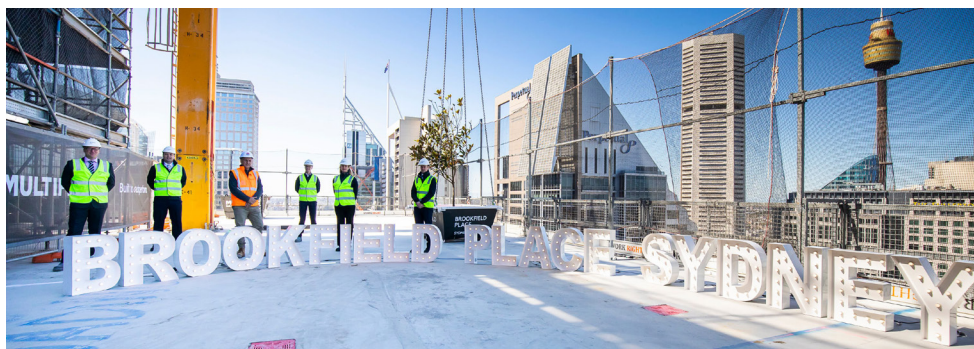


theprpartnership

SYDNEY'S CBD REVAMPED



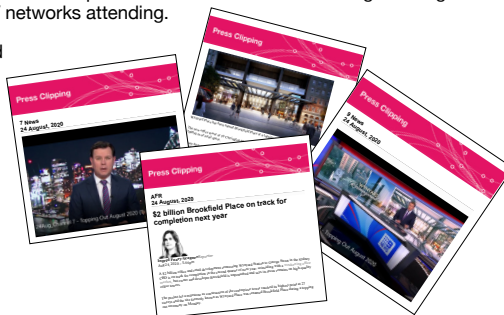
Global real estate giant Brookfield Properties is changing the face of Sydney's CBD as two major mixed-use developments come to life on George Street. **theprpartnership** announced its landmark milestones with the Topping Out of Brookfield Place Sydney above Wynyard Station, and the recent completion of the high-end office and retail development, 388 George Street.

Brookfield Properties recently celebrated the 'Topping Out' and renaming of its prestigious new \$2 billion-dollar precinct above Wynyard station. The precinct was renamed Brookfield Place Sydney, the premium brandmark awarded by Brookfield to a select group of best-in-class, large commercial property precincts worldwide. Just five other Brookfield Places exist in the world with sister assets located in New York, Toronto, Calgary, Dubai and Perth.

theprpartnership was responsible for managing media relations for the event including inviting broadcast media to a doorstep opportunity at the site before a private event on the rooftop. We were successful in attracting a strong media presence with representatives from many of the major TV networks attending.

We also managed the media announcement of Brookfield Properties opening ceremony marking the completion of its \$200 million redevelopment at 388 George Street, co-owned by Oxford Investa Property Partners. The milestone was celebrated with an on-site ceremony where Sydney Lord Mayor Clover Moore officially declared the precinct open – and we were able to again achieve coverage on both 9News and 7News Sydney.

What worked? The timely announcement of milestones on some of Sydney's most iconic developments. The professional production of high-quality video footage assisted broadcast media in compiling news stories.



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

Despite the on-going challenges of COVID-19 with working from home and Zoom calls the order of the day, we have had a busy few months working alongside clients across a range of industries.

We managed media relations activity to announce major milestones on two of Sydney CBD's most exciting new developments - Brookfield Properties' Topping Out of Brookfield Place Sydney and the official opening event for 388 George Street, co-owned with Investa Office Property Partners.

Further south, Tipalea Partners successfully pre-leased 80% of its new Glebe Hill Village development throughout COVID and we publicised this in Hobart and property industry media.

Media appetite for market commentary from respected thought leaders has remained strong over the last few months. We helped real estate investment specialist Patrick Leo's voice to get out into the marketplace with an opinion column on how Aussie ex-pats are returning home and buying our housing market.

