



Web Presence

CASE STUDY





Challenge

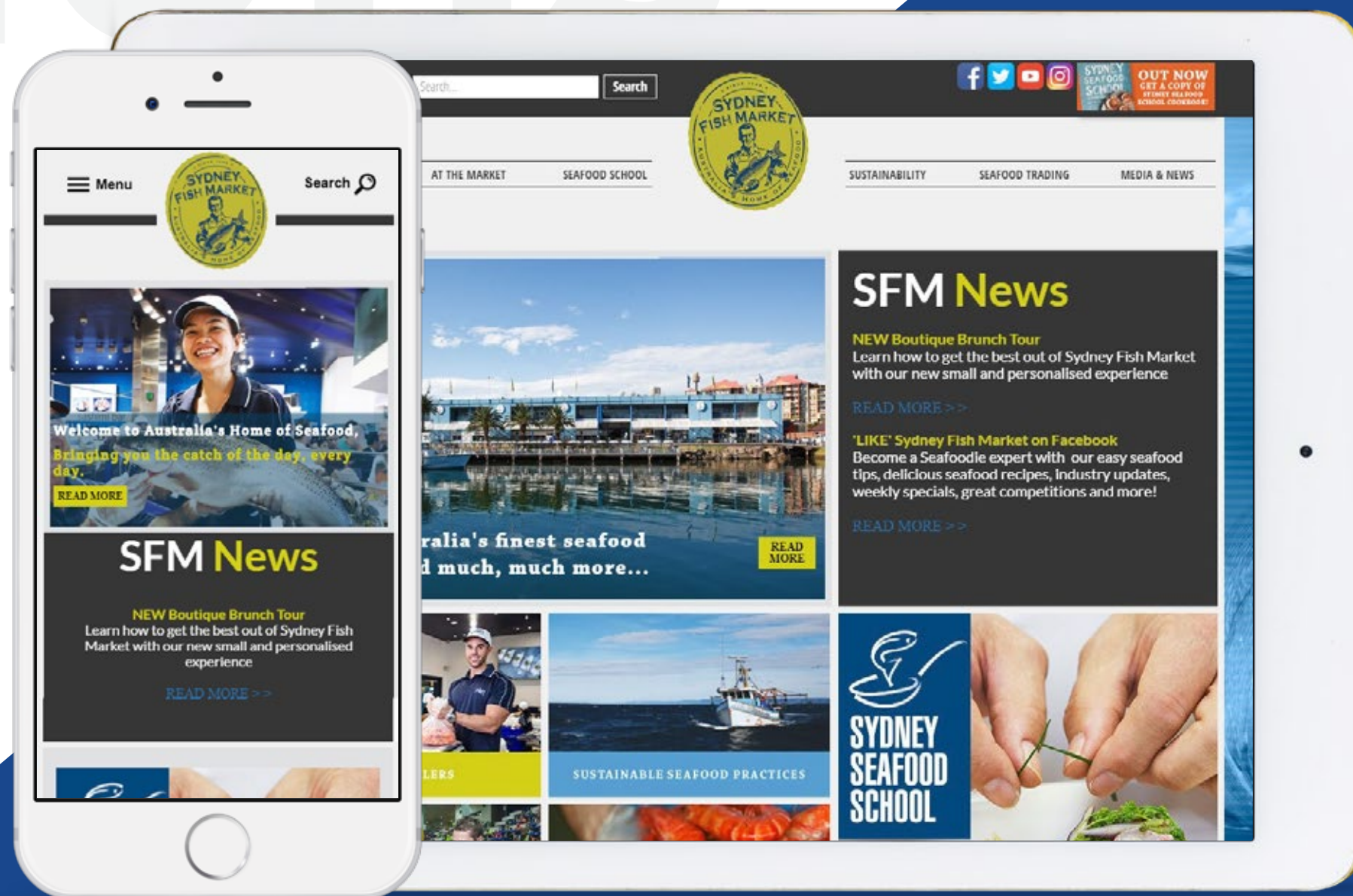
Sydney Fish Market (SFM) is the largest market of its kind in the Southern Hemisphere and the third largest seafood market in terms of variety in the world. A client of ITworx for over 5 years, SFM approached ITworx to help achieve their online objectives supporting their DNN based web presence.





