

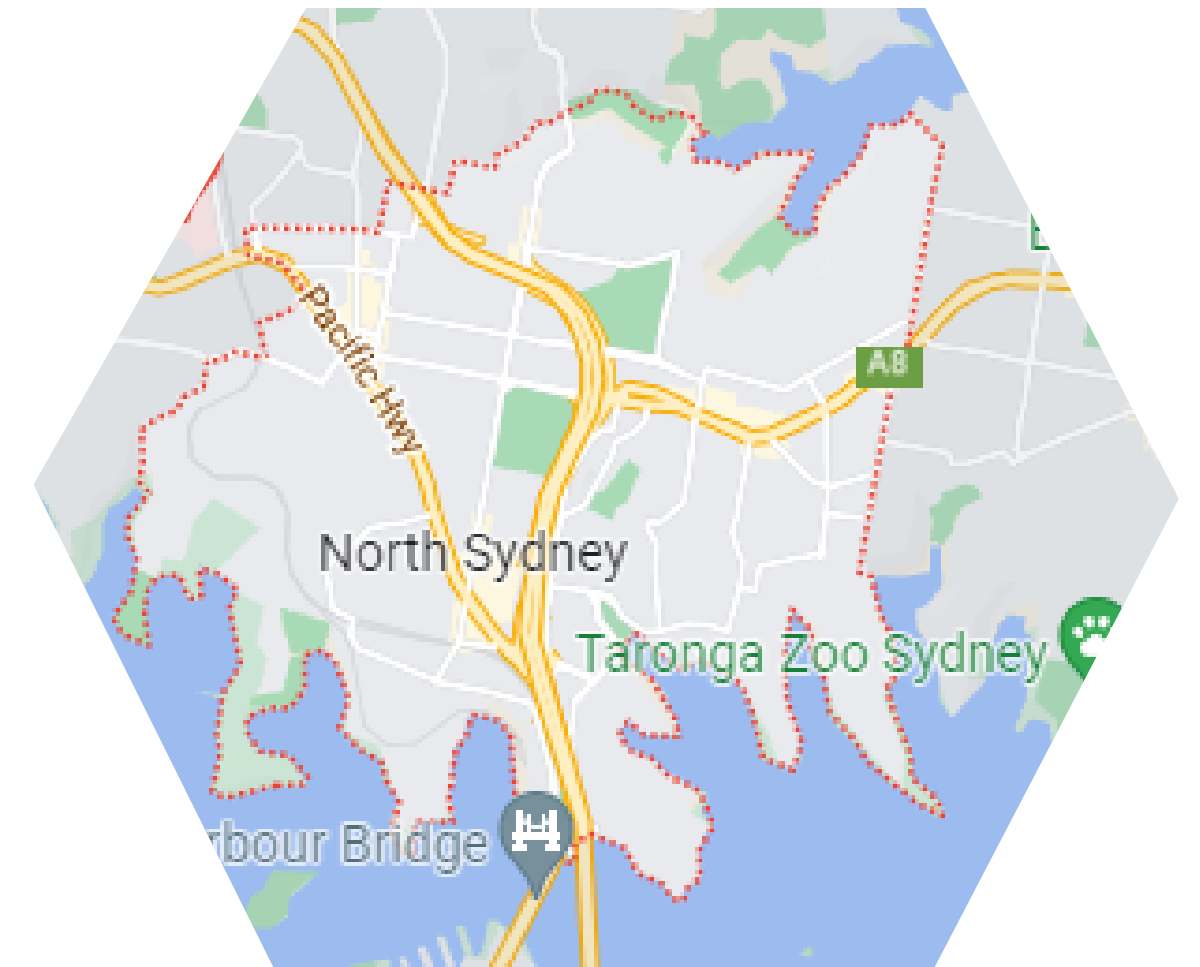
An aerial photograph of Sydney, Australia, showing the Sydney Harbour Bridge and the Sydney Opera House. The city skyline is visible in the background, and the water of the harbour is in the foreground. The text "North Sydney Sun" is overlaid on the image.

North Sydney Sun

MEDIA KIT 2023

ABOUT THE SUN

North Sydney Sun is **the only newspaper focused on the North Sydney local government area**, Sydney's second biggest business district and one of the wealthiest residential districts in the nation.



The Sun comes from Decisive Publishing, **founded 1994** and headed by journalists with over three decades of experience in publishing and writing. As a technology publisher, the company has deep and long connections with local business while founder Grahame Lynch was born in the district in the 1960s.

The Sun is published monthly and includes a wide range of content ranging from local community and political news, to restaurant and cultural content, puzzles and the only dedicated sports coverage of local clubs.

