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Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
SMH	19/04/2013	Shortlist	PRICELESS SYDNEY	Tabloid Tailgate 18cm (172x550mm)	24800	2480	27280	-7696.86



8 *the shortlist* | film

When 'no' means freedom

9 *the shortlist* | film

new  
CHEERFUL WINTER FOR THE SHORTLIST

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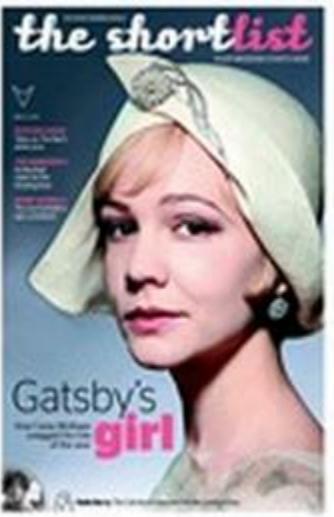
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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G5958608AC	SMH	17/05/2013	Shortlist	PRICELESS SYDNEY	Tabloid Tailgate 18cm (172x550mm)	24800	2480	27280	-7696.86



Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G5958608A A	SMH	4/06/2013	goodfood	PRICELESS SYDNEY	Tabloid Tailgate 18cm (172x550mm)	24800	2480	27280	-7696.86



12 **goodfood** October, 2013

**winter**  
kate gibbs

**Cold comforts to warm the heart**

Wonderful things are being done with roastie towers, steaming puddings and rich chocolates. Find out where.

**W**hat's the best way to stay warm this winter? According to our food critics, it's all about comfort food. From a roastie tower to a steaming bowl of soup, there's something here for everyone. Whether you're looking for a quick fix or a more substantial meal, we've got you covered. So sit back, relax and enjoy the warmth of the season.

**VIVID AQUATIQUE**

**BOOK YOUR TABLE NOW**

Presented in association with Vivid Sydney, the world's largest annual light and sound festival, Vivid Aquatique is a new dining experience at the Conrad. Set in the Conrad's iconic glass-enclosed conservatory, the restaurant offers a unique atmosphere with floor-to-ceiling windows overlooking the city skyline. Guests can enjoy a variety of international cuisine, including French, Italian and Asian dishes, while taking in the stunning views of the illuminated city. Book now for a truly unforgettable dining experience.

**The Sydney Morning Herald**

**wishlist**  
sarah wormwell

No need for leaves when you have these wooden beauties for warmth...

**1. Hand-carved lemon wood bowls** 

**2. Salt and pepper mill** 

**3. Bread bin** 

**4. Serving platters** 

**5. Bamboo bowl** 

**6. Timber chopsticks** 

**7. Recipe box** 

**8. Mortar and pestle** 

**goodfood.com.au**

**goodfood** is the go-to guide for home cooks and foodies. It's packed with delicious recipes, cooking tips and expert advice. Whether you're looking for a quick meal or a special occasion, goodfood has you covered. So why not give it a try today?

Sydney

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G5958608AB	SMH	4/06/2013	goodfood	PRICELESS SYDNEY	Tabloid Tailgate 28cm (280x550mm)	37200	3720	40920	-11545.29



goodfood.com

TUESDAY, JUNE 4, 2013

The Sydney Morning Herald

goodfood.com.au

**cover story**

dani valent

# Winter warmers

Kick back and serve the season with 27 simple ideas and recipes guaranteed to warm home and heart.

**U**ntil the first frost, there's still time to make the most of the season's produce. Here are 27 simple ideas and recipes guaranteed to warm home and heart.

**Autumnal risotto with butternut, sage and parmesan** (page 10) is a great way to use up the last of the season's produce. It's packed with nutty, earthy flavours and is a great way to use up the last of the season's produce.

**Potato and leek soup** (page 10) is another great way to use up the last of the season's produce. It's packed with nutty, earthy flavours and is a great way to use up the last of the season's produce.

**Roasted beetroot and feta salad** (page 10) is a great way to use up the last of the season's produce. It's packed with nutty, earthy flavours and is a great way to use up the last of the season's produce.

**Butterbean and chorizo cassoulet** (page 10) is a great way to use up the last of the season's produce. It's packed with nutty, earthy flavours and is a great way to use up the last of the season's produce.

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Find our cover recipe and Karen Martini's *Winter Warming Soups* with chardonnay and grapefruit at [goodfood.com.au](#)

WINTER ISSUE

Winter Crumble, page 10

Winter Crumble, page 10

Check out *Winter Warming Soups* with chardonnay and grapefruit at [goodfood.com.au](#)

24 Butterbean and chorizo cassoulet

25 Butterbean and chorizo cassoulet

26 Butterbean and chorizo cassoulet

27 Butterbean and chorizo cassoulet

Here's a taste of some of the best experiences Sydney has to offer;

#### FLY HIGH AT CIRCUS ARTS

TRAVERSE PARTY FOR TWO (\$125)

Grab your friends and learn to fly through the air with the Circus Arts' Traverse Party for Two. You'll learn the basics of aerial arts, including how to safely get in and out of the ring, and receive a certificate of achievement. Book at [circusarts.com.au](#).

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WE COULD SWIM WITH GREAT WHITE SHARKS OR SPERM WHALE ORCA. BUT THE EXPERIENCE AT PRO DIVE IS A DAY SPENDING IN THE WATER WITH MIGRATING HUMPBACK WHALES. Book a tour for \$125 per person. Book at [prodive.com.au](#).

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#### Aria

IN AN SPECTACULAR SETTING, ARIA'S EXCLUSIVE LUNCH MENU IS A MUST TRY. A 3-course meal created by chef Michael Cole includes a choice of antipasto, a choice of main course and a choice of dessert. Book a table after your meal with a bottle of wine from the Aria Cellar Door. Book at [aria.com.au](#).

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#### SPARKLE

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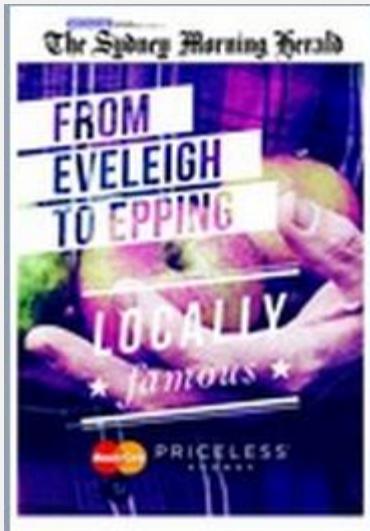
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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113014A A	SMH	13/07/2013	Non Paginate	MASTERCARD BREAKING NEWS STUNT	Wrap	105000	10500	115500	0



**THE INNER WEST**

Home of The Courthouse, Bicentennial Park, and of course, Eveleigh Markets. These are just a few of the locally famous experiences scattered throughout your neighbourhood. At MasterCard, we're unearthing loads of these hidden gems, not just here, but throughout Sydney's many unique villages. And because we appreciate the Inner West can sometimes seem too good to leave, we're sweetening the deal with offers exclusively for MasterCard cardholders.

Start discovering local fame all over Sydney at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**A SAGARIE ROLL WITH THE UNF FAIR BASE**  
OPENING

This pork and fennel sausage roll always draws a crowd and now you can get it for free! Book a meal deal at Sagarie Roll & Smoke St. Bakery and enjoy this local favourite for free.

**ESCAPE TO MARRAKESH VIA PAPRIKA**  
RETAIL

If you do like to day trip locally famous for their unique Moroccan flavours that are not offered anywhere else in Sydney. Purchase their signature paprika chicken and receive a complimentary bottle of wine. As a MasterCard cardholder you'll receive a complimentary admissions while body infrared sauna access.

**TRINITY BROW SEATS WITH MARRAKESH BEVERAGE**  
SPORTS

Take family or friends on a locally famous paddle to one of Middle Harbour's secluded harbours. Simply book a Sydney Harbour Kayaks private tour on your MasterCard and receive an exclusive beverage.

**GET ON THE WALLS AND ON THE TABLES**  
OPENING

Loco's Restaurant has become a Paddington institution, locally renowned for its pizzas and wood-fired oven. Book a meal deal with us on your MasterCard and enjoy a complimentary sports and casual as you take in Marrakech beer artis.

**MET HENRY'S MOST FAMOUS RECENT**  
SPORTS

Colegio True Bay Reserve is home to the area's most famous residence, 'Vinegar' the Blue Grouse. Take up Pro Dico's 'Discover Soho Package' for \$100 and you will receive a complimentary bottle of Vinegar's most recent release, 'The Culmination of Soho'.