Solutions

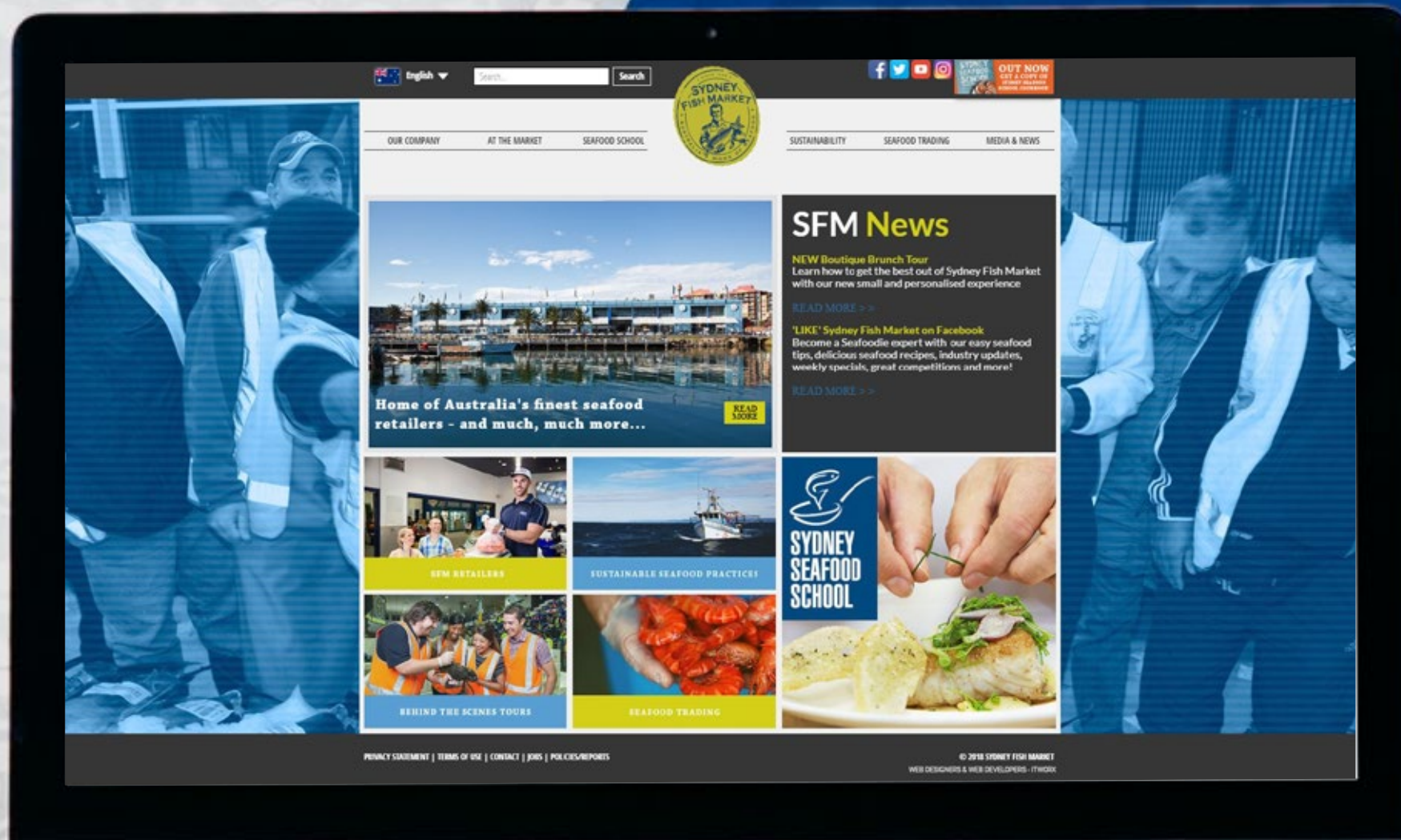
One of our first projects for SFM was the improvement of the Sydney Seafood School (SSS) online bookings system. The School, established in 1989, now attracts over 13,000 participants a year and hosts an enviable list of Australia's finest guest chefs. ITworx improved the design and usability of the bookings form by providing HTML and skin design work while also allowing for real time processing of credit card information via the integration of their CRM and a payment gateway with custom DNN modules. This allowed the Sydney Seafood School to receive real-time class bookings with up to the minute class availability displayed on the website.