HIGH QUALITY CONTENT

Over our 18 issue existence we have featured interviews with the likes of local mayor Zoe Baker, deputy mayor Godfrey Santer, former federal member Trent Zimmerman, current federal member Kylea Tink, the brains behind the teal insurgency at the last federal election – Kristen Lock and Simon Holmes a Court, state members Felicity Wilson and Tim James and more.

We also feature the only interview-based coverage of the major local sporting clubs across rugby league, rugby union, cricket, basketball, Aussie rules, football and much more.

State MP Felicity Wilson seeks to clear up confusion over tree replacement at Warringah Freeway works

By Grahams Lynch

State member for North Shore Felicity Wilson has moved to clear up what she says is misunderstanding and misinformation about the removal and eventual replacement of trees to assist the development of the Warringah Expressway Upgrade and the Western Harbour and Beaches Link Tunnels.

The removal of hundreds of trees from Denmore Park is fueling local opposition to the tunnels and threatening to become a major issue at next year's state election. There are more tree removals slated for other upgrade areas including the High Street intersection at North Sydney.

What makes the issue most troubling is that there is strong support for the upgrades as well as the third stage of the development—the Beaches Link Tunnel—in the Mosman hall of the

North Shore electorate.

According to Wilson, "I think people always have a point when trees are being removed because nobody likes it. Nobody likes to see it happen. And I think a lot of people are genuinely shocked when they see trees being removed and they question why? And that's perfectly fine."

"But I know that we've done a lot to communicate everything that's going on. So if you live near an area where the works are happening, you'll have ongoing letter box drops about the types of work happening, the times those works are happening, some of the details around it, there are services affected and if trees have to be removed, that we have really strict statutory approvals where we have to identify any environmental impacts, including tree impacts, and we have to

slide by the approvals we're given."

Wilson said the key requirement is that removed trees are replaced at double the rate of removal within seven years. "The statutory requirement in the planning approval to replace any removed trees at a ratio of two to one. So I know that means that for a period of time, we won't have those trees in place. But once the works are done, we'll have a doubling of the number of trees that did have to be removed. And we're also committing to make sure that we'll either maintain or enhance the canopy across North Sydney," Wilson said.

REACTION UNUNDERSTANDABLE: "So I can understand if there's an emotional reaction to seeing a tree

Continued page 2



"Nobody likes it when trees are removed" - state member Felicity Wilson

Bears' 129th season in full swing

By James Mullan

The bats are lapping for the season's Cricket season. For the first time in two seasons, the NSW Premier Cricket season will be free of restrictions, La Nina notwithstanding.

With the season underway, we caught up with Senior Club President Pat Lindsay to find out what to expect from this summer of UTS North Sydney Bears Cricket. After finishing 19th last year in the Club Championship, Lindsay is confident the team has what it takes to improve.

"Every season we get a team out hoping to make finals, that's the aim this year. We've got a strong, mature group, with some high quality players." Lindsay believes Norths have plenty of talent in their first grade line up. Tom Jagot will captain the squad as well as doubling as batting coach. Jagot has been with the club since 2005 and won the O'Reilly medal for best player of the competition just two seasons ago.

Also starting in the batting line up is Justin Avardano.

The batsman has played for the Sydney Stars and, more recently, the Melbourne Stars in the T20 Big Bash League.

In NSW Premier Cricket he was simply dominant last season, tallying up 700 runs, third highest in Premier

Cricket, while averaging 90 runs per innings, landing him a spot in the team of the year. Already this season, he is off to an impressive start registering 100 runs in round 2 against Sydney.

In the bowling ranks, Lindsay highlighted the opening duo of James Campbell and Matt Alexander as two stars to keep an eye on.

Campbell is a local junior and has played for North Sydney his whole career. Last season, he bagged 19 wickets in only 11 matches.

Left arm quicks Alexander has been with Norths for 5 seasons now and has cracked 200+ wickets in his grade career. Last season he totalled 19 wickets, highlighted by an impressive 5/35 performance. Off the pitch, he recently got engaged to his sweetheart, Holly.

Rob Atkin, the heart and soul of Bears cricket, is back for another summer. The all rounder holds the record for most NSW premier cricket appearances ever and has been with the Bears since 2001.

In transfer news, 18 year old wicket keeper James Reece will join the Bears. He has been playing County Cricket in England where he has tallied 1000 runs in only 8 test matches, a very impressive achievement for the youngster. Reece has also represented England at the ICC Under 19 World Cup.



From last year's squad, Aiden Baral and Jack James left the club for Tasmania, and Gordon, respectively, which will likely open up opportunities for Jimmy Greenleeds and Adam Cawston. In the grandstand, coach Gary Whitaker has moved into the Director of Men's Cricket role with John Saint taking over as Head Coach and Todd Harper returning as Head Assistant Coach.