**A KINETIC DAY AT BONDI BEACH**  
RETAIL

In this day that has been stripped and mapped again, claim one photographic print amongst the thousands of prints on Bondi Beach, located in Coogee, Tan. Purchase a signed copy of Ugo's book, '3 Day Tan' Book by Bondi Beach' on your MasterCard and receive a complimentary signature print of Bondi from above taken, 'The Culmination of Bondi'.

**EXPERIENCE BONNIE'S FAVOURITE SPOT**  
SPORTS

Locals know Sydney's most secret bar is in the Australian Museum on Pitt Street. Book a meal deal with us and receive a complimentary bottle of Bonnie's best seller, 'Bonne' cocktail to keep you, live music and dance.

**ARCHIE THE COAST GUARDIAN SPOTLIGHT**  
ENTERTAINMENT

Locals know Sydney's most secret bar is in the Australian Museum on Pitt Street. Book a meal deal with us and receive a complimentary bottle of Bonnie's best seller, 'Bonne' cocktail to keep you, live music and dance.

**ARTISTIC HARBORHOUSE ORANGE & JADES**  
OPENING

Locals know harbordale dining doesn't only mean Circular Quay. Book at Harborhouse Restaurant in Abbotsford, between Wednesday and Friday, and be treated to a complimentary meal plus their signature fish and chips platter for two just \$20.

**LAWRENCE BY DAY/NIGHT SWEETHEART**  
RETAIL

Spiral Cupcakeery has been delighting Sorey Hills with a range of sweet treats for over five years. As a MasterCard cardholder you can enjoy an introductory training package at Spiral Cupcakeery and receive a free gift bag valued at \$30.

**SANDY HILLS' MOST STYLISH MEMBER**  
SPORTS

Sydney's first gym to allow members to attend training in sunny hills' radio tower. Sydney's first gym to have off the rack gym to buy in. As a MasterCard cardholder, enjoy an introductory training package at this boutique gym or an extensive price.

**SYDNEY'S FAVOURITE FISH MARKET**  
OPENING

Everyone knows the Sydney Fish Market is renowned for its quality seafood, fresh catch and friendly service. Book a meal deal with us on your MasterCard and receive a seafood cooking class at Sydney Seafood School using your MasterCard, and you'll receive a free cookbook valued at \$10.



Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6102047A B	SMH	26/07/2013	Early General News	PRICELESS SYDNEY	Mini Strip	0	0	0	-8844

**The Sydney Morning Herald**

**PLUS THE BOURBON REBORN** **(sydney) magazine**

**At home with Penelope Seidler**  
+ Vertical villages  
+ Design predictions

**THE DESIGN ISSUE**

First published 1831 Friday, July 26, 2013

**No site nominated** Albanese promises construction will start if re-elected

## Labor's second airport to take off

Jacob Saulwick  
Transport

Sydney residents could be flying in and out of a major airport in five years' time, under a decade after Deputy Prime Minister Anthony Albanese said construction would begin "as soon as Labor is elected".

The long-running saga of the proposed second airport was pitched into the federal election campaign when Mr Albanese, also the transport minister, said he was "absolutely determined" to begin construction of an airport in the next term.

The commitment sparked a debate about a site for the airport, but Mr Albanese again declined to nominate where it should be.

"I second a second airport for Sydney. [We] absolutely determined construction will begin in the next term if we're re-elected," he said on Tuesday.

But Mr Albanese was immediately accused of being too optimistic in his timeframe.

The opposition, market analysts and local politicians pointed out he had not nominated a site for an airport. And even when a site is chosen, it could take more than three years to build a new, larger airport.

"It's just a straight bubble; they don't have the funding, they don't have the plans, and I think this is being completely unrealist."

Mr Albanese's department has sought a small-scale airport by 2030. **3547**

Cost of building single runway airport: \$3.4 billion

Estimated time to build single runway airport: 17 years

Cost of building single runway airport: \$2.4 million

Estimated time to build single runway airport: 10 years

**THE TWO OPTIONS**

**WILTON**

- Peak-hour drive to Sydney CBD: about 2½ hours
- Peak-hour drive to Parramatta: about 2½ hours
- Peak-hour affected by aircraft noise: no
- Cost of building single runway airport: \$3.4 billion

**BADGERYS CREEK**

- Peak-hour drive to Sydney CBD: about 2½ hours
- Peak-hour drive to Parramatta: about 3½ hours
- Peak-hour affected by aircraft noise: yes
- Cost of building single runway airport: \$2.4 million

**Source:** Federal Department of Infrastructure Study of Wilton and Richmond for Civé Aviation

"It's just a straight bubble; they don't have the funding, they don't have the plans, and I think this is being completely unrealist."

But both sides of politics oppose a Badgerys Creek airport, though numbers of voters demonstrated both before and during Mr Albanese's time as Transport Minister show it would be the best option under most circumstances.

Mr Albanese's department is doing "geotechnical analysis" at a site in the northern suburbs of Badgerys Creek.

Tony Hodelin, president of the Western Sydney Regional Organisation of Councils, which has shifted from opposition to an open mind, said the airport was "great". He said it was "great" Mr Albanese was looking to end the "second airport debate".

But he said the timeframe had no chance of success. "It has taken us 30 to 40 years to get to this

**Continued Page 2**

**Hands off: doctors take debate over smacking to legal lengths**

**Exclusive**  
Rachel Browne

A leading group of doctors from Australia and New Zealand is pushing to make it a criminal offence for parents to smack their children.

The Royal Australian College of Physicians will call for a legal amendment to give children the same protection from assault as others in the community.

The president of the college's paediatrics and child health division, Susan Molesey, and physical punishment could escalate to abuse. "We know that a significant number

of child homicides are a result of physical punishment which went wrong," she said.

Research shows it lead to depression, anxiety, aggression, antisocial behaviour and many other woes. Australia is legal for parents to use corporal punishment on children, along with 17 other countries.

Vivette Andronicus from the U.S., who has two children, says a firm voice is the most effective way to discipline. "Smacking works because it doesn't teach the child anything about why the behaviour is wrong," she said. "The naughty corner doesn't really work either."

**Continued Page 6**

Favours a firm voice Vivette Andronicus with son Charlie, 2, and daughter Isabella, 10 months. Photo: Brienne Makin

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**LOCALLY famous**

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6102047A C	SMH	26/07/2013	EGN Feature	Heralds PRICELESS SYDNEY PGS 2&3 DPS OF WRAP	T8Pan (374x550mm)	110000	11000	121000	-40348



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Discover them today at [PricelessSydney.com.au](http://PricelessSydney.com.au)



**A SUSHIROLL WITH ITS OWN FAN BASE**  


Master a complimentary meringue roll from Bimbo's Bakerie. Blend and ice sugar in until it's fluffy and add a few drops of vanilla extract. Fold in a few spoonfuls of fresh whipped cream for the base. Pipe your mixture into a piping bag and pipe a swirl of meringue onto a sheet of baking paper. Once it's set, flip it over and add the filling.

**A BACKSTAGE PASS TO ROBIN BEACH**  


Receive a free Aquafina water bottle when you buy Aquafina Total Hydration A Day at Robin Beach. Just scan an Aquafina Total Hydration bottle and receive a Complimentary backstage pass to Robin Beach. Total Hydration is a great way to stay hydrated and refreshed after a day at Robin Beach. Aquafina Total Hydration is a great way to stay hydrated and refreshed after a day at Robin Beach.

**FRONT ROW SEATS WITH MARRIOTT VIEVS**  


Enjoy a private tour of Middle Harbour with Sydney Harbour Kayaks. Sydney Harbour Kayaks has been running tours and guiding kayak hire since 2002. Book a tour with us and experience Middle Harbour for our iconic views, marine life and history. Book a tour with us and experience Middle Harbour for our iconic views, marine life and history. Book a tour with us and experience Middle Harbour for our iconic views, marine life and history.

**LOVED BY SUMMERTIME TOURISTS**  


Learn to make world-class scones from MasterChef Australia's Captain Matt Preston. In the kitchen, where master bakers will show you the skills needed to make the perfect scone, the art of scone making has never been easier. You'll learn how to make a range of delicious scones, from traditional to modern twists, that will be a complement to any meal.

**ART ON THE WALLS AND ON THE TABLES**  


Complementary Appetiser and Canapé at Local's Paddington. Local's Paddington is a restaurant that brings a taste of the South Coast to Paddington. With its emphasis on fresh, seasonal produce, Local's Paddington is perfect for a night out with friends or family. Book a table now and receive a free appetiser and canapé with every meal.

