

# SYDNEY FISH MARKET HOOKS DEC PR AS AGENCY OF RECORD

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October 2019, Sydney, Australia – Australia’s home of seafood, Sydney Fish Market, has appointed independent agency DEC PR to manage its public relations, following a recent competitive tender process. Sydney Fish Market is the largest market of its kind in the Southern Hemisphere; a one-stop-shop for 3 million food lovers from Sydney and beyond. Having been the flagship commercial hub for the New South Wales fishing industry for more than 70 years, today more than 13,300 tonnes of seafood is traded through the wholesale market, annually. Stephanie Margrain, Marketing & Communications Manager at Sydney Fish Market says: “Our team was impressed with the professionalism as well as the strategic and creative thinking that DEC PR showed during the tender process.” “We are excited to partner with an independent agency with such strong capability spanning consumer and corporate communications – one that will be able to support and shape stories across our seasonal events, but also work closely with our internal team and our retailers, to drive earned media outcomes that champion the consumption of seafood and promote the world-class sustainability of the industry,” added Margrain. Renowned for its 36-Hour Seafood Marathon held annually from 23 to 24 December, and Good Friday Trading at Easter, Sydney Fish Market is an iconic Sydney destination for locals and tourists alike, but also aims to educate consumers on the wide range and seasonality of quality, sustainable seafood available. Agata Kenna, Managing Director at DEC PR, says: “Food and tourism are categories that the DEC PR team is incredibly passionate about, so Sydney Fish Market combines two of our favourite pastimes. We have extensive experience building brands, safeguarding reputations and cultivating genuine engagement in this space, and are looking forward to collaborating on campaigns that attract Australians from near and far to this iconic destination.” DEC PR commences work immediately. -ENDS- For more information or any media enquiries, please contact: Sarah-Ann Taylor via [sydneyfishmarket@decpr.com.au](mailto:sydneyfishmarket@decpr.com.au) or +61 2 8014 5033 For more information please visit [www.decpr.com.au](http://www.decpr.com.au).

## Contacts

Agata Kenna

mailto:

Sarah-Ann Brittain

02 8014 5032

mailto:

Tammi Ireland

+61280145033

mailto: