



theprpartnership

METRO DELIVERS AFFORDABLE HOUSING IN SYDNEY



Metro recently announced its partnership with Alceon to develop Orchard Heights, a residential estate comprising 74 lots in the growth area of Spring Farm. Creation Homes, Metro's building arm will deliver the project with a focus on creating small lot housing catering to the 'missing middle' of affordability in Sydney.

Theprpartnership managed this announcement to media with the story receiving extensive coverage published in *The Australian*, *The Australian online*, *Camden – Narellan Advertiser*, *The MP Report*, *Australian Property Journal* and *The Sydney Morning Herald*.

What worked? A piece highlighting an opportunity to purchase affordable modern homes within growth areas of Sydney engaged media as it provided an alternative perspective on the housing affordability debate.

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

Theprpartnership has been busy with several new clients coming on board in the last few months.

In this issue we highlight the PR launch of a new residential estate and a unique residential listing in Roseville. We also place the spotlight on numerous successful construction milestones by Multiplex as well effective profiling work completed for Vobis, Equity Attorneys.

MULTIPLEX ON TOP OF SYDNEY AND MELBOURNE



Multiplex has maintained its status as leading global contractors having completed the topping out of M&L's new boutique hotel in Sydney, ICD Property's 63-level high-rise Eq. Tower in Melbourne and an aged care facility 'The Terraces' in Paddington.

Theprpartnership publicised these milestones, with stories appearing in a range of specialist titles including *The Senior*, *The Business of Accommodation*, *The MP Report*, *Hotel Management*, *Property Observer*, *Facility Management*, *The Weekly Source* and *The Urban Developer*.

What worked? Stunning images accompanied by detailed information which made for great picture story opportunities.

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

theprpartnership

LUXURY ROSEVILLE HOME OFFERS A PRIZE PROPERTY

Professional media trainer, Geoffrey Stackhouse, of Clarity Solutions recently listed a luxury home in Roseville for sale combining elements of classic mid-century details with modern luxurious comfort. The house was designed by Smith and Thompson Architects and built in 1968 it is one of six houses in Roseville with Golf Course frontage and one of three with direct private access to the course. Originally sold for \$16,000 in 1968 the home is now expected to achieve around \$3.4 million.

Theprpartnership was able to assist in generating media exposure for the property with stories published in *The Weekend Australian*, *Property Observer*, *North Shore Times* and *News.com.au*.

Statistics provided by the client indicated media exposure directly increased buyer interest. Information also highlighted public relations activities having a higher influence on awareness in comparison to advertising campaigns.

What worked? The rarity of this luxury estate in conjunction with stunning images created a story that was highly appealing to the media.



VOBIS EQUITY ATTORNEYS REACHES NEW HEIGHTS IN MEDIA COVERAGE

Theprpartnership has been working with Vobis, Equity Attorneys in an ongoing campaign to increase the company's profile through working collaboratively on thought leadership and opinion pieces for media.

As a result Francis Farmakidis had an opinion column discussing the effects of credit tightening in the lending sector featured in *The Sydney Morning Herald*, *The Sydney Morning Herald Online*, *The MP Report*, *The Real Estate Conversation*, *Bucket Orange* and *Business First Magazine*.

What worked? A topical piece that provided a critical perspective on the effects of lending policy.



NEW CLIENTS JOIN THEPRPARTNERSHIP



Theprpartnership recently welcomed two new property clients Patrick Leo and Leasing Information Systems.

Patrick Leo is a Sydney-based licensed real estate agency specialising in sourcing and acquiring residential investment properties across Australia.

Theprpartnership has been engaging in an ongoing campaign to increase the company's visibility within both the traditional and social media space. As a result Facebook following and engagement has increased significantly with weekly reach increasing from zero to an average of 1,247 per week. James Nihill, Managing Director has also had an opinion piece appear in *The Real Estate Conversation*, *The MP Report* and *Smart Property Investment*.

Leasing Information Systems is Australia's largest provider of retail leasing statistics. Simon Fonteyn founded Leasing Information Systems in 2005 to empower retailers with critical decision support needed to optimise the management of leased portfolios.

Theprpartnership will be working with Leasing Information Systems to support new product launches to increase its profile on the market. Theprpartnership has already successfully increased media awareness with an opinion column on the Retail Leases Act appearing in *The Sydney Morning Herald*, *The MP Report*, *Retail Biz* and *Property Observer*.

DID YOU KNOW?

A Chinese construction company built a 30-storey hotel in 15 days. The hotel is energy efficient, has air 20 times cleaner than comparable hotels, and can withstand earthquakes up to magnitude 9.