Discover Locally Famous experiences at [PricelessSydney.com.au](http://PricelessSydney.com.au)

LOCALLY FAMOUS

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G6196434A A	SMH	26/07/2013	EGN Feature Heralds	PRICELESS SYDNEY WRAP PG 1 & 4	T8Pan (374x550mm)	110000	11000	121000	0



Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A A	TSM	26/07/2013	General Bookings	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-18254



**ART ON THE WALLS  
THE APERITIVO  
ON US**

**LOCALLY**  
★ famous ★

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders - like Lucio's Paddington. Come dine at this local institution renowned for its fine dining and fine art and receive a complimentary drink and canapé. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY

LUCIO'S Italian restaurant

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A E	TSM	26/07/2013	General Bookings	MASTERACARD PRICELESS ADVERTORIAL	Full Page	39690	3969	43659	0



**advertising feature**

**Inner East**

# LOCALLY famous \*

## Lucio's

Big smiles. Big tastes. Lucio's in Sydney is the family restaurant with a big heart, too.

**Picture**  
Google the restaurant and you'll find certain phrases about the eatery bandied about again and again, such as "Sydney institution", "a slice of Italy in Paddington", the "un-galleried gallery meets family restaurant". Of course, the eatery has all of these things – and something a little bit more.

Tucked in the leafy side streets of Paddington, the family-run heart and soul of owner-chef Lucio Gallo. A genuine, down-to-earth son of Liguria in north-western Italy, Gallo bears the inimitable accent ("I was born in a little village in the sea"), charming hospitality and joyful presence that has carried his restaurant from the pub to the plate.

"I love people, I love food," he says when asked what motivates him each day. "I love to put people at ease, to see them smile. That makes my day – and my life."

**simplicity**  
Simplicity. Consistency. Family. These are the ingredients behind Lucio's success. "I'm not doing or like mucking around with the food as possible," says Logan Campbell, head chef who's been handcrafting the menu for the past 11 years. "If you can make a tomato sauce, if you can make a perfect butternut risotto, put them on a plate and make a caprese salad; that's the best thing anyone's ever tasted, then you know you're doing something right."

Lucio says the green pasta Tagliolini alle granella is a dish that would be dangerous to take off the menu. "They'd kill me!" he says of his regular clientele. Logan highlights the black pasta Farfalle al nero di mare ("so simple but with an incredible depth of flavor"), as a masterful artist. Other dishes include the "black squid ink" (not the black squid ink into the actual pasta instead of the sauce, and it has been on the menu ever since).

**Art**  
The story underscores love though: Gallo's loyalty to his regulars and the relationships he has forged with an incredible array of Australian art luminaries. "It's been a pleasure to have so many artists from John Currin, Tim Storrier, Michael Janssen, John Bassett, Paul Cox, Salvatore Zobba, Martin Sharp and many more. At request, he shows his very first artwork, a small, rough sketch on a dinner napkin made by Sidney Nolan."

"Lucio the pen was working!" he says cheerfully. "He [Nolan] was working on a film at the time – 1960's *Blame A Wildcat* – when he was sitting on the floor painting a portrait of himself. He loved it, and had it framed with beautiful gold leaf and hung it pride of place. When the other artists saw how I loved it, they started to give me work too and I acknowledged him there."

**Family**  
The other thread that defines Lucio's success is the increasing Gallo family. With wife Mariboo developing the wine list (she's 38), their daily helper, son Luca and daughter Michelle helping out with an extra pair of hands, the business runs off the energy of team Gallo.

"People can find comfort around the table with family?" "Wonderful!" he enthuses. Then adds with a cheeky grin, "Sometimes".

"It's great, it's great of course. But there's a bit of sadness when you're the only one left to love it. I love it. And Mariboo loves it. I call it the curse of the family because you really, really have to have passion for it if you just can't make it work."

The article concludes with a nod to the power of good old-fashioned family restaurants. And you very much get the sense Lucio wouldn't have it any other way.

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113041A A	SMH	30/07/2013	Early General News	MASTERCARD PRICELESS	Full Page	0	0	0	-70752



TUESDAY, JULY 30, 2013 THE SYDNEY MORNING HERALD 7

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G6113041AC	SMH	9/08/2013	Shortlist	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-30585.28



16 THE SYDNEY MORNING HERALD FRIDAY, AUGUST 9, 2013

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*Bourke street bakery*

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113041AD	SMH	16/08/2013	Shortlist	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-30585.28



16 THE SYDNEY MORNING HERALD FRIDAY, AUGUST 16, 2013

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LUCIO'S

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099168A A	SMH	20/08/2013	goodfood	PRICELESS SYDNEY	Full Page	34000	3400	37400	-27170.56



24 THE SYDNEY MORNING HERALD TUESDAY, AUGUST 20, 2013

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SPARKLE CUPCAKERY

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A B	TSM	30/08/2013	General Bookings	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-18254



**GET A LOCAL'S PERSPECTIVE OF BONDI**

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Priceless Sydney is unearthing local gems like Bondi's Aquabumps Gallery with exclusive offers to MasterCard cardholders. Visit the Aquabumps gallery and purchase founder Eugene Tan's book, and Uge' will personally sign it for you. Plus you'll receive a signature print of Bondi from above. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A F	TSM	30/08/2013	General Bookings	MASTERACARD PRICELESS ADVERTORIAL	Full Page	15690	1569	17259	0



**advertising feature**

**East**

# LOCALLY ★ famous ★

## Aquabumps

Ocean inspiration splashing into inboxes since 1999.

**Popularity**

These days, Aquabumps boasts 51,000 subscribers to the daily email, 84,000 Facebook fans and 21,000 Instagram followers. Tan says one of the best things about the community's growth is receiving emails from people from all over the world.

"There was May in Oregon, who had a grandson who was a lifeguard here. She would write once a week to thank me for the pictures that were connecting her with what her grandson was seeing."

"There was a woman in New Zealand who fell in love with a girl in New York, but he had to come home. To woo her, he sent her Aquabumps emails and it made her want to move here. They popped in recently to say they're getting married."

**Danger**

If many office workers fantasise about throwing in their job for a beach lifestyle, few consider the reality of Santa Barbara, icy rains and grueling, bone-crushing sets. Fortunately, that's not the things Tan enjoys most. Well, the grueling sets, anyway.

"I can get dangerous," he says, "but I love that."

The 39-year-old recalls a recent trip to Pipeline in Hawaii, where he and his wife had to wait to escape pounding, lived-in waves, swimming in surf like that, you see waves like you've never seen them before. That kind of stuff really ingrains in my head, pushing it to the max."

**History**

So in 14 years of early starts, just how many sunsets has the surfer missed? Only a handful.

He missed one when he was in California checking the printing of his book, one due to family ("one my husband, one my son"), and one when he got sick.

"I took the day off – it was a really, really great sunrise."

Chatting to Tan, it's clear that Aquabumps is more than a job; there's a spiritual side, too. "It's my way of meditating. It's my way of connecting with people. People generally don't jump out of bed and run down to the beach first thing in the morning, so people down there are amazing and connecting with that puts you in a great frame of mind to start the day."

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G626645A A	SMH	3/09/2013	Early General News	PRICELESS SYDNEY	Full Page	0	0	0	-70752



TUESDAY, SEPTEMBER 3, 2013 THE SYDNEY MORNING HERALD 7

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113041A B	SMH	10/09/2013	Early General News	MASTERCARD PRICELESS	Full Page	0	0	0	-70752



TUESDAY, SEPTEMBER 10, 2013 THE SYDNEY MORNING HERALD 7

DISCOVER  
A HARBOUR BEACH  
KNOWN ONLY  
TO A HANDFUL

LOCALLY  
★ famous ★

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NEARBY 1400

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099168AB	SMH	10/09/2013	goodfood	PRICELESS SYDNEY	Full Page	34000	3400	37400	-27170.56



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SPARKLE CUPCAKERY SYDNEY

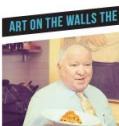
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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6266477A A	SMH	17/09/2013	goodfood	PRICELESS SYDNEY	Tabloid Tailgate 18cm (172x550mm)	0	0	0	-32496.86



# LOCALLY ★ famous

**ART ON THE WALLS THE APERTIVO ON US**



Back when Paddington was more than just a suburb, it was a coffee mural in the pub and one of the first restaurants in the area to offer aperitivo. Neighbouring artists, such as artist and caricaturist, Darren Turner, were invited to paint murals and make a local icon.

