



theprpartnership

WORLD SQUARE GOT LIVE, LOUD AND COLOURFUL WITH FESTIVITIES

World Square was a spectacle of colour throughout February and March with traditional Chinese New Year dancing and a celebration of gay pride for Mardi Gras.

World Square had a festive feel with a stilt jumping Lion Dance. The Jin Wu Koon troupe took centre stage to bring in the Year of the Sheep.

theprpartnership secured live coverage on Channel 7's *Sunrise* as well as gaining online exposure on Channel 7's *Sunrise* and *Time Out*.

World Square celebrated Mardi Gras and all that is fabulous with Live Tranny Bingo and Sydney's DIY Rainbow Challenge. The fabulous Penny Traction and her friends livened up World Square over lunchtime. Whilst James 'Breko' Brechney encouraged shoppers to celebrate gay pride by grabbing a piece of chalk and re-creating the rainbow that once brightened up Oxford Street.

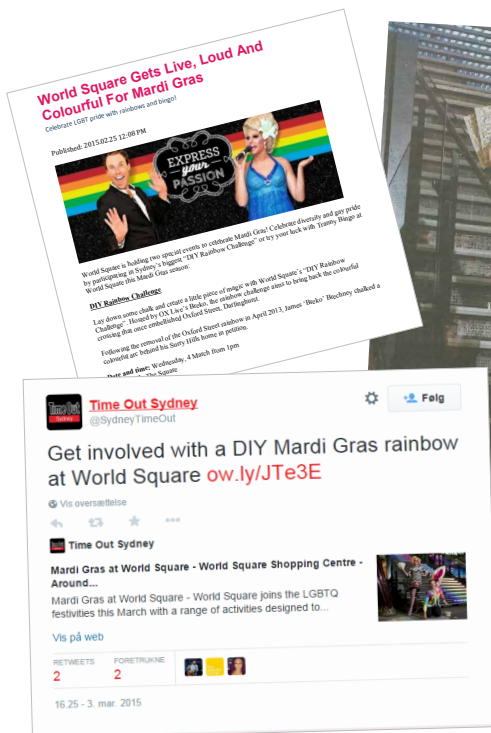
theprpartnership gained coverage of the outrageously loud and colourful antics at World Square in an exclusive photoshoot with *mX* and online coverage on *Gay Cities*, *Lesbians on the Loose*, *Gay News Network* and *Time Out*.

Welcome to The **theprpartnership's** quarterly electronic newsletter, our way of keeping in contact with you and showcasing our recent activities.

In this issue we announce our appointment to Youth Off the Streets #LaceltUp campaign and showcase our work with World Square which was a spectacle of colour over Chinese New Year and Mardi Gras.

We also helped build a regional reputation for The Literacy For Life Foundation as it initiated its fourth intake and we worked with the Property Industry Foundation to profile its fundraising events.

We hope you find the stories in this issue interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please email karen@prpartnership.com.au



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PRP PUTS ADULT ABORIGINAL LITERACY ON THE MAP

Literacy For Life Foundation (LFLF) has been established to address the issue of low literacy levels in Aboriginal adults, aiming to improve quality of life and skills to help gain employment. Brookfield Multiplex is an advocate of the importance of education and a founding member and major sponsor of LFLF.

LFLF commenced its fourth intake in Bourke, in regional NSW with 13 new students participating in the Aboriginal Adult Literacy Campaign, Yes, I Can!

theprpartnership helped build The Literacy For Life Foundation's regional reputation by securing a live radio interview with *ABC Western Plains* and several articles in indigenous and local newspapers such as *Koori Mail*, *National Indigenous Times*, *The Western Herald* and *The Daily Liberal*.

Literacy program creating opportunity for Indigenous

BOURKE graduates of an Aboriginal adult literacy campaign are undertaking work experience at the town's community radio station, a motel and the school at nearby Engongita.

The Literacy for Life Foundation (LFLF), which runs the Yes, I Can! campaign, points to the "knock-on effect improved literacy has on communities".

Launched in 2012, it aims to raise adult literacy rates within rural communities including Wilcannia, Engongita and Bourke.

The work is considered critical in addressing the drivers of disadvantage, social inequity, poverty, poor school performance, ill health, incarceration and removing barriers to gainful employment.



PRP HAS ACCEPTED THE CHALLENGE TO #LACEITUP

theprpartnership is excited to announce its appointment to Youth Off the Streets' 2015 Lace It Up campaign. The campaign aims to raise awareness and funds for youth homelessness in Australia.

