

Laying down the protocol

We are finding companies and their stakeholders are placing increasing scrutiny on media coverage and becoming more media savvy as a result. Partnered with this comes the need to ensure a smooth process for dealing with media enquiry, working with your PR agencies and controlling messages within media.

Enter the Media Protocol document. While this can seem like another piece of paper to push through endless internal approvals and discussions - an effective Media Protocol will pay off in the long run.

The benefits of establishing one include faster response times to media, more efficient media enquiry handling between your agency and you, ensuring only assigned spokespeople talk to media and increased control over messaging.

Remember that preparing the protocol is just one step in the process - the other crucial step is to communicate it internally to all relevant parties. And don't forget the Receptionist who is often the first port of call for journalists.

theprpartnership puts directors in the spotlight

theprpartnership continues to bolster the reputation of clients, securing exclusive profile pieces within national media.

Brookfield Multiplex's Director of Strategic Growth, Tim Willing was given the spotlight in AFR's Life and Leisure highlighting his longstanding passion for cycling which has seen him hit the tracks around the world.

The Australian profiled DTZ/UGL Services NSW Managing Director, Greg Marr, an avid sportsman with a high-profile background in rugby and sailing. The extensive profile piece detailed his career move from sport and teaching to property.

We'll put the spotlight on female clients from Brookfield Multiplex, Construction Assignments and Capstone Recruitment who have been achieving great things in our next newsletter. Keep an eye out for them!

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

theprpartnership has been busy working on Sydney projects and has also been on the ground in Melbourne preparing campaigns for a number of exciting new developments - watch this space!

In this issue we report on the importance of PR Protocols and detail the exclusive profiling opportunities we have secured for a number of clients.

We also highlight our work with buyer case studies for residential developments from FKP and Brookfield Residential Properties and showcase our work on the Property Industry Foundation's campaigns.

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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Property industry dons charitable hat for young people

It's that time of the year again - the Property Industry Foundation is ready for National Hard Hat Day and it's Annual Charity Ball.

National Hard Hat Day runs throughout June and July with funds raised for a number of charities.

As part of our ongoing pro-bono work for PIF, **theprpartnership** devised a strategic media campaign with coverage already secured in *The Sydney Morning Herald* and *Construction Industry News*.

A radio interview with *ABC Radio Western Plains* was also organised to draw attention to PIF's support of regional charities.

The next event will see the property industry enjoy a night of glamour at the Grand European Ball at Sydney's Town Hall on Friday 27 July with special guest and MC Richard Wilkins from Channel Nine's *A Current Affair* and *Today* shows.

Tickets are still available, visit www.pif.com.au or call (02) 9241 6000.

Hard hats, soft hearts

Friday, 18 May 2012

THE Property Industry Foundation has set a target of raising \$300,000 by the end of July for disadvantaged young people during its 2012 National Hard Hat Day campaign.

PIF says the campaign, held through May, June and July across New South Wales and Victoria, is the industry's workplace-giving day. "We ask people to donate an hour or more of their time to support young people at risk."

Young people across Australia are homeless, living on inadequate shelter or basic facilities," PIF national secretary Mary Smithson said.

"If the industry we can help provide the vital funds to support young people in Australia is a growing issue and with unemployment comes increasing unemployment."

"More than ever."

The Hard Hat Day campaign will help Uniting Care Australia in Wagga Wagga, Salvation Army Youth Link in the Lighthouse Foundation in Victoria, among others.

The campaign aims to raise more than \$320,000.



PIF dons charitable hat

The Property Industry Foundation (PIF) is aiming to raise more than \$300,000 net by the end of July for disadvantaged young people during this year's National Hard Hat Day (NHHD) campaign. The NHHD campaign asks people to donate an hour or more of their pay to help fund building projects and youth counsellors supporting young people at risk. PIF will collect donations throughout May, June and July from businesses across NSW and Victoria with Friday, June 15, marked as a "celebration day". Proceeds will go to a number of designated charities, including Uniting Care Burnside in Dubbo, Mission Australia in Wagga Wagga, Salvation Army Youth Link in western Sydney and the Lighthouse Foundation in Victoria.

Buyers spread the word on luxurious living

We have put FKP's Luxe and Brookfield Residential Properties' Bay Terraces and East Village in the media spotlight again, showcasing a number of buyers as part of a continued media campaign to generate further publicity across key property and local publications.

Luxe is FKP's high-end development located in Woolloomooloo. A barrister and jet-setting horse and livestock transport freighter were so impressed with their purchases they were happy to share their stories in the media.

Bay Terraces and East Village, located in Little Bay have been snapped up by buyers looking for easy coastal lifestyles and the case studies have been instrumental in drumming up additional enquiry.

theprpartnership was able to successfully secure articles in *The Sydney Morning Herald - Domain* with further coverage expected in key titles.



Fun Facts

Did you know that at 100 storeys, **One World Trade Center** became the tallest building in New York City as of April this year?

However, it's not the tallest in the world. The Burj Khalifa in Dubai claims that title, at a vertigo-inducing 829.84 metres or 160 storeys, it is the tallest man-made structure in the world.