Nicola's personally oversees all Matt and Nicola's aperitivo offerings of the Day and Sunday, including aperitivo of the Day with a special Ligurian cocktail with his complements.

Made from local produce, you could expect to find a local orange, Prosecco or a fresh white peach before you take in one of the country's best artists.

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Looking for the game you could be fed over the weekend? This history award winner and eat house of meat, Marigold, now and right back before the war, is a great destination for a Sunday roast, pork and loaded range roll.

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**LEARN SURRY'S NAUGHTIEST SECRETS**



In this suburb's older character vestiges, you can drift to make your area look like a real-life desert. By the end of the year, Surry Hills' newest addition, the Surry Hills Donut Company, will be a confectionary store of champions.

At a MasterCard candlelight, you'll receive a complimentary bag value of \$25 that includes an assortment of Surry goods as well as a \$10 SPOTIFY Country gift card. Book today for a healthy Surry night.

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6266477A B	SMH	17/09/2013	goodfood	PRICELESS SYDNEY	Tabloid Tailgate 28cm (280x550mm)	0	0	0	-48745.29



Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A A	SMH	19/09/2013	Early General News	MASTERCARD	Full Page	30913	3091.3	34004.3	-47668.42



THURSDAY, SEPTEMBER 19, 2013 THE SYDNEY MORNING HERALD 9

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A E	SMH	20/09/2013	Shortlist	SHORTLIST	Full Page	17000.01	1700	18700.01	-16970.33



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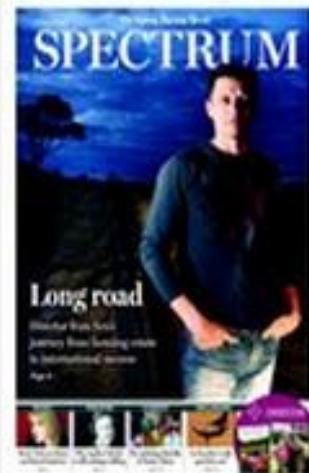
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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151AI	SMH	21/09/2013	Spectrum	SMH-SAT	Full Page	21923	2192.3	24115.3	-20797.19



The Sydney Morning Herald  
SEPTEMBER 21-22, 2013 SPECTRUM 19

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A G	SHD	22/09/2013	Early General News	SH EGN	Full Page	26786	2678.6	29464.6	-24682.93



10 SUNDAY, SEPTEMBER 22, 2013 THE SUN-HERALD

# DISCOVER SYDNEY'S SWEET UNDERBELLY

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Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like the City's Bon Bon Fine Chocolate. Spend \$150 at any QF'B or Strand Arcade store and receive a free 15 piece gift box of these locally loved chocolates. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151AD	SMH	24/09/2013	goodfood	GOOD FOOD	Full Page	17000.01	1700	18700.01	-16970.33



24 THE SYDNEY MORNING HERALD TUESDAY, SEPTEMBER 24, 2013

# DISCOVER WHALE BEACH'S LOST TREASURE

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A B	SMH	25/09/2013	Early General News	MASTERCARD	Full Page	30913	3091.3	34004.3	-47668.42



6 THE SYDNEY MORNING HERALD WEDNESDAY, SEPTEMBER 25, 2013

# TASTE A LOCAL FAVOURITE ON US

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TERMS AND CONDITIONS APPLY

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G629815A C	SMH	26/09/2013	Early General News	MASTERCARD	Full Page	30913	3091.3	34004.3	-47668.42



THURSDAY, SEPTEMBER 26, 2013 THE SYDNEY MORNING HERALD 7

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OF LOCAL PASSION**

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A C	TSM	27/09/2013	General Bookings	MASTERCARD PRICELESS SYDNEY	Full Page	15690	1569	17259	0



**DISCOVER WHALE BEACH'S LOST TREASURE**

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057AG	TSM	27/09/2013	General Bookings	MASTERACARD PRICELESS ADVERTORIAL	Full Page	15690	1569	17259	0



**advertising feature**

**Northern beaches**

# LOCALLY ★ famous ★

## Jonah's

The seaside escape indulging our love affair with surf, sun and spectacular fine food.

**H**olidaying. Breathing. Sublime. Words can describe but can't quite capture the magnificence of the view from Jonah's. Perched on a sliver of land between White Beach and Careel Bay, the restaurant overlooks surfing across the bay and waves crashing between waves and speedboats jetting across the horizon in an ever-changing visual feast.

Glance north and it's open water to the cliffs of the Central Coast; look south and it's lumps and bumps of hills that beat a striking pose against the ocean. From here, you can gaze out to the outline of Manly and Circular Quay, admiring the vista with a glass of champagne in your hand and the sun on your back, one thing becomes very clear: Jonah himself never had it this good.

**Location**

The Jonah's experience starts with the drive. An hour from the CBD, the road north swaps traffic snarl and suburban sprawl for golden cane palms, sandy bungalows and distant hamlets of beach houses. Then, past the house of 1950s icon Constance Vital, Jonah's has lived through various incarnations as a nightclub in the 1960s, Italian restaurant Villa Jonah at Mase in the '70s until the 1990s when a multimillion-dollar renovation – christened with the engagement party of Jane Ferguson (Sarah "Fergie" Ferguson's sister) – gave birth to the restaurant and 11-room boutique hotel of today.

Since then, the space has hosted various big-name celebrities, including Bono, Michael Jackson, Justin Bieber, David Lee Roth and many more, with the same luxury that Sydneysiders are treated to every day.

"A lot of international stars come to dine, but that's balanced with local fans, too," says Jonah's marketing manager Kim Read.

**Anything but ordinary**

But if the gilded cage of the clifftop eatery for its low-key vibe, for ordinary Sydneysiders the Jonah's experience spans the gamut from fabulously relaxed to fabulously OTT. Consider the restaurant's Bar & Terrace area, which operates as a stand-alone space for guests to enjoy, sans the formality of a three-course meal. "It gives people the option to pop in and enjoy a glass of champagne and a bite to eat in the sun, without having to commit to a long lunch," Read says.

On the other end of the spectrum, the Jonah's Sydney Spritz cocktail is a must-try. "We have people fly in on seaplanes twice a day," says Read of the service, which departs from Rose Bay and swings past the Opera House and Harbour Bridge before flying north. "Often it's a treat to celebrate an engagement, anniversary or proposal, but other times it's just about indulgence or taking time out."

**The food**

Fresh food with a focus on seafood is a familiar theme in the Northern City, but the Jonah's difference involves fun flavours and textures with knock-your-socks-off plating to deliver something that's utterly unique. "It's about drawing from whatever culture you like – Italian, French, Asian," says Read. "I'm thinking about the balance of saltiness and sour flavours combined with different textures."

The 35-year-old chef highlights the Cone Bay barbecued marron and the coconut panna cotta dessert, re-introduced due to popular demand, as must-orders. "The barbecue marron is a sweet marmalade, then you have that crazy twist, which the fish is slightly salty and finally a twist of lemon that just adds a touch of acidity," he notes. "For the dessert you'll find a creamy panna cotta presented with mandarin sorbet and crisp tuile with dehydrated cumquats and a hint of vanilla chargrilled quince."

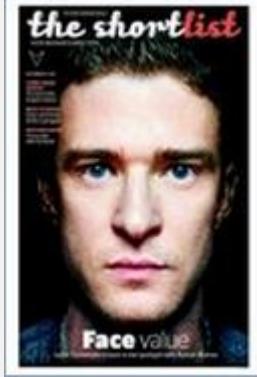
**Wine**

Great food demands great wine to match, and at Jonah's you get great diversity, too, with a wine list encompassing 150 varieties handpicked by sommelier Cheyne Beagley.

Budding mixologists aren't forgotten, either: the house-made cocktails are just as imaginative and come in frosty, oversized jars bursting with colour and garnishes you'll enjoy once and remember forever. Much like that incredible view, really.

**MasterCard PRICELESS SYDNEY**

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A A	SMH	27/09/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43



FRIDAY, SEPTEMBER 27, 2013 THE SYDNEY MORNING HERALD 11

# FREE HUGS FROM A LOCAL STAR

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A F	SMH	27/09/2013	Shortlist	SHORTLIST	Full Page	17000.01	1700	18700.01	-16970.33

## 6 the shortlist

SEPTEMBER 27, 2013

fri 27

sat 28

7 NOON-11.30PM  
AND 8.30-11.30PM  
The Sydney Opera House's  
quintessential aspects of  
city life are captured in a  
series of artworks that have  
been selected from the quality  
of work submitted by the public.  
100 artists in 10 categories  
are invited to submit their  
work for consideration.