#LaceItUp encourages people to buy limited edition blue shoe laces and take and share their images across social media platforms. The significance of the laces is a reminder we have the luxury of putting shoes on every day, whereas more than 47,000 homeless young people sleep with shoes on at night, to keep warm and ready to run from harm.

theprpartnership has been appointed to provide its expertise in media relations and blogger and social media engagement. To get involved or keep up to date head to www.laceitup.com.au

PIF SETS SAIL AND RAISES OVER \$600,000 FOR HOMELESS YOUTHS

PIF Annual Charity Regatta steers youth towards brighter future
17 Feb 2015

The Property Industry Foundation's Annual Charity Sailing Challenge will be held at the Royal Brighton Yacht Club in Victoria.

Sponsored by Brookfield, the Charity Sailing Challenge will be held at the Royal Brighton Yacht Club with America's Cup Skipper John Bertrand AM as Guest Patron.

Proceeds from the event will go to Open Family Australia's Chatterbox Bus Program, which offers services to disadvantaged young people throughout the CBD and Wyndham area.

"We are again looking forward to this Charity Sailing Challenge. It provides property professionals an opportunity to engage, network and have some fun while making a significant impact on the lives of at risk youth," said Daryl Browning, Chairman of Property Industry Foundation Victoria.

Event members are capped at 45 yachts and currently 35 companies have registered.

High profile companies such as APN Property Group Limited, Brookfield, Brookfield Multiplex, Bluebird Group, CBRE, Cedar Woods, Charter Hall, EY, Federated Centre, Hacer Group, KCMG, Investec, Knight Frank, Mirvac, Napier & Bullock, Novus Property Group, Quintessential Capital and UBS have already registered.

A Greek themed party follows the sailing with themed food, drinks and entertainment.

PIF annual charity challenge sets sail

The Property Industry Foundation's (PIF) annual charity sailing fundraising event will be held again this year, with proceeds going towards homeless and at risk youth in NSW and Victoria.

Two events will be run: the Annual Charity Yachting Regatta, sponsored by Colliers International, on Sydney Harbour on 13 March, and the Annual Charity Sailing Challenge, sponsored by Brookfield, on the Royal Brighton Yacht Club on 20 March.

Event organisers hope to raise more than \$600,000 from the two regattas. Proceeds from the NSW event will go towards the construction of PIF Houses in Dundas by Wesley Mission, while funds raised at Victoria will go to Open Family Australia's Chatterbox Bus Program, which provides services to disadvantaged young people throughout Melbourne's CBD and Wyndham.

Several companies have already registered to take part in the regatta, including Brookfield, Brookfield Multiplex, Knight Frank, Lead Lease, Marnac, Napier & Bullock, UBS, UBS Group, UBS and Walker Group.

dedicated team many companies committed to the lives of young people," said Rosemary.

announced on the two events took place www.pif.org.au

Regatta raises \$500k

The Property Industry Foundation is expecting to raise over \$500,000 net from its annual Sydney charity yachting regatta last week. The PIF House NSW program, which provides accommodation for homeless young people and live-in carers, MERCEDES-BENZ.

The Property Industry Foundation (PIF)'s Annual Charity Yachting Regatta returned to Sydney Harbour to help make a difference to the lives of disadvantaged youths with over \$500,000 raised by an impressive turn out of more than 2,000 property and construction industry representatives.

The Charity Sailing Challenge in Melbourne, was also a success raising more than \$100,000. Some of the most well-known property and construction professionals took part helping to raise awareness and funds for Victorian disadvantaged youths.

theprpartnership continued its pro-bono work for PIF by securing coverage for the event in *The Australian Financial Review*, *The Age*, *The MP Report*, *The Sydney Morning Herald*, *The Mosman Daily* and *PropertyOZ* and also managed media attendance for both days.

Both events are core PIF fundraisers with the proceeds in NSW going towards the construction of new PIF Houses to provide shelter and counselling for homeless youths. In Victoria, funds raised will go to The Open Family Australia's Chatterbox Bus Program which offers services to disadvantaged youths throughout the CBD and Wyndham area.

DID YOU KNOW?

The iconic Taj Mahal is estimated to have taken more than 22,000 people to construct over a 17 year period, used more than 1,000 elephants to transport the materials and is identical on all four sides.

