

theprpartnership

BILLBERGIA TAKES ON SYDNEY'S HOUSING SHORTAGE

Prolific developer Billbergia is addressing Sydney's housing crisis with three innovative mixed-tenure projects - worth a whopping \$1.3 billion - that will provide new homes for 3,000 people, alongside critically needed social and affordable dwellings.

Located in Lidcombe, West Ryde and Arncliffe, the projects are being delivered through innovative a tri-party partnership between Billbergia, community housing providers, and Homes NSW.

theprpartnership worked closely with Billbergia, using our strategic media relations skills to amplify these landmark developments. Media results included a news story in The Daily Telegraph, which was rapidly syndicated across interstate titles including The Courier Mail, The Advertiser and The Chronicle.

This was backed up by coverage in key property and construction media, including The Urban Developer, Property Australia and Urban.

What worked? Highlighting the innovation behind Billbergia's tri-party partnership and how it can help address the ongoing shortage of quality social and affordable housing.



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

As we breeze through the second quarter of 2024, our clients have delivered a suite of stand-out projects and fascinating data.

We connected with long-standing client Stamford Capital to publicise the results of its annual Debt Capital Markets Survey for the seventh year in a row – kicking off our campaign with a leading story in the Australian Financial Review.

theprpartnership also drove press coverage for prolific Australian developer Billbergia's whopping \$1.3 billion worth of mixed-tenure housing across three projects in Arncliffe, Lidcombe and West Ryde. This innovative solution to the housing shortage was covered in an exclusive by The Daily Telegraph and syndicated across a string of major news mastheads.

We delivered more than 40 media articles for the Rosehill-Camellia Landowners Alliance (RCLA), amplifying its ambitious \$25 billion vision for the Rosehill Racecourse and Camellia Town Centre, which could deliver 45,000 critically needed new homes.

Meanwhile, we were also engaged for the commercial leasing launch of the iconic Verona Cinema on Sydney's Oxford Street, currently being revamped into a world-class eight-level mixed-use building complete with two levels of subterranean cinema and a rooftop bar.

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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STAMFORD CAPITAL REVEALS LENDERS' AGENDAS

theprpartnership recently managed the media relations rollout for Stamford Capital's annual Debt Capital Markets Survey. 2024 marks our seventh year of publicising the Survey, which is a leading indicator of lender sentiment and market trends for the year ahead.

Having surveyed over 100 active lenders from major banks to private financiers, Stamford Capital revealed the housing crisis is set to continue, fuelled by lenders' preference for funding luxury residential projects – noting that feasibility has narrowed for new, affordably priced housing developments. The Survey also highlighted lenders' increasing adoption of NSW's iCiRT rating, as they look to mitigate the risks caused by ongoing construction sector insolvencies.

We developed a comprehensive campaign strategy to maximise publicity for the Survey, delivering an exclusive story with The Australian Financial Review as well as coverage across key business and finance media.

The Survey was featured in a lead property story in The AFR, with additional coverage in titles such as Smart Property Investor, Mortgage Professional Australia and Real Estate Business.



What worked? Leveraging our media connections while connecting the Survey's findings to topical aspects of the news cycle – including builder insolvencies and housing affordability.

RCLA REVEALS \$25B PLAN FOR SYDNEY'S WEST

The Rosehill-Camellia Landowners Alliance (RCLA), a consortium of four major landholders in Western Sydney, has delivered an ambitious proposal to the NSW State Government – calling on them to collaboratively deliver a \$25 billion master-planned community on the site of the Rosehill Racecourse and Camellia Town Centre.

The plans would see an estimated 45,000 homes delivered on a site four times the size of Barangaroo – including dedicated affordable housing, retail, education and commercial space, new infrastructure and even a man-made beach fronting the Paramatta River.

theprpartnership was tasked with spreading the word about this landmark proposal. Given the scale of the RCLA's plans, we generated a dream run of media coverage – with the story quickly being syndicated across national news mastheads.

The proposal was covered in-depth by a sweep of nationwide News Corp titles, featured in a front-page story by Parra News, and picked up by specialist property, development and architecture media – including The Urban Developer, Architecture & Design and Build Australia.

What worked? RCLA's monumental plans to transform Sydney's west supported by high-quality renders that highlight its impressive scale and proposed new infrastructure. The stunning man-made beach also piqued media interest.



A NEW GOLDEN AGE FOR FORMER PADDINGTON CINEMA

Paddington's historic Verona Cinema is set to be revamped into a brand-new mixed-use landmark.

The cinema brought Hollywood glamour to Paddington when it was famously opened in 1996 by Australian icon Nicole Kidman, who arrived in a sports car with then-husband Tom Cruise while hosting the premiere of her movie 'To Die For'.

Featuring architecture by award-winning firm Scott Carver, the former movie theatre will now become sought-after commercial office space, offering two levels of subterranean cinema and ground-floor cultural retail and crowned with rooftop dining and panoramic views.

theprpartnership was tasked with promoting this major redevelopment and developed a targeted media strategy – illustrating the Verona's long-standing cultural history while tapping into demand for commercial space in Sydney's inner city, utilising data from leasing agents Mercer Property and Knight Frank.

We kicked off the campaign with an exclusive story in The Sydney Morning Herald, leveraging our relationships with specialist property and design titles as well as entertainment and local media.

Coverage appeared in major titles including The Daily Telegraph, Build Australia, The Urban Developer, Concrete Playground and ArchitectureAU.

What worked? Linking the redevelopment to the increasing demand for inner-city commercial space and hybrid working trends, while leveraging the Verona Cinema's rich history and popularity with Sydneysiders.



DID YOU KNOW?

According to Roy Morgan, property is the second most-read-about topic in 2024 behind general news – trumping sport and entertainment.

