

SUTHERLANDSHIRE



Seniors Services Directory Advertising Prospectus 2025

Connecting Seniors with essential services

Sutherland Shire Council is dedicated to nurturing a vibrant community where seniors flourish, forge connections, and enjoy enriching lives. Your partnership furthers our collective goal of empowering seniors to live longer and enhance their well-being.

AGEING WELL IN SUTHERLAND SHIRE

Our shared community vision is for a 'connected and safe community that respects people and nature, enjoying active lives in a strong local economy.'

Council aims to provide community leadership translating our vision to improve lifestyles and community wellbeing. As our population grows, so does the need for strong support systems and resources which cater to our ageing demographic. There is a projected 45% increase in retirees by 2026, and a significant rise in those aged 85 years and over, it is imperative seniors receive relevant assistance and resources to thrive.

From consumer rights to retirement planning, financial literacy to healthcare navigation, the **Seniors' Services Directory** serves as a beacon of knowledge and support for our community. Your partnership can make a tangible difference in the lives of our seniors, ensuring they have access to vital information and services when needed.

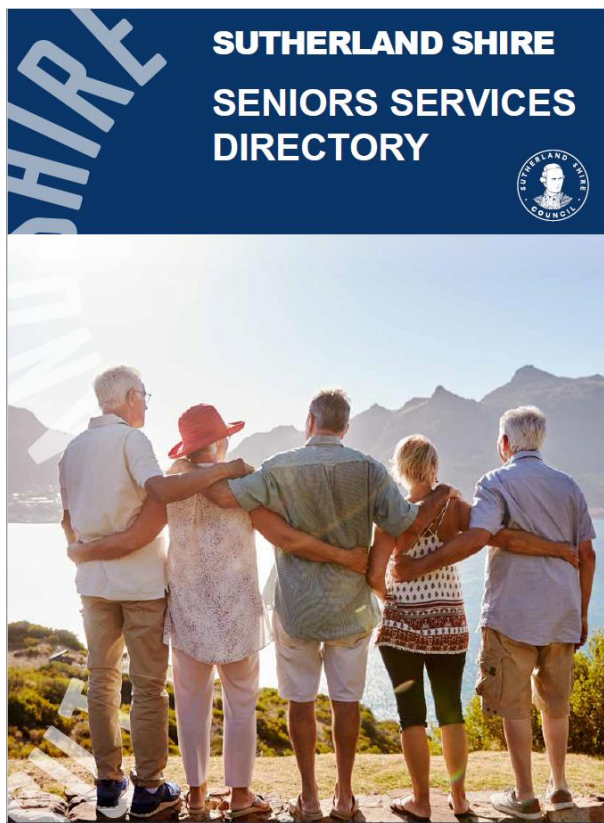
WHY ADVERTISE IN THE DIRECTORY

By featuring your services in the **Seniors' Services Directory**, you gain unparalleled visibility and promotion within the community. With over 12,000 directories set to be distributed locally in 2025, we can ensure your message reaches the right audience for a minimal investment.

As a trusted source of independent information, the directory offers a unique opportunity to showcase your services to the wider community. Your advertisement ensures seniors and their carers, can easily access the support they require.

Join us in our mission to empower our seniors and enrich their lives. Partner with the **Seniors' Services Directory** and make a difference in the lives of those who have paved the way for our community's success.

SAMPLE LAYOUT



1/6, 1/4 and 1/2 page ad sizes

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PACKAGE PRICE

PACKAGE 1	PACKAGE 2	PACKAGE 3
1/6 page	1/4 page	1/2 page
\$350	\$500	\$700
20 available	20 available	20 available

Your organisation will be allocated copies of the directory for distribution to your clients.

SUBMISSION DATES

Monday 1 July 2024

Submission CLOSES

Monday 15 July 2024

Confirmation of submission success. Invoice and artwork dimensions emailed to providers.

Monday 22 July 2024

Artwork must be provided to size and ready to print
Payment required

SUBMIT YOUR EXPRESSION OF INTEREST VIA:

Laura Iuliano, Community Development Advisor

P: 02 9710 0196 or 02 9710 0892 E: liuliano@ssc.nsw.gov.au

DISCLAIMER

Advertising space available in the Directory is limited. Inclusion is not guaranteed by submitting an Expression of Interest. If more organisations express interest in advertising opportunities than places available, council reserves the right to determine which organisations will be offered advertising in the Directory.

Council reserves the right to review and approve final advertising artwork provided for inclusion in the Directory. At any time and for any reason, council may withdraw any advertising opportunity and may decline to allow any person or organisation participation in any offering.

Council cannot guarantee any results or benefits from your participation in advertising in the Seniors' Services Directory. You are responsible for any decisions or actions you take based on this prospectus and for determining any further investigation, information and consideration that might be required. To the extent legally permitted, council accepts no responsibility or liability in contract, negligence or otherwise, arising in any way out of this prospectus or your use of it.