

media relations & publicity  
 corporate profiling — crisis management  
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 media relations & publicity  
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## Investa Secures Management of \$2.6 Billion REIT

Investa Property Group just announced it has agreed terms to assume the management of the ING Office Fund (IOF). The deal will see Investa gain control of the management of the \$2.6 billion real estate investment trust, with the Fund to be re-named the Investa Office Fund.

theprpartnership worked with Investa's marketing team to strategically manage the media relations campaign for the transaction.

Coverage was secured by theprpartnership in a diverse range of off-shore and local media titles including *Reuters*, *Bloomberg*, *CNBC Online*, *The San Francisco Chronicle*, *Sky News Online*, *Finance News Network*, *The Sydney Morning Herald*, *Ninemsn*, *Brisbane Times*, *Business Spectator*, *Financial News and Business Week*.



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

We have had a busy start to 2011 with a number of high-profile media campaigns.

In this issue we profile our role in announcing Investa Property Group's assumed management of ING Office Fund and detail CBRE Residential and TDA Interiors' exclusive TV interviews.

We outline the launch of Impact Group's new Services Engineering division and report on Rice Daubney's new Aged Design sector.

The Property Industry Foundation's Annual Charity Regatta had another successful year and we announce our recent appointment by DTZ.

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)

## Lights, Camera, Action

Our client's profiles have been boosted this year with TV appearances. CBRE Residential and TDA Interiors both appeared on Sky Business Channel's 'Your Money, Your Call' in live one-hour interviews offering industry insight on key issues.



CBRE Residential spoke about off-the-plan developments and investing in Sydney's property market, while TDA Interiors was interviewed on the issue of buying and renting commercial property and the difficulties involved with the initial fit out process.

## Rethinking Aged Living

Rice Daubney recently launched its Aged Design division in response to the demand for buildings that meet the needs and expectations of our ageing population.

the partnership has managed a strategic media profiling campaign, securing significant stories in *Business Review Weekly* and *Property Australia*.



## Making An Impact With Full Service Offering

Impact Group, a professional project management and building compliance services company, has launched its new Services Engineering Division with the help of the partnership.

The new division was formed to provide a comprehensive service to coordinate complex projects and provide access to all building disciplines.

the partnership has taken an integrated approach for the launch of Impact Group's new division, drafting media releases and writing content for the website.

## Investing In Our Services

the partnership has kicked off 2011 with several new appointments including Investa Property Group and DTZ.

the partnership will be responsible for steering both Investa Property Group's and DTZ's media relations, working closely with each marketing team to ensure increased exposure and prominence within the media.



## Charity Tips Its Hat To Regatta Response

The Property Industry Foundation had a successful turnout at its 12th Annual Charity Yachting Regatta on March 25 with over 90 yachts racing their way to the finish line.

Celebrations kicked off with a beach party featuring special guests The Wolverines and Angry Anderson.

Almost \$400,000 was raised for building projects to accommodate disadvantaged and homeless youth.

the partnership was instrumental in gaining media exposure, with coverage achieved in *The Australian Financial Review*, *The Sydney Morning Herald*, *Property Australia* and *Mosman Daily*.