



Sydney Fish Market today unveils its new branding, logo, and refreshed website, signalling an important milestone in the ongoing transformation of Australia's Home of Seafood. This follows the launch of Sydney Fish Market's digital trading platform, SFMblue, in September this year, and heralds the new Sydney Fish Market opening in 2024. Coinciding with World Fisheries Day 2022, Sydney Fish Market is celebrating the rich history of the market since it opened at its Blackwattle Bay location in 1966.

Sydney Fish Market is celebrating a new era for Australia's Home of Seafood, launching its new brand identity to signify the transformational journey of the market.

[Facebook](#) | [Instagram](#) | [Twitter](#) |



[YouTube](#)

sydneyfishmarket@decpr.com.au