

Special Edition
of Hunter & Coastal Lifestyle Magazine:

Newcastle Edition



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The Concept

- A special print edition, focusing on the Newcastle City and Darby Street precincts, showcasing their vibrant hospitality and retail offerings, the City's events, cultural scene and lifestyle experiences – in short, celebrating the Newcastle lifestyle.
- Aiming to drive visitation from major metropolitan areas to Newcastle.
- With targeted, free distribution focusing on cities with a direct connection to Newcastle Airport – with a significant portion of individual letter box drops.
- Targeted audiences: affluent, leading an active lifestyle, interested in hospitality, shopping, culture and the arts.
- A project supported with SBR grant funding via City of Newcastle

Quick Facts

- A coffee table-style publication with a premium look and feel, a timeless magazine that readers will refer to multiple times.
- Print run: 30,000 copies, minimum 100 pages
- Publication date: 14 March 2022
- Distinct editorial focus on Newcastle City (including Darby Street, Civic, East and West End)
- Distribution in affluent suburbs of...
 - Sydney
 - Canberra/ACT
 - Melbourne
 - Brisbane

The Vision

To create a publication that showcases Newcastle as a dynamic coastal playground, a city with a vibrant culture, rich heritage and fervent atmosphere.

Where visitors (and locals) experience an unexpected feast for the senses, and leave with enticing stories, a satisfied spirit – and keen to come back time and again.



Key Editorial Pillars

1. Aquatic and Coastal:

Beaches, ocean baths, “coastal assets”

2. Active and Outdoors:

Bush and parklands, coastal walks and suburban bike trails

3. Arts, Culture and Heritage:

History, art, creative talent and architecture

4. Retail/shopping

Unique offerings from local businesses

5. Culinary

From great coffee to local craft beer and spirits, from quirky to fine dining experiences

6. After Dark

A vibrant nightlife, unique dining, entertainment and bespoke venues

Example: Culture & Heritage



A fortified future

Fort Scratchley has been standing guard over Newcastle for almost 140 years. Now its future has been reaffirmed with a new agreement that will preserve the iconic landmark's history.

Story Michelle Meehan, photos courtesy of City of Newcastle

There's no doubt Fort Scratchley offers one of the most spectacular coastal vantage points in Newcastle. Sitting high on top of Flagstaff Hill (previously known as Signal Hill), in the east end of the city, the Fort provides a breathtaking panorama over Nobbys Headland, the mouth of the Hunter River estuary and the entrance of Newcastle Harbour. Yet this picture perfect location has also been the stage for a fair share of significant events in Newcastle's history.

Coal seams discovered around the base of the hill saw Australia's first coal mine established at the site in 1799.

Recognising the strategic importance of a hilltop overlooking the harbour, a coal-fired beacon to guide mariners was built in 1804.

By 1828 an earthen battery was constructed on the hill and equipped with seven guns, but the site's military potential didn't truly begin to be exploited until 1876 when the British Government sent Major General Sir William Jervois and Lieutenant Colonel Peter Scratchley

to advise on naval defences over fears of a Russian attack. The Fort was designed around a battery of three guns facing eastward in an arc to the ocean, with other guns covering the harbour to the north and west.

The new guns were in position by 1882, and construction of accommodation for the troops followed, with the Commandant's cottage and barracks buildings, completed in 1886, before the dry moat and perimeter wall were finalised in 1892.

Fort Scratchley is famously known as the only coastal fortification in Australia to fire on an enemy naval vessel (during World War Two). In the early hours of the morning of 8 June 1942, the Japanese submarine I-21, positioned offshore just north of the entrance to Newcastle Harbour, fired around eight star shells and 26 rounds of high-powered explosive shells in an attack that lasted just under half an hour.

Their target is believed to have been the BHP steelworks site and the Walsh Island dockyards, which were the centre of Australia's war manufacturing effort.

The soldiers at Fort Scratchley returned fire on the submarine with two salvos from the Battery's six-inch guns, and while none of the shells found their mark on the enemy vessel, the action certainly made its mark on Australia's military history.

Living history

But while present-day visitors quickly appreciate the stunning views, a passionate group of volunteers work to ensure they also walk away with an understanding of Fort Scratchley's historic value.

Dedicated volunteers have been giving up their time to support the post-military operation of Fort Scratchley since 1978. Originally known as the Fort Scratchley Local Committee, it was mostly made up of ex-military who had been stationed either at Fort Scratchley or at Stockton's Fort Wallace and wanted to preserve the remaining military artefacts.