8PM | SHERYL'S SKIN  
The Australian's personal  
advice on how to look and  
feel your best. From a special  
segment on how to look good  
in a bikini to tips on how to  
keep skin healthy.

8PM | PROJECT FIVE  
The team of five experts are  
on hand to Project Forward the  
secrets of their craft. Guests  
will include fashion designer  
Jenny Kee, interior designer  
and author of *Interior Design  
for Dummies*, and author of  
the *Ultimate Guide to  
Wedding Planning*.

8.30PM | THE VINTAGE AND  
RETRO FAIR  
The fair is a great place to  
experience the history of  
yesterday's tomorrow. From  
vintage clothing to retro  
electronics, there's something  
for everyone.

8PM | THE GARDENERS AND  
CHANCE WATER  
The show features the  
extraordinary tale of underground  
water that has been discovered  
in Australia. It's a story of  
surprise, discovery and  
adventure.

8PM | TUMBLEWEED  
Tumbleweed is a new  
comedy series where Tumbley  
can be taken as the exasperated words of a typical  
adolescent boy. The show  
is set in a small town in  
the outback, and follows the  
adventures of a bunch of teenagers  
as they try to make it in the  
real world.



8AM | STEVE CLARKY  
Steve Clarky is a new web  
series that follows the  
adventures of Steve Clarky  
as he explores the  
wonderful world of  
children's books.

8PM | STEVE CLARKY  
Steve Clarky is a new web  
series that follows the  
adventures of Steve Clarky  
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wonderful world of  
children's books.

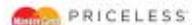
# PLANNER

LOCALLY  
★ famous ★

PRICELESS  
SYDNEY

Local Fave. Now there's something many can't buy. It could be your favourite brekkie spot or the family restaurant that's here there for 20 years.

These institutions have earned their place among the locals. At MasterCard, we're bringing you there and after. Locally Famous experiences throughout Sydney with exclusive offers to help you enjoy them. And we think that's priceless.



## 1 the shortlist

sun 29

| COMPILED BY SARAH THOMAS SEND ENTRIES  
TO SHORTLISTEDITOR@SMH.COM.AU



5.15PM | SMALL AND TIRED

Or Ladies Day featuring the  
first ever race day in full tilt. Sophie  
Falster (included) will be the official race day  
ambassador, and the day will feature a host of  
competitions, complimentary make-up and tarot  
readings, plus the chance the winner's could  
become the first person to race at the track.

NOON-11.30PM | CAFE AT THE  
THEATRE.COM.AU TICKETS \$5 CHEAPER ONLINE  
UNtil OCTOBER 20, BELVIEU  
POINTER, 100 BELVIEU STREET, SURRY HILLS,  
9699 3444, \$35-45.

6.30PM | BIZARRE BAZAAR

Or ladies day featuring the

market, with live music added to the fun.

UNTIL APRIL NEWTON HOTEL, 17A KING STREET,  
NEWTON, NSW 2007, 9555 1000, \$10-15.

7.30PM | IACO UNDERGROUND

The Dromedary Ensemble's

annual cabaret

is another big-screen

success.

Fathers Day

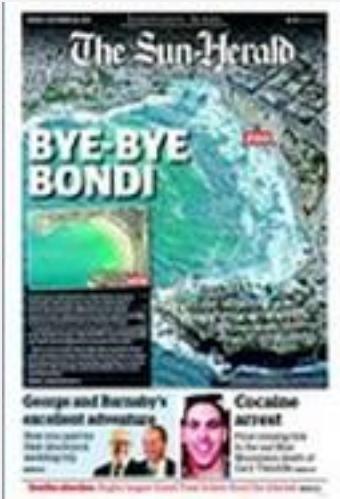
is another big-screen

success.

Another big-screen

</div

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6298151A H	SHD	29/09/2013	Early General News	SH EGN	Full Page	26786	2678.6	29464.6	-24682.93



6 SUNDAY, SEPTEMBER 29, 2013 THE SUN-HERALD

# ENJOY FINE WINE WHERE LOCALS ENJOY FINE FICTION

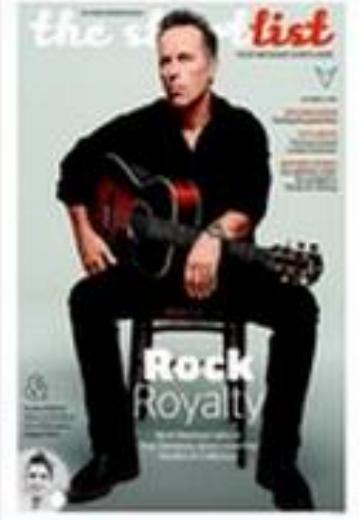
Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Berkelouw Books. Spend \$50 at Berkelouw Books Paddington and receive a free wine at the Berkelouw Café. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**LOCALLY**  
★ famous ★

**MasterCard** PRICELESS SYDNEY BERKELOUW BOOKS

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A B	SMH	4/10/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43



This image is a collage of magazine pages from 'Time Out' magazine, specifically the 'the shortlist' section. It includes reviews for 'ZPM: THE CULT', 'SPM / GRAPHIC', 'JASON DERULU', '6.30PM / PARAMASALA', 'NOON / MANLY JAZZ', 'TAMI / TUCY MORNING HERALD GOOD FOOD MONTH', and a large graphic for 'PLANNER'. The collage also features a 'Free hugs from a local star' offer and a 'Local Fame' sidebar.

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A C	SMH	11/10/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43

The cover of the shortlist magazine features a smiling woman with long, wavy red hair, Carol Smillie. She is wearing a black sleeveless top with a gold sequin pattern. The title 'the shortlist' is at the top in a purple, lowercase, sans-serif font. Below it is a small, illegible blurb. The main headline 'LOUD and proud' is in large, bold, white capital letters across the center of the cover. At the bottom, there's a small logo for 'shortlist.com'.

6 the shortlist |

OCTOBER 11, 2013

# fri 11

# sat 12

PHOTOGRAPH BY DUSTY

**7.30pm** **I MAY NEVER** return to the stage again. That's the warning from The Blues Brothers, who invite four admirers to sample their bluesy rock'n'roll, country extravaganza. Pictured is Tina Haasch, who has been a fan since she was 12. **THEATRE**, NEW THEATRE, LEICESTER SQUARE, LONDON WC2H 7EB. £35-£65.

**7.30am** **THE ROYAL FLEET REVIEW**  
A lunch of chips, \$2000 sailors and a bottle of bubbly will get you through the harbour twice the cost of the ticket. The first Royal Australian Navy began last Friday, 17 October, and you can catch the last of the 25 ships sailing on their way down the coast and into the Southern Ocean, which is a warlike sea as it training international navies. Sold out. **ROYAL AUSTRALIA LINE**.

# PLANNER

**LOCALLY  
★ famous ★**

PRICELESS  
SYDNEY

*Local Fame. Now there's something money can't buy. It could be your favourite gallery, bowling green or bar. These institutions have earned their place among the locals. At MasterCard, we're bringing you many Locally Famous experiences throughout Sydney with exclusive offers to help you enjoy them. And we think that's priceless.*

**TIAMI GUEST RELATIONS**  
An exhibition of images taken across Sydney, such as digital signage, the urban landscape and selected private cameras used by guests to use inside, in the rooms. Photograph by Rodney Green. **TIAMI HOTEL**, Darling Harbour, experience of hotel rooms, various locations, until November 6. **TIAMI.COM.AU**. **TIAMI.HOTELS.COM.AU**

**8pm** **OPERA HOUSE 20TH ANNIVERSARY TOUR**

The Opera House has the big 40 next month, so there's a heap of activities including a 20th anniversary tour. You'll learn about taking a garter out in fire. Pictured is the interior of the house. **VARIOUS TIMES**. SEE **SYDNEYOPERAHOUSE.COM.AU** FOR TICKET PRICE SIZE.

