



theprpartnership

BILLBERGIA'S BENNELONG COVE PLANS REVEALED

Billbergia has lifted the lid on its updated plans for the highly-anticipated Bennelong Cove, the final stage of the award-winning developer's 11-hectare master-planned community in Wentworth Point. Having released the conceptual design for Bennelong Cove, delivered by architects FJC Studio, Billbergia is now looking to build two 40-storey towers comprising approximately 900 apartments, accompanied by a further \$70 million spend on new social and community infrastructure.

theprpartnership drew attention to this proposed landmark development, using research from McCrindle and PWC to highlight Wentworth Point's outstanding liveability and transport connections. We also leveraged our contacts within key property media, facilitating interviews with key spokespeople at Billbergia in order to generate additional publicity for the project.

Notable media coverage included The Daily Telegraph, The Urban Developer, Architecture & Design, The Herald Sun, and Urban.

What worked? Highlighting the topical delivery of new residential supply and transport-oriented housing, backed up by strong research, while leveraging our media connections - all combined to elevate the project's media profile.



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

We were busy generating stand-out coverage for our clients to the very end of 2023. The first few weeks of 2024 have been a hive of activity as they continue to make strides in property, development and business.

We welcomed on board new client, The Great Room by Industrious, and were appointed to develop and implement a pre-launch campaign for its inaugural Australian flex space – successfully generating coverage across major mastheads and industry publications.

theprpartnership also worked with Savills to amplify its Q4 2023 research reports. We succinctly captured each report's most newsworthy details and drafted commentary from the agency's key spokespeople. The resulting coverage featured in leading news outlets such as The Australian and The Sydney Morning Herald.

Award-winning developer Billbergia unveiled its vision for Bennelong Cove, tipped to deliver around 900 apartments and \$70 million in new infrastructure. Our strategic media relations campaign for the proposed development gained widespread interest and publicity.

Contractor Multiplex was appointed to deliver 435 Bourke Street, Melbourne - a \$1 billion, cutting-edge sustainable office tower. Our media strategy generated results in key news mastheads like The Age, as well as specialist sustainability and construction titles Build Australia and The Fifth Estate.

theprpartnership also worked with Australian developer Tipalea, leveraging Tasmania's strong population growth statistics to publicise the developer's upcoming Spring Farm Village retail centre. Strategic media liaison resulted in a lead story on Page One of The Mercury, which quickly gained further traction.

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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GLOBAL COWORKING OPERATOR FLEXES MUSCLES IN AUSTRALIA

We have been working with The Great Room by Industrious, a leading global coworking operator, on a strategic pre-launch media relations campaign as it gears up for the opening of its inaugural Australian hub.

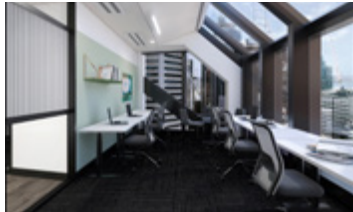
Located at Level 29, 85 Castlereagh Street in Sydney's CBD, The Great Room is a hospitality-inspired coworking space aiming to elevate flexible working in Australia.

The Great Room lacked visibility in the Australian property market, so the pr partnership quickly implemented strategies to lift its profile, tying its Sydney debut to the current news cycle.

By leveraging research on the growth of coworking, profiling Josh Alfafara as General Manager and reporting on the new trend of global tech companies launching onto Australia via flex space in Sydney – the pr partnership was able to successfully elevate the profile of The Great Room.

By identifying newsworthy angles, the pr partnership quickly garnered interest from a range of media including property, business, technology and design titles achieving coverage in The Sydney Morning Herald, Architecture & Design, ANZ Property Journal, and Facility Management Magazine,

What worked? Identifying compelling angles to amplify The Great Room's unique offering and appeal to a broad range of media outlets, leveraging the continued interest in the future of the office and hybrid working styles.



TIPALEA'S NEWEST RETAIL HUB MAKES PAGE ONE

We continue to work with long-standing client Tipalea Partners as it transforms Tasmania, one retail centre at a time.

Its latest retail project is the \$45 million Spring Farm Village located in Kingston, a residential hotspot in Greater Hobart. Expected to be complete by the end of 2025, the state-of-the-art neighbourhood retail centre is the third to be developed recently in Tasmania by Tipalea, following its successful Glebe Hill Village in Howrah and the current Stony Rise Village project in Devonport.



Tipalea undertook significant research prior to the project's announcement, highlighting the demand for a new full-line supermarket in order to meet the needs of Kingston's rapidly-growing community. We collaborated with Tipalea to amplify this data, liaising with The Mercury to position the developer's findings within a wider story on Kingston's population boom.

The result was a front-page story in the Sunday Mercury which immediately gained media traction. The article was syndicated across a range of national titles, such as the Daily Telegraph, the Geelong Advertiser, the Cairns Post and the Courier Mail.

What worked? Packaging Spring Farm Village's most noteworthy details with research statistics and commentary from CEO Scott Spanton, elevating Tipalea's newest development to a nation-wide audience – and taking it from a story on the business pages, to a leading news story on Page One.



MULTIPLY APPOINTED FOR MELBOURNE'S MOST SUSTAINABLE OFFICE TOWER

Premier global contractor Multiplex was appointed by Cbus Property to deliver a \$1 billion, cutting-edge commercial office tower at 435 Bourke Street, in the heart of Melbourne's CBD. Designed by high-profile architects Bates Smart, the 52-storey tower will be the most sustainable build Multiplex has delivered in Victoria to date, with 20% of the building to be powered by an innovative 'solar skin' façade, and the remainder by offsite renewable energy. 435 Bourke Street is set to be complete in Q4, 2026 and will generate approximately 3,500 new jobs.



Leveraging our relationships with key news, construction and sustainability media, the pr partnership executed a strategic campaign which highlighted the development's most impressive features – including its solar skin façade, set to be the largest of its kind in the Melbourne CBD.

Resulting coverage included key news mastheads such as The Age and the Sydney Morning Herald, as well as specialist sustainability and construction titles The Fifth Estate and Build Australia.

What worked? Identifying the development's most newsworthy features, jam-packed with impressive statistics, and strategically targeting a range of media niches in order to generate comprehensive coverage for this world-class project.



NEW SAVILLS RESEARCH RELEASED AS THOUGHT LEADERS WEIGH IN

As 2023 drew to a close, leading real estate agency Savills released two major research reports - shedding light on key asset classes, forecasting investor preferences and illuminating key property market trends in the lead-up to 2024.

Savills' 2023 Australian Student Accommodation Report highlighted the strong performance of our student housing sector and its appeal to investors amidst record-high levels of inbound student migration. The agency also released its Spotlight on 2024 Report, forecasting investment and market trends as well as its Q4 Hotel Market Overview, which highlighted a growing amount of offshore investment in Australian accommodation as tourism rebounds.

the pr partnership extrapolated each report's most newsworthy elements, linking key insights to the news cycle and strategically leveraging our media relationships. We also drafted commentary from Savills Australia CEO Paul Craig and Nick Lower, NSW and VIC Director of Hotels, maximising publicity for the reports while bolstering the agency's strong media profile.

Resulting coverage spanned major mastheads like The Australian, The Sydney Morning Herald, The Herald Sun and The Courier Mail, to key industry publications such as The Urban Developer, COMMO, The Property Tribune, University Living and Property Australia.



What worked? Drilling down into each report's most fascinating insights, packaging them with meaty statistics, complementary data, and visuals. This was then reinforced with commentary from high-profile thought leaders, effectively capturing media interest.

DID YOU KNOW?

48% of Australians read the news more than once a day, according to the University of Canberra.

