

Brookfield Multiplex wins the race to rebuild Randwick Racecourse

Brookfield Multiplex wins big one at Randwick

Randwick Racecourse is getting an exciting makeover by Brookfield Multiplex and will be transformed into a world-class racing venue.

As part of the \$150 million redevelopment Brookfield Multiplex will construct a new grandstand and Theatre of the Horse complex doubling the capacity of the existing stands.

theprpartnership worked with the Australian Turf Club's (ATC) PR team to jointly announce the appointment to media, drafting and distributing a media release to key national, metropolitan, trade and online media publications.

Coverage was secured by theprpartnership across *The Australian Financial Review*, *Property Australia*, *Architecture and Design Online*, *Design Build Source*, *Project Manager* and *Construction Matters*.

ATC appoints builder for racecourse redevelopment

THE AUSTRALIAN TURF CLUB (ATC) has appointed Brookfield Multiplex as the construction contractor for its \$150 million redevelopment of Royal Randwick Racecourse in Sydney. The project includes the construction of a new grandstand and the doubling of capacity of the existing Queen Elizabeth II and Paddock Stands. The new grandstand and Theatre of the Horse complex will feature an amphitheatre style parade ring with capacity for 4500 people. Architects for project are Fitzpatrick + Partners and Woods Bagot. In addition, there will be new facilities including a 1000-seat ballroom, chairman's lounge, corporate suites and boxes, a betting auditorium and dining and bar facilities. Site works have begun on the project and the new grandstands and Theatre of the Horse will be operational in time for the Sydney Racing Carnival in April 2013.



Brookfield Multiplex wins Royal Randwick project

The Australian Turf Club (ATC) has appointed Brookfield Multiplex as the construction contractor for the \$150 million redevelopment project in New South Wales commencing in January 2012.

Brookfield Multiplex to rebuild Royal Randwick

9 January 2012

The Australian Turf Club (ATC) has appointed Brookfield Multiplex as the construction contractor for the \$150 million redevelopment of Royal Randwick Racecourse in Sydney.

DTZ research in the spotlight



New South Wales, Queensland and Australia according to DTZ's Quarter Four Investment Update. Q4 2011 saw \$4.34 billion of transactions recorded in Q3. Year activity finished overall activity in 2010.

Dominic Brown, DTZ head of Australia, said that while there was a significant increase in transactions but was unable to meet the target.

"We expected this would be the case given the third quarters which saw only 38 percent of the target."

Property investors eye euro zone break up - DTZ

* Few investors considering resolution of debt crisis

* Break up may hit Asia office rents, Europe capital values

Feb 9 (Reuters) - Businesses and investors globally are preparing for a break up of the debt-riddled euro zone in 2012, leading many to put their expansion plans on hold and shoring up safe-haven demand for top quality real estate, property consultancy DTZ said on Thursday.

DTZ said in its annual Global Outlook for 2012 that few were considering the possibility of the euro

DTZ is gaining media momentum, utilising its global knowledge and comprehensive research to remain frontrunners in the industry for informative market analysis.

theprpartnership has been instrumental in putting DTZ's Head of Research Dominic Brown in the spotlight and getting him in front of media for interviews and market commentary stories. We have also handled the media distribution of the global research reports to metropolitan and national media.

Recent reports have included *The Asia Pacific Quarter Four Investment Update*, *The Great Wall of Money* and the *2012 Global Outlook*. Dominic has also been featured in market commentaries on the retail market, the Brisbane market and the industrial property market.

Coverage has appeared in national titles including *The Australian Financial Review*, *The Australian*, *The Weekend Australian*, *Reuters*, *Business Review Weekly*, *International Business Times*, *Investor Daily* and *Property Australia*.

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 the year running a number of media campaigns and corporate writing projects.

In this issue we announce Brookfield Multiplex's appointment to rebuild Randwick Racecourse and detail DTZ's recent global research reports.

We profile a number of clients who have offered exclusive market insights to media on a range of issues and we highlight our role in publicising TDA Interior's recent fit outs.

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

Industry professionals have their say **the pr partnership** has been on the front foot boosting client profiles over the last few months with a range of columns and industry comment pieces secured in prominent publications.