Overall, Lindsay believes top level cricket in the district is in great shape.

"Cricket on the North Shore I think is very strong. It's a very competitive landscape amongst clubs. There's Mosman, Gordon, Northern Districts

that are all competing for the same players and honestly it spurs you on a bit. Plus you add in Manly and Sydney that aren't that far away so it's a pretty competitive area."

Mosman took out last year's 1st grade premiership while North Sydney is still waiting for their first title since 1993.

However, the Bears did win the 1st grade limited over title in 2001/02.

Lindsay is confident this year's team has what it takes to spell the way and added the partnership with UTS has seen a massive improvement in club's fortunes since they teamed up in 2018.

REACH & ENGAGEMENT

- 15,000 copies distributed to households and businesses throughout Crows Nest, Waverton, Wollstonecraft, St Leonards, Cammeray, North Sydney, Neutral Bay, Cremorne, Milsons Point, McMahon's Point and Kirribilli.
- 98% pick-up rate at mass drop off points.
- 519 members in our Facebook community group.
- We are the ONLY newspaper that delivers directly to individual households in North Sydney LGA. Use us to reach an audience nobody else has.



OUR AUDIENCE



**\$4.3 BILLION YEARLY
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(AUSTRALIAN BUREAU OF
STATISTICS)



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NORTH SYDNEY WELLBEING

Debunking myths on child mental health

By Living To Thrive's Chael Anderson



When it comes to parenting, being
and child mental health can be very
and uncomfortable for many.

There is an handbook parents often find become a parent on how to raise a mentally healthy child or young adult. We spoke with child, youth or family therapist, Jo Howard, of The Wellbeing & Mental Health Agency to describe and debunk some common misconceptions on child and adolescent mental health.

Jo is therapist with 15 years of experience in child, adolescent and mental health counseling. She has worked in professional learning and training as it pertains to providing support and education to primary and secondary schools, families, parents and the community. Jo has worked across K-12 and national school systems to support and promote mental health, coordinate efforts to empower children, young people, educators, and their families.

these in isolation do not correlate to mental distress, but when recombined with other pressuring signs could justify action.

Home: What are the rules of telling your child to "tuck it up" or "stop being so sensitive" should they show signs of mental distress?

As the birth and upbringing of a parent occurs in their own and teenage years, with stress and turmoil, how does this young person then view the world, later in life, when he or she is a parent? One of the most important goals in parent preparation is to educate what their young person may be experiencing. This process allows for a parent to further strengthen the relationship's foundation and increase opportunities for early intervention. Moreover, by using the phrases mentioned here, young parents not only feel heard and not marginalized but they also may find the internal resources to manage future child rearing situations on their own.

Suz: How do you support parents both in the region of mental health where some do not feel comfortable themselves or just don't know what to say?

Are you prepared for the discussion, do your research and look up the topic you would like to raise, you can begin by being curious and asking your teenager what they think mental health is, ask them to

explain it to you. This provides an open and safe dialogue, and you can gauge your child's understanding. Let them be the teacher of what they are experiencing or going through.

A great player is alert to his chronic physical health and how often he physically doesn't feel well that shows up in the mind and body and can then affect our behavior. You can explore that connection by

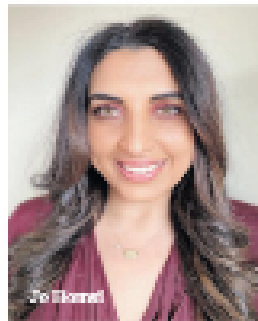
thing like daily water, exercise, eating on your body and eating well. A good activity you can do is discuss what a good mental health reaction would look like to you for your mood.

You can share with your teenagers to create a list of strategies they can engage in for maximizing positive mental health. Then, on another list, you can add strategies that they should engage in when they have a challenging mental health day.

Moodsway offers their "Moodsway Action Plan" that you can fill out together. Develop your well-being plan and role model to your young person how to practice self-care for your mental health and keep each other accountable.

On challenging days, parents pull their
 up and encourage them to choose a
 healthy coping strategy.

For more information to get the convention started, check out Headspace's www.headspace.com



every day friends and family to support a young person's education.

Share Tell us about some of the services that you provide.

Ju: Cherry Minds Therapy provides individual counseling support for adolescents, families and couples. The service focuses on building connections and helping young people and families manage adversity, and mental health difficulties, while creating internal and external resources to manage what things come up. Cherry Minds Therapy runs parenting workshops, educational courses, and tailored group work programs for schools and families.

Further resources

<http://www.gardianshipagency.co.uk> provides a help guide to general guardianship and custody problems in the family court.

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Remember: What are some of the signs of mental distress in adolescence that may differ from "normal" teenage angst?