**BPM / PAUL DEMPSEY**  
From what started out as some fun cover songs he'd belt out at bars, Somethin' Else has become quite a hit. So, the new album Dempsey has written with a bit of 'E' of course, will be the same name. The veteran singer-songwriter will be joined by his regulars, and then they'll knock off a few oldies. **FACTORY THEATRE, 10 VICTORIA ROAD, MARRICKVILE**. **THEATREFACTORY.COM.AU**

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057AI	GWS	12/10/2013	General Bookings	MASTERCARD PRICELESS	Full Page	14820.8	1482.08	16302.88	-7214.2



ENJOY FINE WINE  
WHERE LOCALS  
ENJOY FINE FICTION

LOCALLY  
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Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Berkelouw Books. Spend \$50 at Berkelouw Books Paddington and receive a free wine at the Berkelouw Café. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

MasterCard PRICELESS SYDNEY

BERKELOUW BOOKS since 1812

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A D	SMH	18/10/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43

The image shows the front cover of a magazine titled 'the shortlist'. The title is at the top in a large, pink, lowercase font. Below it is a large, close-up photograph of Rita Ora with blonde hair and red lipstick. At the bottom of the cover, the word 'Queen' is written in large, bold, black letters, followed by 'B' in a larger, bolder font. Below 'B' is a smaller line of text that is partially cut off.

the shortlist

# SUN

20

COMPILED BY SARAH THOMAS SEND ENTRIES TO SHORTLISTEDITOR@SMH.COM.AU

**TIAM I SPRING IN THE PARK**  
This big pool party kicks off today to celebrate the start of summer. Alfred Park heated 10-metre pool, the newest addition to the park's aquatic facilities, is open from 1pm to 5pm. There's live music, synchronised swimming shows, a water slide and more. Clover Moore officially declaring the pool open at 1pm. TUESDAY, APRIL 10, ALFRED PARK, 105 CHALMERS STREET, SURRY HILLS. CITYOFSYDNEY.NSW.GOV.AU, FREE.

## BPM I OWL EYES

The Melbourne songstress known to her fans as Brookie Adonis is hitting the road again. She's been performing all night long and also at this show promote her new album, *Wings*. ANGLE OXFORD ART FACTORY, 10-46 OXFORD STREET, BRISBANE. SATURDAY, APRIL 14, 8PM. TICKETS \$35-\$50.

## TIAM I JUST FOR LAUGH

The Opera House has been booked up a whole bunch for the annual comedy festival this week as the annual Australian International comic arts are on all weekend. Performers include highlights including comedian and actor Matt Terpiloff (pictured) who takes on sex, family, politics and more. TUESDAY, APRIL 10, OPERA HOUSE, 7 PM. LIMITED TICKETS AND 8.30PM, SYDNEYOPERAHOUSE.COM, \$55-\$65.

**TIAM I SCANDINAVIAN SUNDAY**  
As part of the Melbourne performing village's "Beyond the Northern Frontier", a family day will be held with crafters, classes, food - like Borsht and Headcheese, and entertainment including story-telling, dance and music. ANGEL OXFORD ART FACTORY, 10-46 OXFORD STREET, BRISBANE. SATURDAY, APRIL 14, 10AM-4PM. TICKETS \$25. CHILDREN UNDER 12 INCLUDES EXHIBITION FREE.

**TIAM I BOYS WITH GUNS**

This times' image could be from any year, anywhere. In an episode from the 70s to now, *Play School* host Warwick Farm introduced his son, 10-year-old Matt, to guns. Now, it's 2010, and it features in an exhibition by Sydney photographer Prudence Murphy exploring children's play across the decades. MUSEUM OF VICTORIA, 2000, THE OFFICE SPACE, 65 RESERVE STREET, SURRY HILLS. GALLERY2010.COM.AU.

## TIAM I CAKE & SONG

It's time for cake and singing gals under 18 to get involved in this year's annual cake competition and get a sugar hit to their day. It's an open-day opportunity between 8am and 5pm on Saturday, April 14, at the Sutherland Theatre for a happy peck of cake and a few songs. SEE SYDNEYOPERAHOUSE.COM.

**TIAM I COSMO JARVIS**

After a year of writing and singing songs, the singer-songwriter has been another star of the year. He's hitting 40 this month. If you care and sing along, get under the stars at the Bondi Beach Oval on Friday, April 13, 8pm. SEE BONDIBEACH.COM.AU.

## TIAM I Buttons

They're back! The VMA's best artist in art in 2007 on the back of their massive hit Cupid's Chokehold. They're still touring and have a new album, *Buttons*, due out next month. SEE BONNIEPRYM.COM.AU.

## TIAM I week ahead highlights

**BIKE DATING** Thursday, April 12, 7-10pm. *Centennial Park*, 100 Centennial Park Rd, Darlinghurst, met \$40. Lonely hearts can get their fix to find love, so to speak, with this event which is part of the Spring into Love series. Bookings essential. OCTOBER 27. After a lap of the park, singletons will then head off to the pub for an hour or two. Speed dating is the conversation starter, while cycling is a good conversation starter.

JAMIE DULKE

Tuesday, April 12, 7pm. *Berkelouw Books*, 12-14 Park Street, Mona Vale, 2979 212, berkelouw.com.au. Jamie Dulke, author of *Wednesday, I Am*, Bookoozie, Avalon Beach, and *Wednesday, I Am*, Gardening guru Jamie Dulke is out and about promoting his new book *Edible Garden Design* (Penguin \$49.95). In it, he shows how to turn your garden into a food forest, and turns old structures into sinks of goodness.

GYM CLASS HEROES

Thursday, October 24, 8pm. *Oxford Art Factory*, 10-46 Oxford Street, Darlinghurst, oxfordartfactory.com, \$33.70. Sure, you won't be taking a T-shirt home from

## TIAM I Buttons

the show for your grandma, but Bristol duo Buttons are a lot more than the shock-value of a band that's been around since the mid-90s. Their music has won them a cult following around the world, their album from this year, *Days of Wine and Roses*, reached number one in the top 40 in Britain, incredibly. Like frequent visitors to the city, the instrumental pair are mind-blowing live. Bring the picnics.

DAMI JURIE

Lucky hearts looking for love on a bike: Damo Jurie. Photo: AP

## TIAM I week ahead highlights

**TIAM I Buttons**

They're back! The VMA's best artist in art in 2007 on the back of their massive hit Cupid's Chokehold. They're still touring and have a new album, *Buttons*, due out next month. SEE BONNIEPRYM.COM.AU.

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## TIAM I Buttons

They're back! The VMA's best artist in art in 2007 on the back of their massive hit Cupid's Chokehold. They're still touring and have a new album, *Buttons*, due out next month. SEE BONNIEPRYM.COM.AU.

## ENJOY FINE WINE WHERE THE LOCALS ENJOY FINE FICTION

The Berkelouw family has been trading books in local markets for six generations. While many mums have passed since the very first Berkelouw bookstore opened in 1812, it's still popular for good quality coffee, fine wine, and great conversationalists.

At a Master Card candlelight, spend \$50 or more at Berkelouw Books, Paddington and curl up with a free glass of wine from their cellar.

## TAKE HOME A FREE JAR OF LOCAL PASSION

Charismatic Parisian David Bonnaud passion and commitment to excellence are what set him apart. When his grandfather passed down a much loved family recipe, her strawberries and vanilla jam, he knew it was time to share it with the world. So, a family run business was born: *La Boulangerie Gourmande Caffé et Gâteau*.

As a MasterCard candleholder, order off the café's sweet menu and receive a free jar of their locally famous strawberry and vanilla jam.

Discover these and other exclusive offers at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113041A E	SMH	18/10/2013	Shortlist	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-30585.28



16 THE SYDNEY MORNING HERALD FRIDAY, OCTOBER 18, 2013

# DISCOVER SYDNEY'S SWEET UNDERBELLY

**LOCALLY ★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like the City's Bon Bon Fine Chocolate. Spend \$150 at any Q'B or Strand Arcade store and receive a free 15 piece gift box of these locally loved chocolates. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY

BON BON FINE CHOCOLATE

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057AJ	GWS	19/10/2013	General Bookings	MASTERCARD PRICELESS	Full Page	14820.8	1482.08	16302.88	-7214.2



**FREE HUGS  
FROM A  
LOCAL STAR**

**LOCALLY  
★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders - like FLATOUTbear. Purchase a FLATOUTbear or FLATOUTbunny from Prue Trollope Balmain and receive a free baby bear. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard PRICELESS SYDNEY**

**FLATOUTbear**

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298A A	SHD	20/10/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	26786	2678.6	29464.6	-19554.48



THE SUN-HERALD SUNDAY, OCTOBER 20, 2013 17

# FREE HUGS FROM A LOCAL STAR

**LOCALLY**  
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Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders - like FLATOUTbear. Purchase a FLATOUTbear or FLATOUTbunny from Prue Trollope Balmain and receive a free baby bear. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY **FLATOUTbear**

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099168AC	SMH	22/10/2013	goodfood	PRICELESS SYDNEY	Full Page	0	0	0	0



**TAKE HOME  
A FREE JAR  
OF LOCAL PASSION**

 An advertisement for Priceless Sydney. It features a woman in a blue hoodie eating from a plate of pastries. In the foreground, there is a jar of "Bitton strawberry & vanilla jam". The text "LOCALLY famous" is overlaid on the bottom left. The advertisement includes small print about a promotion for MasterCard cardholders.
 