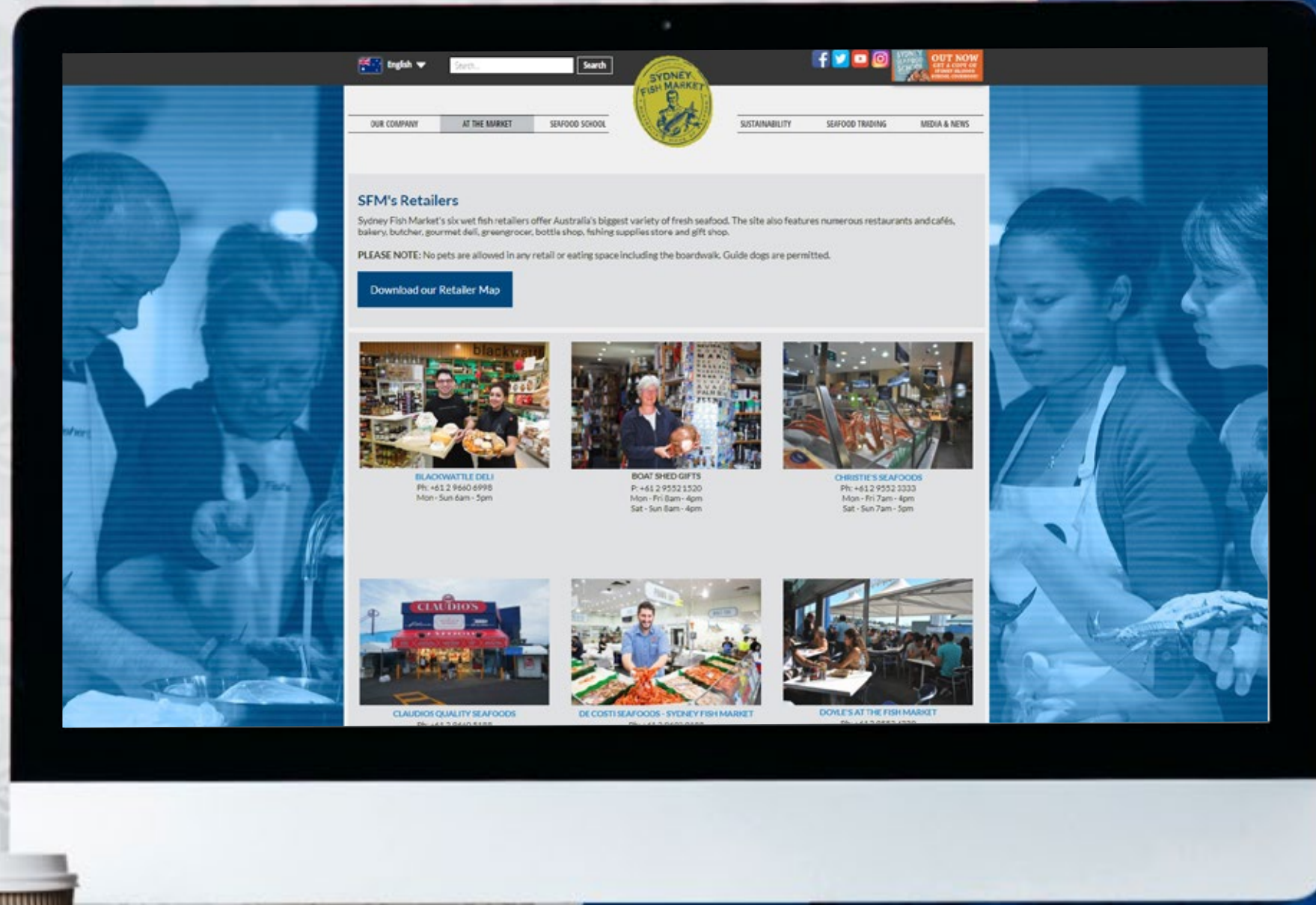




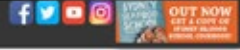
We more recently improved the overall design and usability of the Sydney Fish Market web presence to create a site that better reflects the icon status of SFM as a destination for tourists SSS participants, buyers and suppliers. We have implemented a number of website design and functionality improvements to assist SFM and SSS in getting their message out there to the relevant audience. All of our recent design improvements are mobile and tablet responsive with careful attention being placed on the needs of our audience on the various devices.

The SFM Website is a vibrant and rich resource for visitors wanting to find out more about SFM and about the Sydney Seafood School. We have created a web presence that is able to cater for various types of visitors, be it a participant looking for a Cooking Class or a visitor trying to find out the best public transport options to SFM.





English Search



OUR COMPANY AT THE MARKET SEAFOOD SCHOOL SUSTAINABILITY SEAFOOD TRADING MEDIA & NEWS

SFM's Retailers

Sydney Fish Market's six wet fish retailers offer Australia's biggest variety of fresh seafood. The site also features numerous restaurants and cafés, bakery, butcher, gourmet deli, greengrocer, bottle shop, fishing supplies store and gift shop.

PLEASE NOTE: No pets are allowed in any retail or eating space including the boardwalk. Guide dogs are permitted.

[Download our Retailer Map](#)



BLACKWATTLE DELI
Ph: +61 2 9560 6998
Mon - Sun 6am - 5pm



BOAT SHED GIFTS
Ph: +61 2 9552 1500
Mon - Fri 8am - 4pm
Sat - Sun 8am - 4pm



CHRISTIE'S SEAFOODS
Ph: +61 2 9552 3033
Mon - Fri 7am - 4pm
Sat - Sun 7am - 5pm



CLAUDIO'S QUALITY SEAFOODS
Ph: +61 2 9560 5555



DE COSTI SEAFOODS - SYDNEY FISH MARKET
Ph: +61 2 9552 1500



DOYLE'S AT THE FISH MARKET
Ph: +61 2 9552 1500