We also publicised survey results from long-standing client Stamford Capital's third Real Estate Debt Capital Markets Survey and new client Commercial Asset Finance & Brokers Association (CAFBA)'s first-ever Aggregator Benchmark Report.

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 click the unsubscribe link provided at the bottom of the email.

Wishing you and your family a very Merry Christmas, a happy and safe holiday season and every happiness for 2021.

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EXPERTS ON EXPATS

Real estate and property investment specialist Patrick Leo has again reinforced its expert status with the help of **theprpartnership** by providing unique, timely commentary around the Australian housing market with a focus on migration trends during the pandemic.

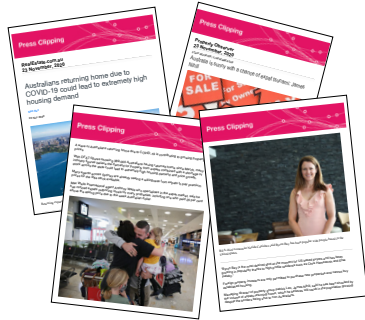
Managing Director of Patrick Leo, James Nihill's insightful take on the new migration trends we've seen this year and what we can expect in 2021 has caused other commentators' ears to prick up.

"Whilst immigration is stagnant and vacancies have slightly increased, we are now seeing an unanticipated rise in interstate migration and the emergence of a new trend – the return of the Aussie expat," says James.

James' article outlining how Australia is already seeing an unprecedented number of Australians returning home due to the pandemic may cause a 'migration tsunami' - meaning that it's not all doom and gloom for the Australian property market.

Our column written for Patrick Leo highlighting this expert opinion achieved coverage across key national real estate publications such as news.com.au, realestate.com.au, Property Observer and Australia Property Investor magazine, as well as Sydney's The Sunday Telegraph.

What worked? Opinion backed by facts that is packaged well for media who maintain an on-going appreciation for James' insightful yet candid take on property trends.



IT TAKES A VILLAGE



Leading Sydney-based property development and investment group Tipalea Partners has defied all odds during COVID-19, recently announcing that its brand new \$30 million retail centre Glebe Hill Village in Hobart is now 80 per cent pre-leased. Impressively, eight leases were negotiated during COVID-19 including locking in anchor tenant Coles and a drive-thru McDonald's.

Tipalea's Glebe Hill Village will be the first new neighbourhood shopping centre in metropolitan Hobart in over a decade and has the local community excited - providing jobs and much needed new retail variety to the area.

theprpartnership managed the media announcement of the new major retail centre, and achieved widespread local coverage including Hobart's major local newspaper The Mercury, as well as national online publications such as Build Australia and Australian Property Journal.

What worked? An authentic community-minded story about much needed infrastructure, coupled with media appetite for transactions.



SURVEY STATS A WINNER IN MEDIA



Journalists always love statistics and our recent work profiling survey results for the Commercial Asset Finance & Brokers Association (CAFBA) and long-term client Stamford Capital, is further testimony to this.

We announced CAFBA's inaugural broker survey results to media, providing quality data on commercial broking for the first-time ever and also reporting the early impacts of the pandemic on the industry. Broad coverage was achieved in a range of titles including The Australian Financial Review and specialist small business titles and finance publications such as Inside Small Business and Australian Broker.

Stamford Capital also recently released its third Real Estate Debt Capital Markets Survey, the first to capture changes in sentiment from COVID-19.

theprpartnership managed media activity including drafting media materials, staged distributions and coordinating interviews. Results included coverage in a range of media from The Australian Financial Review and The Sydney Morning Herald to industry titles including Urban Developer, Property Australia and Australian Property Journal.

What worked? High-quality empirical datasets capturing a snapshot of the market after the early stages of the pandemic and evidence to back-up sentiment. CAFBA's results were of particular interest as inaugural results while Stamford Capital's have been a barometer of sentiment for three years, allowing for greater comparisons over time.



WORDS OF WISDOM



"Publicity is absolutely critical. A good PR story is infinitely more effective than a front-page ad." - **Sir Richard Branson**

"If I was down to the last dollar of my marketing budget, I'd spend it on PR!" - **Bill Gates**