The Fort Scratchley Military Museum officially opened in 1982, with the volunteer group renamed the Fort Scratchley Historical Society (FSHS) in 1998.

FSHS President Frank Carter served at the 8.25 inch gun sergeant in the 113th Field Battery from 1966 until 1972 when the Australian Army vacated the site and it was closed as a military base. He returned as a volunteer guide around 10 years ago and was elected president of the society approximately two years later.

Frank said there are around 200 members on the society's books, with around 80 of those still active as volunteers, acting as tour guides and firing the guns or carrying out minor maintenance and restoration projects in >

HUNTER STORIES

70 HUNTERCOASTAL LIFESTYLE

HUNTERCOASTAL LIFESTYLE 71

- Full bleed, emotional imagery
- Telling the Newcastle story
- Connecting with the city and its people

Example: Retail & Shopping

The fabric of life

The Foong sisters' garments are thoughtful, simple and created with zero waste.

Story by Megan Hazlett, photography by Alex McIntyre and Shan Rose

As the world reeled in response to COVID-19, the pandemic also had smaller, quieter impacts closer to home: for the sisters behind homegrown slow-fashion label High Tea With Mrs Woo, the experience of lockdown helped to propel them towards a future they were already contemplating.

Juliana, Rowena, and Angela Foong began High Tea With Mrs Woo almost 20 years ago. Together they design and manufacture garments locally, using beautiful fabrics sourced carefully. Their work is thoughtful, intentional and focused on sustainability.

For most of this time they've had a shopfront in Darby Street, Cooks Hill. They also had a flagship store in Paddington for five years and they regularly travel to design markets all over Australia.

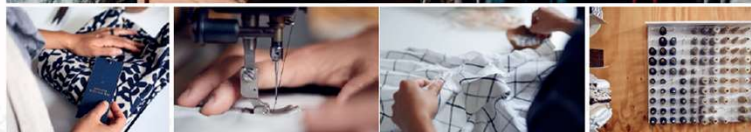
Time to try something new

However, with their lease coming to an end, and the ways of shopping shifting, they realised there was an opportunity to rethink things. "We knew our lease would be finishing soon and so we have been thinking and planning and asking ourselves pretty big questions, like is retail relevant anymore?" Angela, the youngest of the three sisters, explains over Zoom, one sunny winter afternoon.

"There's this beautiful share economy that's been growing," explained Angela,



Juliana, Rowena and Angela Foong in their store in Darby Street; their pieces are designed and manufactured locally



"so we thought if we were to collaborate with another like-minded small business how would that be?"

They had some conversations with Angela Hailey from Studio Melt and found that they were aligned in many ways, and importantly their philosophy around customer service and the way they approach artisanship was aligned.

"We thought, you know, this is the time to try this out, why not put our

heads together and also be able to share costs and marketing and ideas ... have conversations, have events together, share so much that is challenging in running a small business."

And that's exactly what they're doing. Come spring, you'll find High Tea With Mrs Woo in a new collaborative space with Studio Melt, in the city.

Angela says they are all really looking forward to the new venture and the

opportunity to elevate both businesses. "The best part about working with Ange is that she is very much focused on customer service, sharing the knowledge and sharing the process of the makers that she represents, which is the same for us. We just feel like it makes the retail experience even better and more immersive."

Creating immersive experiences for their customers is at the heart of the

sisters' business model. In February last year they created a Facebook group called High Tea With Mrs Woo Lifecycle, which is a place where members can pass on their garments, find new-second-hand gems, and it offers an entry point to new customers.

"Because we've been around for such a long time and our customers have been collecting and wearing our work for almost two decades, there's a

legacy there, but also in 20 years your body changes, you have babies, you put on weight, you lose weight, you go through menopause, there's so much that happens. We felt like we needed to find a way that people could extend the life of the garments that we put so much time into making, and all that material, energy and resource, to help them pass it on with a really thoughtful approach," explains Angela. >

- Telling Newcastle's story through its creative talent
- Focusing on unique products and services

Example: Precinct feature

- A mix of features on single businesses and precincts/categories



Signalling a new chapter

A landmark city building embraces a new direction.

Story by Judith Whitfield. Images courtesy of HeadJam.

