



# theprpartnership

## STAMFORD CAPITAL SURVEY REVEALS COVID IMPACTS

Stamford Capital recently released the results of its 4<sup>th</sup> annual Real Estate Debt Capital Markets Survey, the first comprehensive dataset to analyse the impacts of COVID-19 on Australia's commercial finance sector. More than 100 lenders were surveyed and its the first data to track commercial lending trends through the COVID-19 lockdown and recovery phases.

In addition to providing data to support current trends, the Survey is seen as a leading barometer of sentiment on the property sector. Key findings of Stamford Capital's Real Estate Debt Capital Markets Survey 2021 include high levels of confidence and optimism across most property sectors with lending appetites back at pre-COVID levels, an easing in pre-sales lending criteria with increasing deal competition and more non-bank lenders and expectations for price wars to force non-banks to lower margins.

Theprpartnership was responsible for identifying newsworthy elements from the dataset and drafting a suite of media release assets that put the spotlight on the national results, as well as State-based results for NSW, Queensland, Victoria and South Australia.

Coverage appeared in a range of news and specialty property and finance titles including The Australian Financial Review, Australian Property Developer, Urban Developer, Property Tribune, The Market Herald and Mortgage Professional Australia.

**What worked?** The strategic and timely release of data never seen before in the commercial finance sector, supporting both current trends in the marketplace and putting the spotlight on the impacts of COVID-19 and lockdowns on the industry.



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

While there is still an air of caution in 2021 it hasn't stopped our clients from pushing ahead and achieving incredible milestones across a range of industry sectors.

Developer Billbergia launched its long-anticipated leasing campaign for North Sydney's tallest office tower at 88 Walker Street, the first new commercial office development to be delivered in North Sydney since 2020.

## BILLBERGIA REACHES NEW HEIGHTS AT NORTH SYDNEY



Property Group, Billbergia, recently launched its long-anticipated office leasing campaign for North Sydney's tallest office tower, its 50-level commercial development at 88 Walker Street, through exclusive leasing agents Colliers International.

Set to be the latest, medium sized floorplate, commercial office development to be delivered in North Sydney since 2020, it is expected to capitalise on pent-up market demand combined with post-COVID leasing trends including 'flight to quality', economy of space, exclusivity and a desire to reduce commuting times.

Theprpartnership managed media relations activity for the campaign launch, drafting a media release and negotiating an exclusive story in the weekend Sydney Morning Herald that was syndicated across a range of Fairfax titles including The Age and Brisbane Times.

A distribution to secondary media targets resulted in broad coverage across a range of media outlets including Property Tribune and Build.

**What worked?** A combination of newsworthy angles around the building's height and COVID-19 coupled with The Sydney Morning Herald exclusive story being further leveraged by Fairfax's syndication, generating national exposure in key metropolitan newspaper titles.

Sticking with firsts, Tipalea Partners started construction on its brand new \$35 million Glebe Hill Village retail centre in Hobart - the first new neighbourhood shopping centre to be developed in metropolitan Hobart in over a decade. This was celebrated with an on-site soil turning media event which got the town talking.

We also announced the findings of Stamford Capital's fourth annual Real Estate Debt Capital Markets Survey, the first comprehensive dataset to analyse the impacts of COVID-19 on Australia's commercial finance sector, and the new retail and dining offerings you'll soon find at Sydney's exciting new destination, Brookfield Place Sydney.

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.

# theprpartnership

## TIPALEA BREAKS GROUND IN HOBART



Leading Sydney-based property development and investment group Tipalea Partners has broken ground on its brand new \$35 million Glebe Hill Village retail centre in Hobart, marking the occasion on site with a symbolic soil turning ceremony.

The Mayor of Clarence City Council was in attendance and spoke at the ceremony to commemorate the significant construction milestone and express his excitement for the new retail centre. He noted that Tipalea's Glebe Hill Village will be a welcome addition to this rapidly growing community, marking the first new neighbourhood shopping centre to be developed in metropolitan Hobart in over a decade.

Theprpartnership managed the media relations for the event and were responsible for inviting broadcast and print media, achieving widespread coverage. In attendance at the event were key Tasmanian TV news titles including ABC News and Channel 7 News Tasmania, as well as Hobart's major metropolitan newspaper The Mercury.

The construction milestone announcement was also published in leading online trade and construction publications such as the Australian Property Journal, Shopping Centre News, Business News Australia and Build.

**What worked?** An authentic community-minded story about much needed retail infrastructure in the area and leveraging the local Mayor's support to reinforce the significance of the new development project to the area.



## BROOKFIELD TURNS UP THE HEAT AT WYNYARD

Brookfield Properties has signed some of Sydney's hottest retailers to its brand new \$2 billion Brookfield Place Sydney development at Wynyard, set to redefine the retail and dining offerings in the CBD core.

The Point (formerly The Point Group) is set to transform the historic Shell House rooftop into a brand-new rooftop bar and dining experience spread over three levels. Rooftop diners will be lucky enough to enjoy a bird's eye view of the building's iconic 400 tonne clock tower, as well as sweeping city views.

Several new specialty retailers have also signed on to the dual-level concourse at Brookfield Place Sydney such as Priceline, T2, Sydney Barbers and Flower Train. A Sydney-first new concept store is set to open which has been designed to include multiple brands into one store, such as Papparich, NeNe Chicken, Hokkaido Cheese Tarts, Kurimu and a bubble tea bar.

The diverse new retail offerings will bring greater variety and convenience to the precinct and join other high-profile retailers including technical athletic apparel brand lululemon and premium European food hall concept, Locali by Romeo's.

Theprpartnership has been managing the media announcements for these exciting new tenancies and has achieved coverage across a range of specialty business and retail titles such as The Sydney Morning Herald, The Age, the Urban Developer, Business Franchise Australia and The Property Tribune.

**What worked?** Timely announcements of exciting new retail tenancies accompanied by striking images on one of Sydney's most iconic new developments, and leveraging our established relationships with retail, business and property media.



## DID YOU KNOW?

Social media for business is growing increasingly important in 2021. A massive 75% of customers say they use social media as part of the buying process!

