



theprpartnership

ALEXANDRIA APARTMENTS BLEND NATURE AND URBAN LIVING

Defence Housing Australia (DHA) recently launched Arkadia in Alexandria, an innovative 152 apartment and terrace development designed to bring together the finest elements of city living with lush, green open spaces.

The media launch and social media campaign were handled by **theprpartnership** and the story was featured in *Domain*, *The Daily Telegraph*, *The Southern Courier*, *The Inner West Courier*, *Urban Design Australia*, *The Urban Developer*, *Australian Property Journal*, *Which Investment Property*, *The MP Report* and *Your Investment Property*, with further coverage expected in the coming weeks.

What worked? A design that was unique to the Sydney market and strategically located in a growth area, coupled with high quality CGIs that successfully captured the offering.



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

theprpartnership had a very busy end to 2016 launching the campaign for a unique residential project in Alexandria, and kicking off the festive season at our annual Christmas Party.

This issue will also highlight the work we have been doing for Investa, as well as the significant project announcement we released to media on behalf of both Brookfield and Multiplex.

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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KICKING OFF THE SILLY SEASON

Theprpartnership had the pleasure of bringing in the festive season with great food and company at its Christmas Party held at the Museum of Sydney.

To those friends, clients and media who were able to join us, it was a real pleasure to spend a relaxing afternoon with you all after a busy year. Thank you for celebrating with us!

For those of you who couldn't make it, we hope you had a lovely break and look forward to seeing you in 2017!

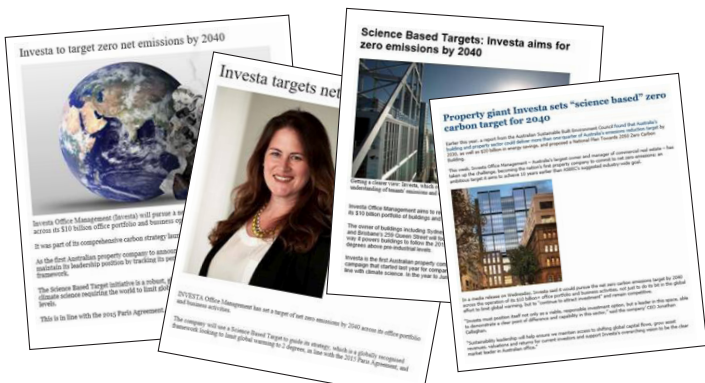


INVESTA INDUSTRY LEADERS WITH ZERO EMISSIONS TARGET

At the end of 2016 Investa announced that it will pursue a net zero emissions target by 2040 across its office portfolio and business operations, making it the first Australian Property company to make such a commitment.

Theprpartnership managed the media announcement and secured a segment about the initiative on *Sky Business' Smart Money Program*, with a live panel discussion including Investa General Manager, Nina James. Coverage for this announcement also appeared in *The Australian Financial Review*, *The Fifth Estate*, *RenewEconomy*, *Australian Property Journal*, *The Real Estate Conversation* and *Property Observer*.

What worked? The initiative was the first of its kind in the industry and also timely, coinciding with global debate surrounding the topic.



BROOKFIELD TRANSFORMING WYNYARD WITH HELP FROM MULTIPLEX



Brookfield announced it secured a 12-year lease agreement with NAB for its iconic Wynyard Place. The industry leader has plans to transform the space into a world-class urban precinct in the heart of Sydney's CBD.

Multiplex has been contracted by Brookfield to construct the new precinct, marking the 1000th project for Multiplex since its inception in 1962.

Theprpartnership coordinated media announcements on behalf of both its clients Brookfield and Multiplex, with coverage appearing in *The Australian Financial Review*, *The Australian*, *The Australian Business Review*, *The Sydney Morning Herald*, *The Daily Telegraph*, *Build Australia*, *Australian Property Journal* and *The MP Report*.

What worked? An iconic space in the heart of Sydney's CBD being transformed by two industry leaders with a newsworthy leasing transaction.

DID YOU KNOW?

That Italy is not the only country with a record-setting leaning tower?

The Capital Gate building in Abu Dhabi has been certified as the world's furthest leaning man-made tower. The building stretches almost five times farther than the iconic Leaning Tower of Pisa and features an exhibition centre, a 5-star hotel, 20,000 square metres of office space, a pool, a tea lounge and a café.