TDA Interiors' Andrew Holder is positioned as an authoritative voice in 2012, securing a column in *Property Australia* discussing the fit out industry pre and post-GFC while Construction Assignment's Drenka Andjelic has had her say on the resurgent hotel construction sector in *The Sydney Morning Herald*, *Brisbane Times*, *WA Today* and *Australian National Construction Review*.

Impact Group's Wayne Gollidge raised some serious issues regarding fire safety in *The Sydney Morning Herald*, *Brisbane Times* and *WA Today* and the Property Industry Foundation's Rosemary Smithson provided an interesting insight in *Australian National Construction Review* on charity donations within the industry despite a sluggish economy.

As mentioned in the above story **the pr partnership** achieved significant market commentary pieces for DTZ across *The Weekend Australian*, *The Sydney Morning Herald*, *Property Australia* and *Australian National Construction Review* and Investa Property Group debates the outlook for industrial property in *The Weekend Australian*.

TDA Interiors goes green for CEB fit out

TDA Interiors has just completed several fit outs in 2012 including American company Corporate Executive Board's (CEB) headquarters at 77 King Street, in Sydney's CBD.

The \$400,000 fit out saw TDA Interiors in close consultation with leading sustainability engineers, Arup, to ensure all fire, electrical and air conditioning adhered to the building's strict Green Star rating protocols.

the pr partnership managed the announcement to media, gaining exposure for the project and drafting a press release targeting trade publications with coverage secured in *Architecture and Design Online*, *LEED Daily* and *Design Build Source*.

the pr partnership has drafted media releases for other completed projects including Brisbane Marketing and TCA Chatswood with media coverage anticipated over the next couple of months.

TDA Interiors has just completed work on a \$400,000 fitout for American Executive Board (CEB) in Sydney.

Designed by Shiro, the fitout is the second undertaken by TDA for the business refurbishment completed in 2007 for CEB.



THE PANEL | ASK THE EXPERTS

How will industrial property perform this year, and is the rise of internet retailing and e-tailer needs for distribution space having an impact?

AI
PAUL O'BRIEN
 GENERAL MANAGER, FITOUTS, TDA INTERIORS

While e-tailers are on the rise, they are not replacing bricks and mortar. We expect the construction industry will continue to grow, with a focus on high-quality, high-specification fitouts.

Industrial property is still in demand, particularly for high-specification fitouts. The rise of internet retailing and e-tailer needs for distribution space is having a positive impact on the sector.

Hotels must welcome change

HOT PROPERTY
DRENKA ANDJELIC

With the lack of recent new hotel builds, there is a disconnection between understanding the operational and functional drivers of hotels and how this translated into a design for delivery. More often than not, hotels are "over-designed" and room rates tend not to reflect the investment in the build and the operational costs.

better chance of achieving feasibility, improved profitability and offering secure returns on investment.

Hotels must welcome change and embrace a new way of thinking about their operations and design. The industry needs to focus on operational and functional drivers rather than just aesthetics.

Back to basics for fitouts

WHILE AN ESSENTIAL part of any fit-out, it is also one of the most overlooked. Fitouts are essential for creating a professional and functional workspace. The key to a successful fit-out is to focus on the basics: functionality, durability, and aesthetics.

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Incongruities play with fire

CONSTRUCT hotspots are a real concern for building owners and occupiers. The fire industry is seeing a rise in incongruities between building codes and actual building practices, which can lead to serious fire safety issues.

Building owners and occupiers need to be aware of these incongruities and ensure that their buildings comply with the latest fire safety standards.

HOT PROPERTY
WAYNE GOLLDIDGE

Quakers Hill nursing home fire last year has raised serious questions about the safety and security of NSW aged-care facilities as well as the need for increased security when employing staff to work within the facilities.

The NSW Premier, Barry Farrelly, has called for a review of the aged-care sector to ensure the safety and security of NSW aged-care facilities as well as the need for increased security when employing staff to work within the facilities.

the pr partnership is capable

the pr partnership worked on several corporate writing projects in January including drafting capability documents for high-profile clients looking to upgrade new business resources.

The documents will serve as tools for the company to showcase their credentials in specialised areas within the industry.

the pr partnership's role was to interview high-level executives, research and identify areas of expertise and points-of-difference, develop key messages to ensure the strengths of the business came through and to draft the extensive documents for each sector.

The project took up most of January, when all the media were enjoying a much-needed extended break from all the PR people who hassle them throughout the year (excluding us, of course).