketing as well as making a significant contribution to the future of the seafood industry.
- **Star of The Sea** - This highly prestigious award is given to an individual who is an ambassador for the Seafood Industry and who has made a significant contribution to the development of the Seafood Industry.

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