[illegible]

To identify if a child's distress is occurring across these three key components of an individual's identity, it is important to look out for the below signs and symptoms. Lack of concentration and motivation, withdrawal from school, social anxiety, withdrawal, mood disturbances, maladaptive coping strategies to manage distress, or unwanted such as substance use or self-harming behaviours, drastic decrease in weight, repeated outbreaks of anxiety, lack of confidence, poor self-esteem/self-worth.

Parents and nurses can look out for severity and persistence across these signs and symptoms, and it should be noted that

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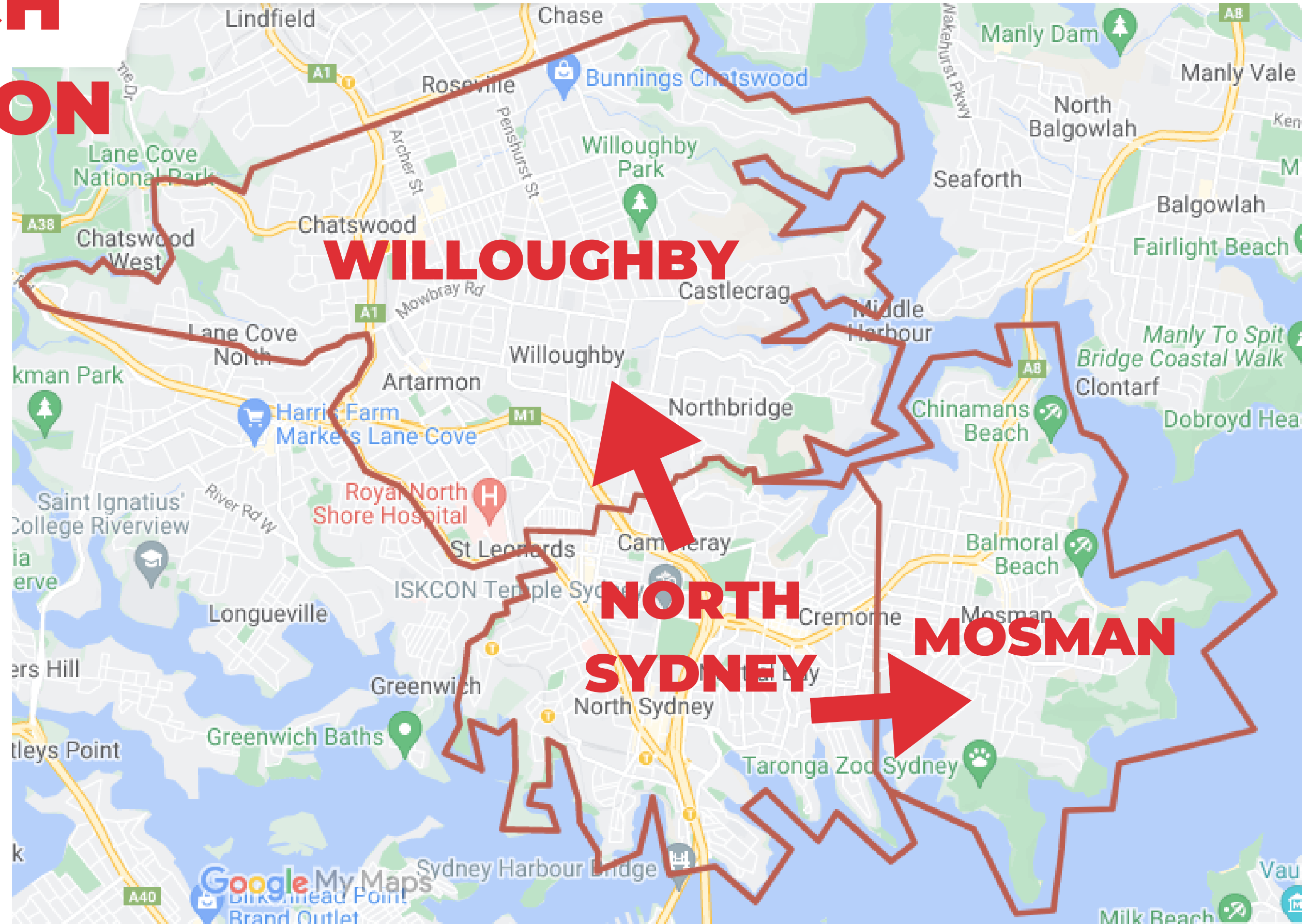


1Q 2023 MARCH STATE ELECTION

Our first three issues of 2023 will be focused on the state polls.

The January and February issues will feature distribution across the entire North Shore electorate with a 22,000 circulation.

The March issue will cover both North Shore and the Willoughby electorate with a 30,000 circulation.



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