



# theprpartnership

## IT'S A TOUGH JOB, BUT SOMEONE HAS TO DO IT

We have been appointed to manage the PR Activity for well-known lifestyle precinct King Street Wharf in Sydney by owners Brookfield.

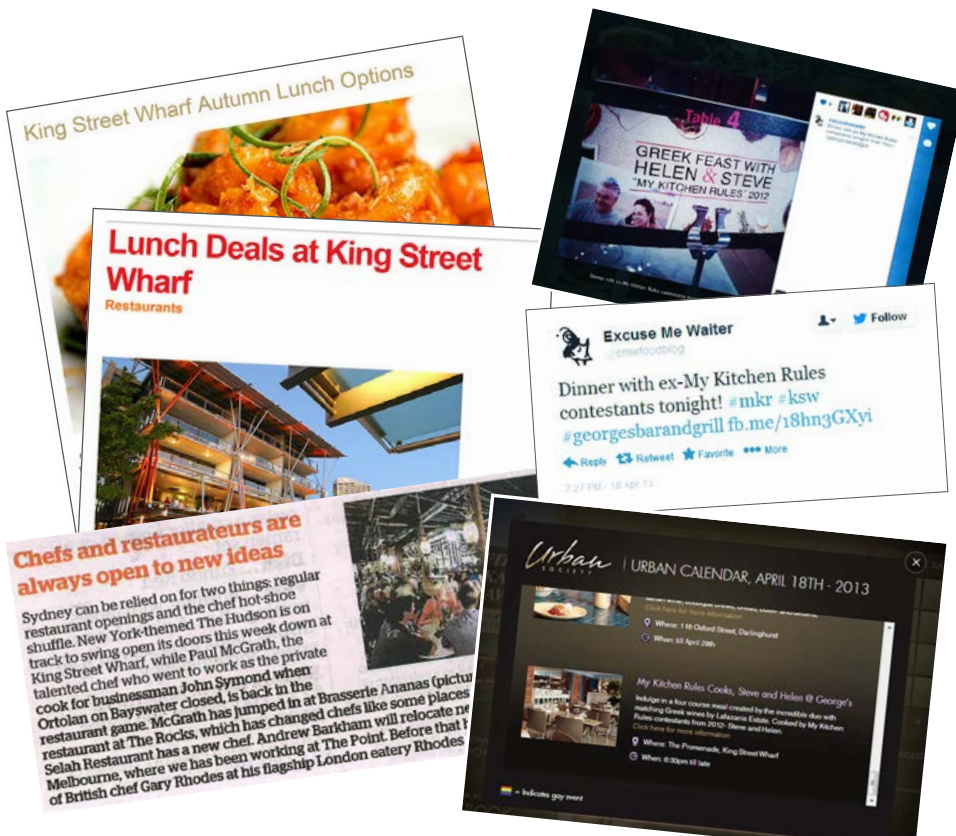
Our role includes profiling upcoming events, restaurant and bar specials as well as new venues at the Wharf. We will also use social media skills, which is basically our excuse to be on Facebook while at work.

Our campaign kicked off with KSW's current lunch promotion with meals under \$10 and famous restaurants Kobe Jones and The Malaya offering take away for the first time ever! *Urban Society* and *Time Out* profiled the mouth-watering offering.

In April former My Kitchen Rules contestants Helen & Steve hosted a Greek fiesta at Georges Mediterranean Bar and Grill. The popular pair cooked up a storm with dishes including grilled haloumi with their signature chilli jam.

We invited food bloggers and websites to the event with media from *Two Thousand*, *Excuse Me Waiter* and *The Sydney Morning Herald* all in attendance.

It was a great night, Steve did not stop smiling!



Welcome to theprpartnership's 10th birthday edition of our quarterly electronic newsletter, our way of keeping in contact with you and showcasing our recent activities.

theprpartnership has taken a leap into Food/Lifestyle PR with our appointment to promote King Street Wharf in Sydney.

In this issue we also detail our role in driving media activity for Brookfield Multiplex's appointments in Victoria and NSW as well as our campaign to increase Matrix Property Group's profile.

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](mailto:karen@prpartnership.com.au)

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## MATRIX IS HOT MEDIA PROPERTY

theprpartnership has been whipping up a profiling storm for new client Matrix Property Group securing stories about the company, its executives and activities in key publications.

The campaign began at the end of 2012 with a feature story in *The Sydney Morning Herald Domain* regarding the Chiswick Green residential apartment project that Matrix is marketing. Since then, *The Australian* featured Managing Director Andrew Antonas' comments in a trends piece and were so impressed by his expertise they then profiled his career and thoughts on the market.

theprpartnership also developed an opinion column for *The Sydney Morning Herald* "Hot Property" examining where the real opportunities lie in the residential development site space. Added to this mix, Matrix has brokered numerous sales recently that have appeared in *The Australian Financial Review* and *The Australian*.



## BROOKFIELD MULTIPLEX TO CONSTRUCT ICONS IN NSW + VIC



Brookfield Multiplex has been appointed to yet another high-profile Macquarie Bank project at 48-50 Martin Place in the heart of Sydney's CBD.

The company will design and construct the new \$80 million headquarters, delivering 24,000 square metres of net lettable area over 11 levels that will house 2,000 of the banks employees.

theprpartnership managed the announcement which garnered coverage in *The Australian Financial Review*, *The Australian*, *The Weekend Sydney Morning Herald*, *Property Review* and *The MP Report*.

BM's Victorian office has also enjoyed media success with its recent appointment to the Faculty of Architecture, Building and Planning building for the University of Melbourne.

The \$100 million building will feature an once-in-a-lifetime design by John Wardle Architects, Melbourne and NADAAA, Boston and will span six levels and 17,488 square metres.

Media coverage for the Victorian appointment was secured by theprpartnership in *The Age*, *The Age Online*, *The Australian Financial Review*, *The MP Report*, *Property Observer*, *Property Review* and *Engineers Australia*.

## DID YOU KNOW?

Did you know that Australia's population reached 23 million people on Tuesday 23 April at 9.57 pm!  
Western Australia is currently the fastest growing State.