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# theprpartnership

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## PR Partnership secures residential account

theprpartnership has recently been appointed to manage corporate and project-based public relations activity for CBRE Residential, the residential project marketing division of CBRE.

theprpartnership is managing a strategic media relations campaign to ensure CBRE Residential's prominence within target media. The theprpartnership has secured coverage with *The Australian online* and *The Weekend Australian* for one of CBRE's luxury properties.



**1. NSW Sydney harbourside:** 1002/5/3 Lavender St, Lavender Bay, \$3.5m-plus  
 ONE of the largest car dealers in China, the Hoang family is selling this apartment in the Mirvac-developed Latitude building at Lavender Bay.  
 The family, which has children at school in Australia, has bought a penthouse in North, an apartment building developed by Archel and Australand at Milsons Point.  
 The three-bedroom, two-bathroom Latitude apartment



## Architect re-designs relationship

theprpartnership has reignited its successful relationship with Rice Daubney, a leading architecture firm.

Rice Daubney and the theprpartnership worked together for over four years from 2005, achieving significant media coverage across design and property media.

After being re-appointed we have already secured coverage in Property Australia magazine and will be embarking on an ongoing program to increase and maintain Rice Daubney's profile within the industry.

Technology has enabled a revolution to take place in the way students learn and interact in higher education. How can these changes be translated into office buildings to cater for the next generation of workers?

### Learning from the education space

Recently, technology and education have revolutionized the way that we work but while office layouts have evolved over the past 20 years from the bureau-based compartmental offices to open-plan offices, the commercial office building as an idea has not changed.

In the 21st century higher education is moving towards a more student-centred model, which promotes active, collaborative and problem-based learning. In the high-rise office building of the future what impact will the changes happening in education policy have on, not only the design but, the basic premise of the commercial office building, how it is used and occupied?

In the university and higher education space the shift from an institutional model to a more student-centred, passive learning model to a learning model that encourages both formal and informal learning spaces, encouraging and encouraging students to interact, learning spaces, encouraging and encouraging students to interact in and beyond the classroom is facilitating giant leaps forward in how students learn.

This shift requires a rethink on the physical environments of learning spaces to meet the needs of both students and educators. A number of questions need to be answered to test the validity of these new working methods, such as:

- Why change the way we have learned for millennia?
- Does this new way of working actually deliver anything more than the old way?

start-up idea to make billions in two years made university innovation.

These new methods of teaching and the spaces they demand for from the norms at universities currently. They are the result and today's students are experimenting and seeing these ideas very promising results.

The movement to evolve how we learn, interact, think is moving at university will ultimately impact future office buildings. As the student of today's primary and high schools grows up their learning habits, their university and see into the next their working methods must change our contemporary office environments to push the ideas economy forward.

Commercial buildings are then becoming outdated and with property in the education sector. An university campus with property in the education sector, commercial buildings have to carry to a new learning landscape, commercial buildings follow in order to tap into the full potential of the workforce and the learning environment.

**Translating the concept**

So what are the primary motivations to change and what implications have on the office building of tomorrow?

Spaces that generate innovation, fundamentally need to be around people not technology. These people must be in environments capable of easy adaptation. From learning, innovation and must be not just education, that take more

## A new take on office walls

theprpartnership has continued its succession of new appointments and has been retained by Panel Wall.

Panel Wall creates a sustainable demountable wall system that is used to seamlessly transition walls in office space. The product is the first of its kind

in the sustainable market and is cost-effective, easy to install and modular.

theprpartnership expects to secure coverage in architecture, building and trade magazines via a strategic media relations program of case studies and profile stories.

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

theprpartnership has had a busy start to 2010 with several new campaigns. In this issue we announce our recent appointments to manage public relations for CBRE Residential, Rice Daubney and Panel Wall. We also profile our involvement in promoting the success of the Property Industry Foundation's scholarship program which garnered national media coverage.

We have also relocated offices to 14 Martin Place and expanded our service offering to provide clients with a larger scope of services and options for publicity.

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 reply email to [karen@prpartnership.com.au](mailto:karen@prpartnership.com.au)

## PIF and Oasis create job haven



The Property Industry Foundation (PIF) has found success with the Oasis Pathways scholarship program, a joint initiative with the Salvation Army that provides scholarships and employment to disadvantaged young people.

The program has been instrumental in training disadvantaged people and providing them with the means to find a job while PIF helps to secure jobs within the property industry.

Working with PIF and The Salvation Army, we garnered attention for Oasis with a profile of Patrick Simpson. Through the Oasis scholarship, Patrick was able to gain valuable skills and assistance to obtain job interviews.

After completing the program Patrick was offered a job with Mirvac. He has worked at the company for over two years and is positive that the opportunity to work there was instrumental in getting his life back on track.

"PIF, the Salvation Army and Mirvac gave me the opportunity to turn my life around and get a job that I enjoy. The program is for a worthwhile cause and it would be great if more big corporations like Mirvac could get involved to give more people like me a chance," said Patrick.

theprpartnership worked with PIF to gain awareness of the program and secured coverage in The Australian – Prime Space.

PIF also holds regular charity events, recently raising over \$300,000 at the Annual Yachting Regatta. The next event, National Hard Hat Day will be held on 18 June.

NHHD encourages all of the property industry to donate an hour's pay to children in need. This year proceeds will be donated to the St Vincent de Paul Society in Dee Why and the Sir David Martin Foundation for NSW and Open Family Australia for Victoria.

For more information or to get involved visit [www.pif.com.au](http://www.pif.com.au)

## Office move

theprpartnership has relocated.

We are now located at Suite 501, Level 5, 14 Martin Place in Sydney and our new number is 8088 8666.

Make sure to jot it down!

## New online offerings

theprpartnership has expanded its service offering to include drafting website copy and marketing materials for new and existing clients.

We have recently been involved in overhauling the websites for Impact Group and Essential Certifiers and drafting a more user-friendly dialogue for their clients and prospects. We also helped relaunch Impact Group's corporate branding and marketing materials.

As part of the new offerings, theprpartnership project manages graphic designers to create new corporate identities and can draft short, sharp copy to give your website a revamp.