Working behind-the-scenes for almost 80 years, Newcastle Railway Station's signal box was an integral part of the smooth movement and flow of the city. Located on the central Market Lane, the new Signal Box restaurant that resides in its place is exciting new chapter in our city's future. After the closure of the heavy rail into Newcastle at the end of 2014, the

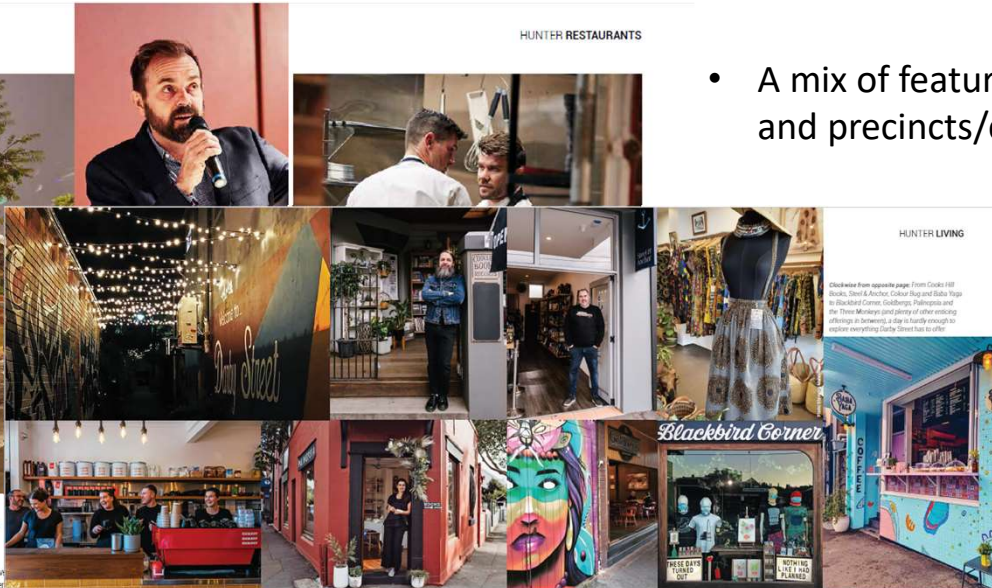
signal box was decommissioned and the building left empty. Yet, Andrew and Emily MacDonald, owners of the beloved Little Nel in Nelson Bay, had a vision of what the historic landmark could become. The pair set the wheels in motion to repurpose the space and turn it into an exciting new restaurant, a place that continues the legacy of serving the community, this time with delicious food set in a vibrant atmosphere.

It has taken five years for their vision to be realised, but now the doors are open and the old Victorian-style features have been fused with modern-era aesthetics, designed by Derive Architecture.

The original building has been lovingly preserved and houses the kitchen

downstairs, with the upper level showcasing the operating systems levers from days gone by. A new and concrete dining pavilion has built alongside to offer a striking contrast to the heritage site, as well as being to Newcastle and the Hunter's roots. This dining pavilion is bright, with hydraulic windows to let sea air. Warm-toned furniture create a welcoming feeling. Climb a stunning spiral staircase to access the rooftop and enjoy a drink while you're in the current streetscape of its skyline and surrounds.

Head chefs George Mirosevic and Dan James, who are also partners, venture, have created a menu de-



A Day on Darby

Wander down Newcastle's famous Darby Street and you'll be greeted by great coffee spots, boutique shops, street art and seriously good food.

Story by Natalie Cross, photo courtesy of Darby Street Traders Group. Inspired by Newcastle City USA.

It's easy to spend an entire day on this vibrant, busy street in the heart of Cooks Hill, eating, drinking, catching up with friends and shopping for local treasures.

The strip is buzzing from early in the morning as locals spill out of the many coffee spots dotted along the street with

This homely cafe with its rustic wooden furniture is a winner for breakfast, lunch, dinner or just a coffee and cake with friends. When visiting Goldbergs be sure to stroll down the cute laneway alongside to check out the colourful street art and growing collection of plants.

Three Monkeys is another long-standing favourite, known especially for their hearty breakfast menu that's dished up until 2pm daily. Three Monkeys is also renowned for their house blend tea and coffee and their decadent smoothies, toasts and bangers.

Next door, The Autumn Rooms is a refined yet welcoming cafe, serving up amazing tea, coffee and creative food. Wander up the almost hidden staircase inside and you will find an atmospheric tea room with unique furnishings and fresh flowers where delectable high teas are served by looking only each weekend.

Down at Baba Yoga it's all about Turkish flavours with dark espresso shots and freshly prepared, traditional goulleme while over at the WA Store you'll find refreshing aqua bowls topped with a mix of fresh fruit, nuts, seeds and miso.

When it's time for a spot of shopping, there's an abundance of lovely one-of-a-kind pieces to be found in the eclectic fashion, jewellery and homeware stores owned by passionate locals.

