



theprpartnership

CITY LIVING COMES TO SEVEN HILLS

Civic Properties launched Mason Apartments, its \$85 million development in Seven Hills featuring an extensive private rooftop, with BBQ areas and outdoor seating, as well as a gym and media room. Mason brings elements of city living to Seven Hills at an affordable cost, with prices starting at \$485,000.

Theprpartnership managed the project launch to the media and was successful in securing coverage in *Domain*, *The Australian*, *The Daily Telegraph*, *The Blacktown Advocate*, *Property Observer*, *Australian Property Journal*, *Urban Developer*, and other online publications.

We were also instrumental in building the profile of the company, securing a story on co-founders and brothers, Chris and Daniel Ferris in *The Australian*.

Further to this, **theprpartnership** was involved in translating brand strategy to Civic's new website through copywriting.

What worked? Media were particularly interested in the offer of a \$20,000 First Home Owners Incentive for the first 20 qualifying purchasers. The incentive was applicable on top of the Government-funded First Home Owner Grant scheme and was independently funded by the developer to further help first-time buyers.



Welcome to The **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 appointments, residential launch campaigns and corporate writing jobs.

In this issue we highlight the PR launch of an apartment development in Seven Hills, as well as at World Square and media relations work we have been doing for our client 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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WORLD SQUARE BUZZING WITH ACTIVITY

World Square has been in full swing over the past couple of months, hosting a string of events to keep visitors on their toes and activate the precinct.

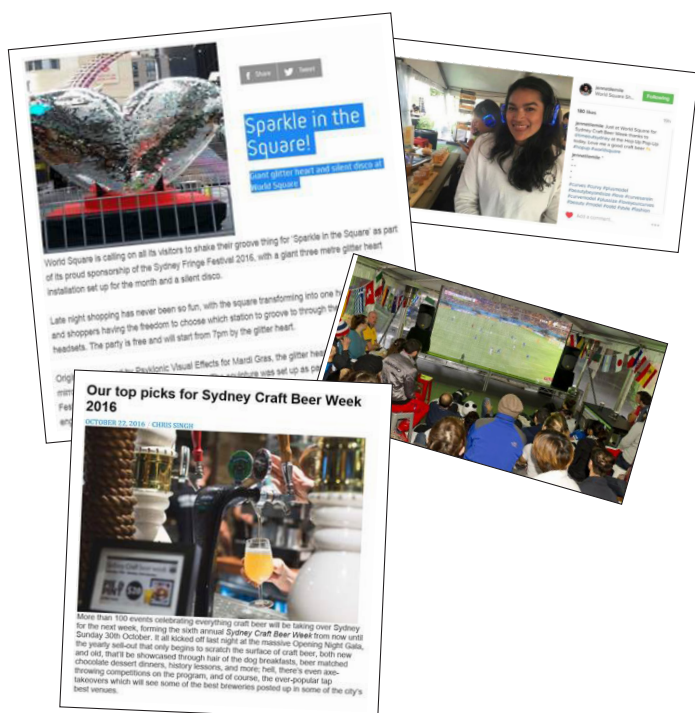
As part of Sydney Fringe Festival, a giant three metre glitter heart installation was set up for the month of September to encourage Sydney's love of and engagement with art. The Square also transformed into a huge outdoor silent disco for one night, with shoppers having the freedom to choose which station to groove to through their own personal headsets.

The Square was a sporting hotspot, hosting live outdoor screenings of the Rio games, as well as the NRL and AFL grand finals, which drew crowds keen to get amongst the bustling atmosphere.

Sydney Craft Beer Week came to the Square again this year and **theprpartnership** brewed up a party on the launch weekend, hosting a group of popular lifestyle bloggers at a craft beer tasting event sponsored by TimeOut.

We generated exposure for each event, gaining coverage in online publications and blogs such as *What's On Sydney*, *What's On City Of Sydney*, *Crafty Pints*, *The AU Review*, *Sydney Social 101*, *Excuse Me Waiter* and *Gay Cities*.

What worked? The events engaged people of all ages and were also free and fun, making them the perfect activity for young people and families alike.



ICONIC CONSTRUCTION BRAND RETURNS



One of Australia's oldest and most iconic construction brands has returned, with Brookfield Multiplex rebranding to Multiplex.

Multiplex still remains a Brookfield Company and we ensured clients and the wider industry knew it was business as usual by handling the rebrand announcement to media and publicising project updates in both Sydney and Melbourne.

We have gained media exposure for Multiplex's project milestone announcements including topping out the Biological Sciences Building at the University of New South Wales, as well as the St George Hospital redevelopment.

It was also recently appointed to construct the final residential stage of the iconic Central Park development, along with the world-leading Learning and Teaching Building for Monash University, and the new state-of-the-art Club Stand at Flemington Racecourse.

Theprpartnership generated coverage in *The Australian*, *Australian Financial Review*, *Sydney Morning Herald*, *Australian Property Journal*, *World Construction Network*, *Build Australia*, *Engineers Australia*, *Urban Developer* and other online publications.

DID YOU KNOW?

The Empire State Building is essentially a lightning rod for the surrounding area.

On average the building is struck by lightning 23 times per year.

