

management  
 media relations & publicity  
 corporate profiling  
 crisis management  
 marketing launches  
 marketing strategy development  
 branding & positioning  
 issues management  
 media relations & publicity  
 corporate profiling  
 crisis management  
 marketing launches

# theprpartnership

Enewsletter • Issue 22, April 2009



## Garden Grows "Wylde-ly"

Ashington has released three exclusive garden apartments at its luxury residential development Ten Wylde Street, with views to the Opera House and Sydney Harbour Bridge.

theprpartnership has managed the media relations activity for Wylde Street development for the last year, including managing the media for the project launch and sustaining ongoing media coverage. The apartments generated

strong interest from property and design media in Australia and overseas.

The \$70 million luxury apartment development was officially launched last year and features 10 over-sized apartments spread across six floors. The development achieved a record apartment sale of \$20 million.

Ten Wylde Street has been designed by prominent architecture firm Tzannes Associates with interiors by iconic fashion designer, Alex Perry.

The garden apartments start at \$5 million and span up to 240 square metres in size and include spacious living areas over both levels, and extensive outdoor entertaining areas up to 132 square metres which incorporate landscaped gardens and a lap pool.

Coverage for the garden apartments was secured in *The Sydney Morning Herald - Domain* and *The Sunday Telegraph*.



## Eyes on pricey prima donnas



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

In this issue we profile our involvement in the campaign for the completion of Brookfield Multiplex's One Shelley Street project and announce the successful media campaign for the release of Ashington's garden apartments at its Ten Wylde Street development. We also report on the Property Industry Foundation's successful Charity Yachting Regatta, as well as detail TDA's fitout of Flight Centres across the Eastern Seaboard.

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)

## TDA in Flight

TDA Interiors has now completed the last of a series of interior fitouts for international travel agency group Flight Centre around Australia and New Zealand, worth approximately \$12 million.

theprpartnership has managed TDA's corporate Public Relations for the last year.

Coverage for the completion was secured in *Building Product News online* and *Interior Fitout Magazine*, with more coverage to appear in *National Building News*.





## Marketing Tip:

The financial crisis is having a huge impact on most companies and the way they spend money. Marketing is always one of the first areas where budgets can be reduced and it is unfortunate and ironic that this happens at a time when marketing is most needed.

It is a good time to evaluate the marketing initiatives that provide a solid return on investment and to look for cost-effective ways to continue your marketing.

Perhaps a change to online marketing materials could help save costs by eliminating costs such as printing and postage. Relationship based loyalty programs and remaining in close contact with clients and stakeholders continue to be successful (and low-cost) ways of marketing. Existing sponsorship arrangements could also be leveraged to deliver greater returns to the business.

Many of our clients are also providing feedback that PR is a cost-effective tool whereby they have an entire campaign for the cost of one or two press advertisements.



## Number One at King Street Wharf

Brookfield Multiplex's \$350 million One Shelley Street development at King Street Wharf has been completed and officially handed over to the Macquarie Group who will take up occupancy in June. The completion marks the final stage in the billion dollar King Street Wharf precinct.

theprpartnership has managed a multi-tiered strategic media relations campaign for One Shelley Street since early 2008, including the announcement of the 6 Star Green Star rating and the media campaign for the completion. Completion activity included drafting media kits and conducting site tours with property and architecture media.

Spanning 33,000 square metres over 11 levels, One Shelley Street is already known for its innovative and unique design by architects fitzpatrick+partners. The design incorporates an external diagrid as a

primary support for the building and minimises internal columns.

One Shelley Street achieved a highly coveted 6 Star Green Star rating from the Green Building Council of Australia (GBCA) in last year, making it only the third building in Sydney's CBD to do so.

Coverage of the completion was secured in *The Australian Financial Review* and *Artichoke magazine*, with feature stories scheduled to appear in a range of magazines including, *Building*, *Product News*, *National Building News*, *FM Magazine*, *Architecture Review*, *ACER* and *Trends magazine* in coming weeks.

## Property Industry Helps Charity "Sail" Across the Finish Line

The Property Industry Foundation's annual Yachting Regatta was held on 20 March, raising over \$300,000 for children in need.

Despite the economic climate, the event was a success with over 80 yachts competing for line honours and was won by URSA Metropolis.

The Yachting Regatta, sponsored by Investec Bank and hosted by Middle Harbour Yacht Club at Mosman, included entries from Bovis Lend Lease, Goodman, Grocon, Investa Property Group, AMP Capital Investors, Deacons, St Hilliers, CB Richard Ellis, Grindley Construction and Rice Daubney.

Proceeds from the fundraiser will benefit the Sir David Martin Foundation's Triple Care Farm, which will enable marginalised youth to gain access to educational, vocational and recreational programs.

theprpartnership is a proud PIF communications partner and has provided pro-bono public relations services to the Foundation for more than four years.

Coverage for the event was secured in *The Australian Financial Review*, *The Sydney Morning Herald*, *FM Magazine* and *Building Product News*.