**LOCALLY**  
★ famous ★

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Bitton Café & Bistro. Order off their breakfast menu and receive a free jar of their locally famous strawberry and vanilla jam. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY **Bitton**

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298AC	SMH	23/10/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	30913	3091.3	34004.3	-39839



4 THE SYDNEY MORNING HERALD WEDNESDAY, OCTOBER 23, 2013

# MEET THE REAL STAR OF THE RITZ



**LOCALLY  
★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like The Ritz Cinema, Randwick. Get one of their legendary choc tops free with every ticket purchase. Register for this and other unique offers at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**RANDWICK**  
**RITZ**  
RITZCINEMA.CO.AU

MasterCard PRICELESS SYDNEY

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A D	TSM	25/10/2013	General Bookings	MASTERCARD PRICELESS SYDNEY	Full Page	15690	1569	17259	0



**FREE HUGS  
FROM A  
LOCAL STAR**

**LOCALLY ★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like FLATOUTbear. Purchase a FLATOUTbear or FLATOUTbunny from Prue Trollope Balmain and receive a free baby bear. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard PRICELESS®  
SYDNEY**

**FLATOUTbear**

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057A H	TSM	25/10/2013	General Bookings	MASTERACARD PRICELESS ADVERTORIAL	Full Page	15690	1569	17259	0



**advertising feature**



**Inner west**

# LOCALLY ★ famous ★

## FLATOUBEAR

What do Sarah Jessica Parker and George W. Bush have in common with hundreds of Aussie bubs? They've all struggled up to Balmain's cuddliest tiddies.

A soon as she picked up the phone, Plus Trollope, co-founder of FLATOUBear, knew it wasn't an ordinary call. "It was from a mum in Bondi. Her son had lost his bear last day and wouldn't go to sleep without it." There was no time to waste. "I had to get a cab there immediately – it was dark and colour – then quickly scoured the warehouse for a bear that matched. It was too late for a courier, so we popped it in a cab and sent it straight over." Deep breath. Disaster averted.

"We recently had photos posted on our Facebook page of a bear overboard boat rescue," the 38-year-old says with a smile. "Complete with shots of dad giving the bear mouth-to-mouth resuscitation."

And while most cases are solved within a few quick emails, Trollope says there are heart-breaking stories, too. "We heard about a little boy in Canada who was in a car accident where he was 14 months old and his mother was killed instantly. It was a few days later that his family realised his favourite toy was in the car, too, and it was lost. His grandmother came across our bears online and bought one for him. He's now live and won't go anywhere without his bear."

**No ordinary bears**

Spend some time with your own FLATOUBear and it's easy to see why they're so popular. The company's website features a range of bears of which it's impossible not to stroke. Then there are the colours – eight shades with delectable names like Milk, Chocolate, Latte and Honey. Beyond that, Trollope says it's the simplicity that parents and kids fall in love with. "They're easy for little ones to hold onto and rest their heads on. Some women sleep with them before their babies are born and the sheepskin absorbs all the natural oils and smells so they really do become part of the family."

**Plus of fun facts**

Interesting fact: some of the most die-hard FLATOUBear fans aren't that little – "Lots of kids have grown up with them and they're teenagers now" – or even human. "U Min was rejected at birth by his mother at the hospital in Cambodia because she thought he looked like a bear. She gave him to a local woman who then decided to give him to a photo of a nappy-dad monkey with coffee-coloured limbs entwined around a 30cm bear. Somehow, someone at the centre came across FLATOUBear. Well, U Min latched onto one of our bears. FLATOUBear has never let go since. The emotional connection tiny lots have with the bears is part of the inspiration behind the company's charity, which sees a percentage of profits go to help kids in Cambodia."

When asked if there are any requirements to come home, one of the conditions of starting a business was that we gave something back to Cambodia. I've been back since and seen the two small daycare centres we've funded and seen the kids and families who benefit. It's so exciting to see what we have done and see the people using and loving the facilities."

**Superstar snuggles**

When asked if they've ever had a FLATOUBear明星, about 30 percent of sales come from overseas countries, including South Africa, China, South Korea and the Czech Republic. And they've been snapped up by some pretty famous types, too.

"Our first celebrity is Sarah Jessica Parker. She showed us a picture of her when we sent her a FLATOUBear for her son several years ago. She said she wanted to keep it for herself."

The 2007 APEC Summit in Sydney was another high point. "All the world leaders were given a FLATOUBear when they arrived – even George Bush and Vladimir Putin. That was pretty amazing."

MasterCard PRICELESS SYDNEY

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A E	SMH	25/10/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43

The image shows the front cover of 'the shortlist' magazine. The title 'the shortlist' is at the top in a large, lowercase, italicized font. Below it is a black and white portrait of Steve Coogan. The word 'Alpha' is written in large, bold, white letters across the bottom left of the cover, and 'male' is written in large, bold, white letters below it. At the very bottom, there's some small text and a small photo of a person.

the shortlist |

OCTOBER 25, 2013

# fri 25

**7.30PM | STARLIGHT STORIES**  
For 25 years the Starlight Children's Foundation has been transforming the lives of children in hospital by supporting care and wellbeing, working with 130,000 children each year. The show is especially created to reflect the inspirational work of Starlight and the Foundation. From Earth Key Productions (pictured).  
**LENG LEASING QUADRANT THEATRE, 1-23 MARCH, \$15-\$25. INFO: STARLIGHT.COM.AU, 1300 131 556, \$30.**

#### 8PM | A FESTIVAL OF RUSSIAN BALLET

The Imperial Russian Ballet Company brings a virtual mixed tape of favourites to the stage, performed by Anna Pavlova, Giselle, Carmen and more. Pictured is soloist Svetlana Lopatkina.

UNITE SUBWAY STATE THEATRE, TICKETS: 1300 129 588, 284 500 890, 30.

#### 8.30PM | VIOLENT SOHO

Brisbane grunge-rock punk rockers Violent Soho have just released their second album, Hungry Ghost. Three years in the making, it's an accomplished track that's sure to knock for a killer rock show. If you think they're such a great live band, you can expect the same from their new gig at the Outback Art Factory, 26-46 Oxford Street, Dinglehurst, NSW 2192. \$25.

# sat 26

#### 10AM | EXHIBITION

*I Promised Mo, You Said I Lie* is the enigmatic yet opaque title of a collection of artworks by French artist Laurent Grasso.

TICKETS: FREE. INFO: 1300 733 222, 245 WILSON STREET, DARLINGTTON, ANNACHARTZGALLERY.COM.

#### 7PM AND 8.45PM | FEAR A BROWN PLANET

(pictured) Ramin Ganjei and Rameen Ganjei (pictured) are Iranian brothers who have political commentary on racism and other raw, uncomfortable topics. They're currently on a sell-out British tour and new TV series, *Loyalty*. Book: [STORMYFIREBOOKS.COM.SITE/7775\\_545](http://STORMYFIREBOOKS.COM.SITE/7775_545).

#### NOON | I SPOOKS IN THE PARK

Along with all the fun-filled activities available in the park, including putting, chased by zombies, climbing a spider's web and dancing with the likes of the Queen of Hearts, there are also some interesting characters (pictured are some of the cast) that will be appearing throughout the year, getting thrown around.

**VARIOUS LOCATIONS, 12.30PM-4PM, INFO: DISCOVERPARRAMATTA.COM**

# PLANNER

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057AK	GWS	26/10/2013	General Bookings	MASTERCARD PRICELESS	Full Page	14820.8	1482.08	16302.88	-7214.2



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BON BON FINE CHOCOLATE

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298AD	SMH	29/10/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	30913	3091.3	34004.3	-39839



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**MasterCard PRICELESS SYDNEY MU MU GRILL**

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099191A F	SMH	1/11/2013	Shortlist	PRICELESS SYDNEY	T2Pan (92x550mm)	7500	750	8250	-8748.43



6 **the shortlist** | the planner

NOVEMBER 1, 2013

**fri** 1



**SPM | OXFORD ART DIRECTOR'S SIXTH BIRTHDAY**  
One of the most vibrant and dynamic bands in the country's live music scene, SPM, are hitting the road again this weekend. The band will be performing at the venues listed below, and are in town for the festival that has been supported by Catch FM, 102.3, Blind Valley, Los Tacos, Juan, Mezcal, Commander 749, and more. For more information, check out their website, [www.oxfordfactory.com.au](http://www.oxfordfactory.com.au).

