



# theprpartnership

## BROOKFIELD PROPERTIES WINS BIG FOR SUSTAINABILITY



Since launching its industry-leading initiative 'Breaking The Plastic Habit' in 2021, global property developer and operator, Brookfield Properties, has delivered outstanding outcomes – removing more than 2 million single-use plastics from its operations supply chain.

The innovative program is the first of its kind in Australia and was introduced prior to the Federal Government's plan to phase out single-use plastics by 2025. Breaking The Plastic Habit has educated Brookfield Properties' staff and tenants around single-use waste, offering a range of innovative recycling outlets and implementing new waste management systems, as well as promoting awareness through strategic partnerships with Plastic Free July and Plastic Oceans Australasia.

theprpartnership delivered a winning submission for the renowned CitySwitch Awards about the initiative and generated subsequent media coverage across both government and industry outlets.

Standout media coverage included Sustainability Matters, Property Australia and the City of Sydney.

**What worked?** An award-winning submission jam-packed with statistics highlighting the success of the initiative, and the lasting impact it has had on participants.



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

As we find ourselves in the middle of 2023, our clients continue to make advancements in property development, sustainability, business and innovation.

We collaborated with long-standing client Tipalea Partners to publicise its latest retail site acquisition in Tasmania, set to become its third new centre in the State. Our work with Tipalea Partners delivered broad exposure, encompassing a diverse range of print media titles and radio news programs.

theprpartnership also drafted a submission for the CitySwitch Awards on behalf of Brookfield Properties. We delivered an award-winning submission about its innovative Breaking The Plastic Habit campaign, then leveraged the win with corporate media exposure, communicating its leadership position in sustainability.

Shedding light on two of Australia's most robust property sectors, real estate agency Savills released its 2023 Q1 Industrial Shed Briefing and 2022 Q2 Build-to-Rent Report. theprpartnership led strategic media relations campaigns across property titles and major mainstream publications, maximising media coverage and positioning Savills as an authoritative voice in the industry.

Obtaining strong media coverage for its 2023 Real Estate Debt Capital Markets Survey, theprpartnership also led a strategic media liaison campaign on behalf of independent Australian broker Stamford Capital, capturing the report's topicality and embedding its key insights within the property news cycle.

Completion has also been reached on one of Melbourne's biggest inner-city mixed-use developments – now one of Australia's tallest residential towers. Premier global construction company Multiplex has delivered the second and final stage of Far East Consortium's \$2 billion West Side Place, with theprpartnership strategically generating maximum media exposure for the new landmark across major news titles.

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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## A \$40 MILLION INVESTMENT FOR TASMANIA



A new retail development is on the horizon for the Hobart suburb of Kingston with developer Tipalea Partners snapping up a site and one step closer to building its Huntingfield Village Centre - its third Tasmanian retail development in the last decade.

Alongside fulfilling significant demand for a new state-of-the-art retail facility, the landmark centre will deliver a \$40 million investment into the Kingston region, creating more than 1,200 jobs for the local community.

The new shopping precinct will deliver a full-line supermarket alongside 15+ specialty retail outlets, premium amenities, leading integrated technology and security, and engaging public art that solidifies its status as a future community cornerstone.



Our media relations strategy included securing coverage in key Tasmanian and national property media targets supported with radio interviews with ABC Radio Hobart and 7HOFM.

Stand-out print media results include coverage in The Australian, The Australian Property Journal, The Mercury and Build Australia.

**What worked?** A solid Tasmanian property story packed full of statistics about the upcoming retail centre and backed up by Tipalea Partners' strong credentials in the State.

## NEW RESEARCH HIGHLIGHTS STRENGTH OF INDUSTRIAL AND BTR MARKETS



Savills recently published its 2023 Q1 Industrial Shed Briefing and 2023 Q2 Build-to-Rent Report, with theprpartnership on hand to extrapolate newsworthy media angles and maximise exposure.

To cement Savills' place in the property news cycle, theprpartnership led strategic media relations campaigns leveraging our long-standing media relationships.

theprpartnership targeted diverse property and business titles, securing coverage within prominent news publications including The Australian Financial Review, The Australian, The Sydney Morning Herald and The Age, supported by exposure in key industry publications including Real Estate Business and The Australian Property Journal.

**What worked?** The timely delivery of meaty research reports on some of Australia's most dynamic and newsworthy property sectors.



Two new reports have been released by leading commercial agency Savills, examining the state of Australia's buoyant industrial market and emerging BTR sector. The reports reflect the impact of immigration, interest rate rises, investor and lender activity, and policy changes on these sectors, as well as acting as an important forecast for market trends.

## \$2 BILLION LANDMARK NOW STANDING PROUD IN MELBOURNE SKYLINE



One of Melbourne's biggest inner-city mixed-use developments has reached completion, with theprpartnership leading a targeted media campaign to generate maximum coverage for the city's latest landmark.

Premier global construction company Multiplex has finalised the delivery of Far East Consortium's \$2 billion West Side Place - one of Australia's tallest residential towers. The development features luxury accommodation, unbeatable amenity and an unparalleled location within Melbourne's western CBD.

theprpartnership leveraged media interest, strategically targeting both major news titles and diverse industry publications from business to design.

As a result, theprpartnership obtained coverage in The Sydney Morning Herald and The Age, as well as Architecture & Design, Urban, Business News Australia and Property Australia.

**What worked?** The monumental nature of the completion of this large-scale development, coupled with striking imagery.



## LENDER SURVEY EXPLORES FINANCING SENTIMENT AMID CASH RATE RISE



market trends across the residential, office, retail and industrial sectors.

To gain maximum coverage for the report, theprpartnership delivered a strategic media liaison campaign. Timing was embedded in our approach, which captured the report's topicality and positioned the story within the property news cycle's ongoing interest rate conversation.

theprpartnership targeted major news titles as well as diverse property, finance and business publications, resulting in coverage within The Australian Financial Review, as well as Build Australia, WA Today and MPA.

**What worked?** Providing media with the first comprehensive dataset on the impact of 13 months of cash rate rises on the commercial finance sector.



More than 100 active lenders have participated in a national survey, from major trading banks to private financiers, revealing the impacts of interest rate rises and a post-COVID world on Australia's key property markets.

Independent Australian broker Stamford Capital recently released its 2023 Real Estate Debt Capital Markets Survey, the sixth in the series to date, which captures lender sentiment and forecasts early



## HOW MANY AUSTRALIANS READ PROPERTY NEWS?

According to Roy Morgan, 96% of Australians (or 20.6 million) consume general news every week. Of that 20.6 million, 14.7 million read about property.

