



theprpartnership

BLITZING THE PROPERTY AWARDS SEASON

theprpartnership has been hard at work helping our clients gain the recognition they deserve. We delivered award submissions on behalf of leading developer Billbergia and global real estate owner-operator Brookfield Properties - securing a bunch of prestigious industry accolades for both clients.



With a proven track record in delivering winning submissions, theprpartnership supported Brookfield Properties and Billbergia by writing stand-out copy and providing strategic advice around submission messaging, content and design.

As a result, Billbergia clinched five sought-after awards – including two from the Council of Tall Buildings and Urban Habitat (CTBUH) for its North Sydney landmark, 88 Walker. 88 Walker was crowned 'Development of the Year - Mixed-Use' at the Urban Developer Awards and also secured the UDIA NSW Award for Excellence in Commercial Development. Meanwhile, its mixed-tenure residential project, Lidcombe Rise, took out Excellence in Masterplanned Communities at the Urban Developer Awards.

Over in Perth, Brookfield Properties secured further recognition for One The Esplanade – a state-of-the-art commercial precinct in Elizabeth Quay. The project took home 'Development of the Year – Commercial' at the 2024 Urban Developer Awards for its commitment to holistic excellence.

Congratulations to Billbergia and Brookfield Properties for these well-deserved wins!

What worked? Delivering succinct, informative submission copy that addresses key criteria within word limit restrictions, backed up by impressive images and compelling testimonials.

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

The last quarter has been a flurry of activity as we find ourselves inching towards Spring already!

We welcomed aboard a new client, Hawkesbury River County Council, and now manage its communications and media relations. We have kicked some early goals in this brand-new sector - revamping HRCC's newsletter and launching a strategic media campaign.

theprpartnership also publicised Brookfield Properties' National Reconciliation Week and NAIDOC Week placemaking program, comprising six weeks of cultural activities. We leveraged our media contacts across Perth, Melbourne and Sydney, securing coverage in arts and lifestyle titles including RUSSH Magazine and Limelight Arts.

It's been a hectic awards season and we collaborated with clients to produce winning submissions – securing a sweep of accolades for Billbergia and Brookfield Properties. Putting our copywriting skills to work, we delivered stand-out submissions resulting in prestigious awards from UDIA NSW, The Urban Developer, and the Council of Tall Buildings and Urban Habitat (CTBUH).

Meanwhile, Multiplex completed Canberra Hospital's new Critical Services Building - Australia's first fully-electric hospital building. We executed a targeted media campaign with the project appearing in a range of media titles, from The Australian Financial Review, Inside Construction, and Facility Management through to Hospital + Healthcare.

We hope you find the stories interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please click the unsubscribe link provided at the bottom of the email.

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WEEDER'S DIGEST TURNS OVER A NEW LEAF

We kicked off a campaign for Hawkesbury River County Council (HRCC), the local weed control authority for The Hills, Blacktown, Hawkesbury and Penrith LGAs. HRCC engaged us to handle their communications, starting with a revamp of its quarterly newsletter, Weeder's Digest.

Drawing upon quarterly operations reports, research and interviews with the HRCC team, we dove deep into the wild world of weed control to identify newsworthy stories. From there, we crafted fresh copy focusing on human interest topics, delivering relatable and informative content within an updated graphic design.

Weeder's Digest combines a summary of HRCC's activity, biosecurity initiatives and Landcare events with 'weed watch' segments, helping the public to identify unwanted garden guests.

Our media campaign highlighted HRCC's innovative use of drone technology - its secret weapon to identify unwanted weeds in the wake of major flooding events. Results include coverage in Government News, AgriTech Tomorrow, and Penrith Press - part of The Daily Telegraph's NewsLocal network.

What worked? Adding a human interest lens to HRCC's activity while drawing the public's attention to the lesser known (and potentially devastating) dangers of weed overgrowth.



MULTIPLEX CHARGES AHEAD & DELIVERS AUSTRALIA'S FIRST FULLY ELECTRIC HOSPITAL

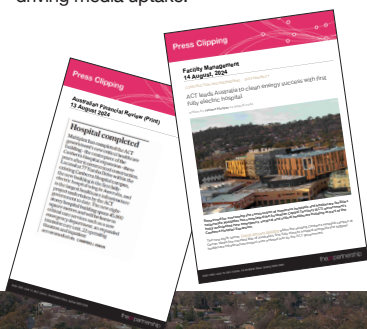
We recently led a strategic media campaign for client Multiplex, to announce the completion of Canberra Hospital's Critical Services Building. The new facility is the first fully-electric hospital building in Australia, and the largest healthcare infrastructure project undertaken by the ACT Government to date.

As a result, the campaign saw coverage generated in The Australian Financial Review, as well as trade publications like Inside Construction, Hospital + Healthcare, Facility Management, Green Review and Build Australia.

What worked? Highlighting the essential infrastructure delivered by Multiplex while drawing attention to the project's impressive sustainability credentials and firsts, with engaging photography further driving media uptake.

Designed by high-profile architecture studio BVN, the state-of-the-art Critical Services Building has delivered a new Emergency Department, an expanded ICU, 22 operating theatres, extra treatment spaces and additional inpatient accommodation - providing more essential facilities for Canberra's seeking medical care.

To publicise the project, the pr partnership developed and executed a targeted media strategy for Multiplex - leveraging our connections with local and national news outlets and healthcare industry media as well as property, sustainability and construction titles.



CELEBRATING THE SPIRIT OF RECONCILIATION



We recently publicised Brookfield Properties' National Reconciliation Week and NAIDOC Week placemaking program - a six-week celebration of First Nations cultures across its Australia-wide commercial property portfolio.

Held within commercial assets in Western Australia, New South Wales and Victoria, the events included exclusive art sales, live music, interactive Community Canvases, Didgeridoo and dance performances - all centred around First Nations creatives and storytellers.

the pr partnership delivered a comprehensive media strategy tailored to each State, targeting arts and cultural publications and lifestyle and events websites in each major city. We also targeted key government bodies and not-for-profits, such as the National NAIDOC Week Secretariat and Reconciliation Australia.



Spanning two months, the campaign saw coverage generated in arts publications such as Limelight Arts and RUSSH Magazine and event directories like City of Sydney's 'What's On' and Hello Perth, as well as the websites of peak bodies Reconciliation Australia and NAIDOC.org.au.

What worked? A strategic media outreach using tailored, state-specific media materials and strong visual materials generated significant media interest.

DID YOU KNOW?

According to ThinkNewsBrands, readership for The Australian Financial Review's print edition has jumped by 18% since March 2023.