HUNTER RESTAURANTS

HUNTER LIVING

Check out these apparel picks: From Cooks Hill Books, Street & Andrew, Colours, Ray and John, to Blackbird Corner, Goldbergs, Palnopsis and the Three Monkeys (and plenty of other exciting offerings in between), it's so hard to choose to explore everything Darby Street has to offer.

Freshen up your wardrobe at **Rampet Assortments**, a fashion boutique with a lot of character, stocked with a unique collection of vintage-inspired dresses and retro accessories. Stop by **Colours Ray**, a shop stocking wonderful African clothing for men and women in bold, vibrant prints along with **colourful accessories and eclectic homewares**. Another boutique not to miss is **Above**, which has been on Darby Street for over 20 years. There is an excellent collection of men's and women's fashion and vinyl records. Or take your pick from **Street & Andrew's** beautifully curated collection of homewares, men's gifts and accessories.

If it's jewellery you're after, take a look inside **Whiskers** for a large selection of diamonds, pearls and bespoke pieces, while nearby **Leonardo Jewellers** has a gorgeous display of rare Argyle pink diamonds.

For home decor, step inside **Willows Home Traders** for a beautifully curated range of art and homewares or stroll to **Blackbird Corner**, the spot for finding quirky handmade local goods like t-shirts, bags and greeting cards. Right next door, **Cooks Hill Books**, the Darby Street second hand book shop have been bringing new life to books for over 30 years.

Nearby you'll also find newcomer **Palnopsis**, a store for beautiful handmade ceramics where every individual piece has

"a story baked into it". If you'd like some flowers to add even more colour to your day, **Blooms on Darby** is the place to go. The mother-daughter team here put together amazing floral creations ranging from stunning structured arrangements to organic and wild bunches.

As the **Daylight** ladies, tasty dinner options include **MEEET** for a Brazilian churrasco experience where the meats, vegetables, accompaniments and sides are cooked over charcoal and marinated wood. **Coal River & Co** is known for its house-made pasta like their ribbons of fresh fettuccine with blue crab, cherry tomatoes and white wine. **Will & Sons** is another great option for local craft beers and gourmet share plates ranging from bruschetta with affine honey to duck fat potatoes and migas tartare. Afterwards, treat yourself to a hand-crafted artisan gelato or sorbet at **Monika** where everything is made on site from scratch. Another favourite dessert spot is **Coopie Miesde**, a chocolateria with hand-crafted chocolates and cakes and rich hot chocolates. If you're after a nightcap accompanied by some live music, swing past **Sawyers** and enjoy a glass of Hunter wine or a cocktail.

From first light to last light, you'll never run out of things to savour and enjoy when you spend time on one of Newcastle's favourite streets.

Key Dates

Advertising booking deadline: 28 January 2022

Deadline advertising creative: 11 February 2022

Publication date: 14 March 2022



Please contact us for a discussion
about custom promotion packages.

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We are very much looking forward to working with you!

Specifications

	Full trim/includes 5mm for bleed (height x width)	Type area (height x width)
Double page spread	300 x 440 mm	
Full page	300 x 220 mm	280 x 200 mm
Half page horizontal	148 x 220 mm	138 x 200 mm
Half page vertical	300 x 106 mm	280 x 98 mm

Distribution Areas based on Helix personas



High income families, typically own their own home in the inner suburbs.

100 Leading Lifestyles	101 Bluechip	102 Smart Money	103 Self-made Lifestylers	104 Status Matters
105 Financial Freedom	106 Worldly and Wise	107 Humanitarians	108 Successful Bureaucrats	109 Progressive Thinkers
110 Savvy Self-starters	111 Set for Life	112 Full House		



Young, single, well educated, inner city professionals with high incomes, typically renting apartments. Cultured, connected, clued-in & cashed up.

200 Metrotechs	201 Young and Platinum	202 Healthy, Wealthy and Wise	203 New School Cool	204 Fit and Fab
205 Social Flyers	206 Big Future	207 Urban Entertainers	208 Cultural Pioneers	209 Social Academics
210 Quiet Achievers				

100 Leading Lifestyles

High income families, typically own their own home in the inner suburbs.

200 Metrotechs

Young, single, well educated, inner city professionals with high incomes, typically renting apartments. Cultured, connected, clued-in & cashed up.

A Team with a Proven Track Record



- Hunter & Coastal Lifestyle Magazine has been showcasing the **best the region has to offer** for almost two decades.
- Publishing for a **highly engaged, premium audience**
- A quarterly coffee table publication that **readers go back to multiple times.**