

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

## Ark Is The New "Green"

Construction is now complete on the Rice Daubney designed Ark commercial office tower. The 21 storey building located in North Sydney is the first 6 star Green Star V2 rated high-rise office building in NSW.

The \$240 million landmark building combines functionality and environmental sustainability and features tri-generation power systems and adaptive comfort heating and cooling technology.

theprpartnership ran a strategic media relations campaign for Rice Daubney which included drafting media kits and liaising with architecture and design media to organise tours of the building.

Media who toured Ark include *The Australian Financial Review Magazine*, *Trends*, *Artichoke* and *InDesign*.

theprpartnership secured coverage in *Business Review Weekly* and *Architecture and Design* with further coverage expected in *The Australian Financial Review Magazine*, *Trends Commercial*, *Artichoke*, *Indesign* and *Specifier*.



**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 the recent market trends CBRE's residential team has commented on in the media and publicise the Property Industry Foundation's upcoming annual Car Rally and Cycling Challenge. We also outline TDA Interiors recent fitout projects and announce our appointment to manage Home Projectz corporate public relations activity.

This quarter has been busy for theprpartnership with the completion of Rice Daubney's iconic Ark and we profile our strategic media relations program.

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)

## PR Partnership Secures Home Projectz Appointment

theprpartnership has been appointed to manage strategic public relations for Home Projectz, a building group that predominantly caters to the Eastern Suburbs residential market.

Home Projectz focuses on renovations of existing houses and the development of residential investment apartments in the \$500,000 to \$700,000 bracket.

theprpartnership will work with Home Projectz to provide marketing communications services to establish and ensure its prominence within target media.

Level 5, 14 Martin Place Sydney NSW 2000 t 02 8088 8666 [www.prpartnership.com.au](http://www.prpartnership.com.au)

## Property Industry Foundation Rallying For Disadvantaged Youth

The Property Industry Foundation's (PIF) National Hard Hat Day was held on Friday 18 June encouraging everyone in the industry to donate an hour's pay to a children's charity. PIF is on track with its target to raise more than \$250,000 for the St Vincent de Paul Society and Open Family Australia.

theprpartnership secured coverage in *The Australian Financial Review*, *The Sydney Morning Herald*, *The Age*, *Property Australia* and *BPN Online* to promote the day.

PIF's next event is the Annual Charity Car Rally and Cycling Challenge on 22 August at St. Ives showground.

Proceeds from the event will benefit the Sir David Martin Foundation, which provides care and rehabilitation support services for disadvantaged youth. For more information or to register go to [www.pif.com.au](http://www.pif.com.au)

theprpartnership has managed PR activity for PIF for four years as a donation. We are actively involved in generating media exposure for the event with coverage achieved in *BPN Online*, *The Sydney Morning Herald* and further coverage expected in local and metropolitan news publications.



## Charity A Good Fit For TDA

TDA Interiors has just completed a fitout for women's charity Fitted For Work in Parramatta. The pro bono fitout emulates a boutique shop, providing a functional and comfortable space.

Fitted for Work is a not-for-profit organisation assisting disadvantaged women in gaining employment by providing business clothing and interview preparation.

As part of providing ongoing communications and strategic public relations for TDA Interiors theprpartnership has achieved media coverage for this and a range of other projects in *Artichoke*, *BPN Online* and *FM Magazine*.



## CBRE are on Trend

CBRE Residential is becoming an authoritative voice in the industry, as a result of the theprpartnership's profile boosting campaign, having recently commented on a spate of residential trends occurring in the market place.

CBRE Residential has sold more than \$48 million of luxury apartments in the first quarter of the year, a 60 per cent increase on 12 months ago, giving them confidence in the return of the luxury market.

Through this campaign we have secured coverage in *Business Review Weekly* and *The Weekend Australian* on trends including the performance of the prestige market and residential conversions, with further coverage expected in other magazines.

