



theprpartnership

TASSIE COMMUNITIES AND POLITICAL LEADERS BACK TIPALEA'S RETAIL PLANS



We helped Tipalea Partners fight back against the Tasmanian Planning Commission (TPC)'s rejection of a rezoning for its Stony Rise Village retail centre in Devonport. The \$40 million project would have boosted the region's local economy and received an outpouring of support from the local community, business and political leaders.

Theprpartnership delivered strategic media campaigns to highlight the pitfalls of Tasmania's planning system and encourage its political leaders to intervene.

We helped secure full-page advertisements in major Tasmanian newspapers for Open Letters penned by Tipalea CEO Scott Spanton in September and November - raising awareness of the TPC's decision.

To maximise impact, our media relations campaigns were strategically timed to coincide with paid advertising. Thanks to our extensive Tasmanian media connections, we secured coverage in titles like Pulse Tasmania, The Advocate and The Mercury, which was syndicated across News Corp titles - reaching readers of major interstate newspapers including The Daily Telegraph, The Herald Sun and The Courier Mail.

The combination of paid advertising and sustained media coverage yielded a fast result. 24 hours after the November campaign was activated, the Tasmanian Premier announced he will introduce new legislation to approve the rezoning before the end of 2024.

What worked? The contentious nature of the TPC's decision combined with public support from the community and political leaders spurred media interest. Our strategic campaigns elevated the planning controversy into mainstream media, compelling Tasmania's State Government to act.

Welcome to theprpartnership's quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. Our clients have continued to demonstrate excellence this quarter - delivering impressive growth, exciting new developments, and fascinating research.

We recently worked with long-term client Tipalea to amplify the developer's response to a rejection from the Tasmanian Planning Commission (TPC) for a rezoning essential for its \$40 million Stony Rise Village retail project. Our strategic media campaigns successfully highlighted the cracks in the Tasmanian planning system and helped to place pressure on political leaders, who are now passing legislation to see Stony Rise Village approved.

Theprpartnership also collaborated with long-standing client Stamford Capital to announce its expansion onto WA, boosting its national network. Our strategic media campaign saw coverage secured in key finance, property and business titles, kicking off with an exclusive piece in WA Business News.

Meanwhile, developer Billbergia continues to address the housing crisis, announcing plans to develop over 550 new homes across projects in Rhodes and Macquarie Park. We delivered strategic media relations campaigns that generated widespread coverage across news and property titles including The Daily Telegraph and Urban.

Putting the spotlight on data, we worked with Savills Australia, releasing its annual Full Floors Report and quarterly Spotlight Industrial Shed Briefing to media. Developing newsworthy angles and leveraging our media networks, we optimised coverage for both reports - securing exposure in The Australian Financial Review and The Australian as well as key property and business publications.

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 GOES WEST

Award-winning commercial property finance brokerage Stamford Capital expanded its national network, opening a new office in Perth.

Its new office will be led by Executive Director Andrew Dilorito and Associate Director Mark McKenzie, allowing the brokerage to better service its WA client base.

Mr Dilorito previously held roles in corporate institutional banking with ANZ before founding boutique brokerage firm Aperto Finance, while Mr Mackenzie brings over a decade of finance experience, having worked for Westpac and PwC.

We planned and executed a strategic media relations campaign, kickstarting with an exclusive piece in leading Perth business title WA Business News. Further coverage was gained in property and finance titles, including Mortgage Professional Australia, Broker Daily and more.



What worked? Highlighting the impressive credentials of Stamford Capital's new WA team while leveraging the recent NAB Commercial Property Survey to draw attention to the state's unique investment prospects.



SAVILLS SHEDS LIGHT ON OFFICE AND INDUSTRIAL MARKETS

We collaborated with Savills to publicise its latest research reports, kicking off with the agency's Full Floors Report. The report highlights office leasing trends in Sydney's CBD - revealing availability within Premium and A-Grade buildings on a floor-by-floor basis.

We uncovered the most newsworthy data and coined the 'Metro Effect' - a phrase to describe the increase in leasing uptake around the CBD Core spurred by the new Sydney Metro.

The pr partnership launched a strategic media campaign to amplify the report's key findings, securing an exclusive in The Australian supported by broad coverage across property and news titles.

Savills then released its 'Spotlight Industrial Shed Briefing - November 2024' report, examining the state of our industrial property sector. It uncovered slowing rental growth and normalising vacancy - signalling the end of the sector's three-year boom.

We identified the most topical data and secured broad coverage for the report, with publicity featured in The Australian Financial Review, The Industrialist and Real Estate Business.



What worked? The Sydney Metro's impact on prime office availability in the CBD drove media uptake, while Savills' Spotlight report drew attention to Australia's slowing industrial market - sparking interest amongst news and property titles.



BILLBERGIA CONTINUES HOUSING BLITZ WITH TWO NEW PROJECTS



Multi-award-winning developer Billbergia continues to tackle Sydney's housing shortage, proposing two cutting-edge residential projects in Rhodes and Macquarie Park.

Designed by GroupGSA 'Harmony - Rhodes Central East' will deliver 313 homes over 48 storeys, including 61 affordable apartments, including a four-level mixed-use podium and ground-level plaza with cafes and a spa.

The pr partnership collaborated with the project team to deliver an aligned media campaign, leveraging our contacts within local news and property media. We secured coverage in property titles, including The Urban Developer, plus key local media like the Inner Western Suburbs Courier and the Western Weekender.

Billbergia and joint venture partner Legacy Property also proposed a new development in Macquarie Park, designed by AJC Architects. It will deliver 255 apartments atop a three-level retail podium, offering convenient access to Macquarie Park Metro station.

We led a strategic media campaign for this project, obtaining coverage in property and business titles such as Urban, Business News Australia and Australian Property Journal.

What worked? Connecting the delivery of new housing to topical aspects of the property news cycle, such as supply and affordability challenges and the State Government's latest housing reforms. The inclusion of impressive architectural renders also piqued media interest.

DID YOU KNOW?

As of 2024, The Australian Financial Review has the biggest digital audience of any Australian newspaper brand.