ROLL UP

Locally Famous Roll up

www.oxfordfactory.com.au/rollup



**sat** 2

**TIAMI MARRAMATTA FOUNDATIONS FESTIVAL**

On November 2, 1788, Governor Arthur Phillip established the first European settlement in Australia for the burgeoning colony. This year, the festival will mark the occasion with a country-themed day of fun, food, drink, and entertainment. Dry golden guitar reverb, 90s alternative power trio Four Horsemen, and indie rockers The Datsuns will headline the day, with a host of local acts including contemporary bands themed around the theme of the festival. Some of the company's brightest stars like their creative director, Matt Goss, and founders Barry Wilde and Elizabeth Marley will also be performing.

www.marramatta.com.au/festivals-free

**12-ASPMI FESTIVAL OF DANGEROUS IDEAS**

In yesterday's *Telegraph*, Ben columnists Ben Savage (pictured) and Mark Latham were arguing that most relationships are "dangerous".

While they've been out of the spotlight for some time now, the two political heavyweights are set to return to the stage this weekend for a festival and talk to *ASPMI* for a tribute to Roland Joffé's *The Mission*. Tickets are \$15-\$20.

Details: [www.aspmi.com.au](http://www.aspmi.com.au)

CHINATOWN, 28-44 OXFORD STREET, DAIRYLAND, 10-12 OXFORD STREET, DAIRYLAND, OXFORDFACTORY.COM.AU

**BPM HTBK**

The revered Melbourne noise-rockers are off the road for the moment and are instead in Europe for the next few weeks, via back-to-back gigs launching a new album. They're due to play the festival and back to Britain for a tribute to Roland Joffé's *The Mission*. Tickets are \$15-\$20.

Details: [www.aspmi.com.au](http://www.aspmi.com.au)

CHINATOWN, 28-44 OXFORD STREET, DAIRYLAND, OXFORDFACTORY.COM.AU



**BPM DEE F/X**

Australian music's most famous witch, "90s alternative power trio Four Horsemen, and indie rockers The Datsuns will headline the day, with a host of local acts including contemporary bands themed around the theme of the festival. Some of the company's brightest stars like their creative director, Matt Goss, and founders Barry Wilde and Elizabeth Marley will also be performing.

www.marramatta.com.au/festivals-free



**10-ASPMI FESTIVAL OF DANGEROUS IDEAS**

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CHINATOWN, 28-44 OXFORD STREET, DAIRYLAND, OXFORDFACTORY.COM.AU

# PLANNER

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**sun** 3

stage music family film festival free bar comedy art

COMPILED BY SARAH THOMAS SEND ENTRIES TO SHORTLISTED.EDITOR@SMH.COM.AU

**SPM | ACO CHAMBER MUSIC**

The National's guitar virtuoso Christian Tetzlaff – a pianist already a star at 17, and a violinist who has been performing the Beethoven concerto at the festival since he was 11 – are the highlights of the concert. The concert will be held at the State Library of New South Wales, with Delibes' *La Source* and Brahms' *Violin Concerto* on the program.

www.aco.org.au/concerts/2013/11/02/2013-11-02-aco-chamber-music

**10-ASPMI FESTIVAL OF DANGEROUS IDEAS**

Australian music's most famous witch, "90s alternative power trio Four Horsemen, and indie rockers The Datsuns will headline the day, with a host of local acts including contemporary bands themed around the theme of the festival. Some of the company's brightest stars like their creative director, Matt Goss, and founders Barry Wilde and Elizabeth Marley will also be performing.

www.marramatta.com.au/festivals-free

**10-AMM LIVING COLOUR**

About 32,000 plants and flowers have been planted in the city's parks and gardens to honour the Living Colour planting flora base. You can get involved in the planting of these native plants, as well as a number of other activities, including a guided walk through the Royal Botanic Garden.

www.rbg.nsw.gov.au/activities/2013/11/02/2013-11-02-living-colour

**10-AMM CRUELTY-FREE FESTIVAL**

Wednesday, 6 November, head to Belgrave Park for this annual fest celebrating dairy types and plant-based alternatives to animal-derived foods. There are also cruelty-free products on sale, including a range of vegan skincare, makeup, and accessories.

www.crueltyfreefest.com.au

**TURBO FREESTYLE**

Wednesday, 6 November, Goodgedge Small Club, www.goodgedge.com.au, fees vary.

Goodgedge Small Club this year, but the fees have increased from \$10 to \$15. The first time an Nashville garage-rockers Turbos play in Australia, the band will be performing at the club.

Details: [www.turbofreestyle.com.au](http://www.turbofreestyle.com.au)

**10-ASPMI CUP RACE DAY MEETING**

Wednesday, 6 November, Goodgedge Small Club, www.goodgedge.com.au, fees vary.

The only race day in NSW to feature a trackside barbecue, the meeting will be held at the Goodgedge Small Club.

Details: [www.aspmi.com.au](http://www.aspmi.com.au)

**10-ASPMI CUP RACE DAY MEETING**

Wednesday, 6 November, Goodgedge Small Club, www.goodgedge.com.au, fees vary.

There's no shortage of folk using creative ways to raise money for the NSW bushfire appeal.

Details: [www.aspmi.com.au](http://www.aspmi.com.au)

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**10-ASPMI CUP RACE DAY MEETING**

Wednesday, 6 November, Goodgedge Small Club, www.goodgedge.com

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298A E	SMH	2/11/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	38934	3893.4	42827.4	-49553.3



Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298AB	SHD	3/11/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	26786	2678.6	29464.6	-19554.48



MEET THE REAL STAR OF THE RITZ



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**MasterCard** PRICELESS SYDNEY **RITZ**  
RANDWICK  
RITZCINEMA.CO.AU

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113057AM	GWS	9/11/2013	General Bookings	MASTERCARD PRICELESS	Full Page	14820.8	1482.08	16302.88	-7214.2



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**MasterCard PRICELESS SYDNEY**

*The Restaurant* **PENDOLINO**

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298A F	SMH	16/11/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	38934	3893.4	42827.4	-49553.3



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**MasterCard** PRICELESS SYDNEY **Pendolino**

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298AI	GWS	23/11/2013	General Bookings	MASTERCARD INCREMENTAL	Full Page	14820	1482	16302	-7215



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**MasterCard** PRICELESS SYDNEY MU MU GRILL

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6113041A F	SMH	29/11/2013	Shortlist	MASTERCARD PRICELESS SYDNEY	Full Page	0	0	0	-30585.28



**DISCOVER WHALE BEACH'S LOST TREASURE**

**LOCALLY ★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Jonah's at Whale Beach. Order a two-course lunch or dinner and receive a complimentary signature dessert brought back exclusively for Priceless Sydney. Visit [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY JONAH'S

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Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6099168A D	SMH	3/12/2013	goodfood	PRICELESS SYDNEY	Full Page	0	0	0	0



**MOSMAN'S BEST BROWNIE IS OUR TREAT**

**LOCALLY ★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Mosman's Avenue Rd Cafe. Buy their locally famous coffee and receive a free salted caramel brownie. Register for this and other unique offers at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY AVENUE RD

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298AJ	GWS	7/12/2013	General Bookings	MASTERCARD INCREMENTAL	Full Page	14820	1482	16302	-7215



**DISCOVER  
WOOLLAHRA'S  
MEATIEST  
FAMILY SECRET**

**LOCALLY  
★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders — like Woollahra's Victor Churchill. Purchase their awarded Christmas ham and receive their signature glaze for free. Register for this and other unique offers at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY VICTOR CHURCHILL

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)

Booking Number / Material ID	Publication	Date	Classification	caption	Ad Size	Net Amount	GST	Total Amount	discount
G6390298A G	SMH	14/12/2013	Early General News	MASTERCARD INCREMENTAL	Full Page	38934	3893.4	42827.4	-49553.3



**DISCOVER WHERE LOCAL LITTIES PLAY GROWN UPS**

**LOCALLY ★ famous ★**

Priceless Sydney is uncovering Sydney's local gems with exclusive offers for MasterCard cardholders – like Wannabees in Frenchs Forest. Pay entry for two children and receive a D/F/D of their TV performance for free. Register for this and other unique offers at [PricelessSydney.com.au](http://PricelessSydney.com.au)

**MasterCard** PRICELESS SYDNEY **wannabees**  
family play Town

Full terms and conditions available at [PricelessSydney.com.au](http://PricelessSydney.com.au)