



# theprpartnership

## BROOKFIELD PLACE SYDNEY CELEBRATES SWEEP OF PCA WINS

Brookfield Place Sydney is a transformative \$2 billion project that delivered a landmark office precinct to Sydney's CBD while elevating the everyday commuter experience at Wynyard Station. Brookfield Properties delivered 6,000 square metres of leading retail facilities plus 69,000 square metres of PCA Premium Grade office space over 27 levels in the innovative new mixed-use precinct.

theprpartnership managed media relations throughout the various stages of development and the project's leasing campaign. And our role has continued beyond completion, assisting in the production of distinctive award submissions that saw the development snap up four awards at the recent Property Council of Australia Awards – including the coveted Australian Development of the Year Award.

We then secured broad media coverage for the award wins by targeting key property and development publications, including Architecture and Design, Facilities Management, Eco Voice and Build Australia.

**What worked?** Crafting multiple award-winning submissions that successfully captured the project's myriad achievements, succinctly within restrictive word count limits. We subsequently executed an engaging media liaison strategy which gained further exposure for Brookfield Place Sydney's impressive new credentials.



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

As we inch closer to the end of 2023, our clients continue to make advancements in property development, sustainability, business and innovation.

We collaborated with long-standing client Brookfield Properties to amplify the success of its transformational Brookfield Place Sydney development, drafting PCA award submissions that resulted in a sweep of wins which were then leveraged for further publicity.

theprpartnership generated broad publicity for Multiplex's completion of SP Setia's monumental new 308 Exhibition Street, and also led a holistic media campaign for North Sydney's tallest tower, 88 Walker Street, with the involvement of key stakeholders Billbergia, The Ascott Limited, and LaSalle Investment Management.

Billbergia also submitted a DA proposing the development of Rhodes' newest and most sustainable residential tower, with theprpartnership generating strong coverage for the proposal.

1 Denison, developed by Winten Property Group, proudly earned the title of North Sydney's greenest office development. We led a strategic media engagement campaign, resulting in coverage across several leading property and sustainability outlets.

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 unsubscribe link provided at the bottom of the email.

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## MULTIPLEX COMPLETES \$600M TWIN-TOWER LANDMARK

Multiplex completed SP Setia's \$600 million mixed-use development at 308 Exhibition Street in Melbourne. It features a 60-level residential tower, comprising 325 luxurious apartments and a 61-level hotel, which will house Melbourne's first 5-star Shangri-La Hotel.

The towers are joined via a striking, 46-storey 'sky bridge' which required high-level engineering expertise to deliver. The sky bridge hosts a broad range of amenities and delivers views through its unique 'Oculus' glass floor.

Leveraging 308 Exhibition Street's stature and impressive features while identifying the development's newsworthy angles, we executed a media relations campaign to deliver broad coverage for the new development across property, architecture, hotel and tourism outlets.



Coverage included The Property Tribune, Urban Developer, Build Australia, Urban and The ANZ Property Journal.

**What worked?** Connecting 308 Exhibition Street's impressive stature, stunning architectural features and amenity to key topics within the news cycle, such as housing availability and the recovery of the tourism sector.



## RHODES' MOST SUSTAINABLE RESIDENCES REVEALED

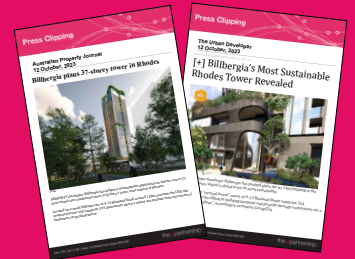


Billbergia has been part of the Rhodes community for more than 15 years, and recently lodged a Development Application for a sleek new 37-level mixed-use residential tower at 9-13 Blaxland Road, Rhodes.

the pr partnership led an engaging media campaign showcasing the development as the most sustainable apartment building in Rhodes and promoting its innovative biophilic features. We also emphasised its proposed water, energy and waste management strategies, which are set to surpass leading sustainability benchmarks.

the pr partnership developed a strategic media relations campaign and coordinated exclusive interviews with the development's key spokesperson, resulting in stories across The Urban Developer, The Daily Telegraph and Inner West Courier, while a compelling media strategy attracted further coverage from publications such as Build Australia, Urban, and Green Review.

**What worked?** Drawing attention to the proposed tower's industry-leading green façade and transport connectivity, leveraging media interest in this rapidly-evolving suburb as well as the ongoing appetite for sustainable building design.



## 1 DENISON STRENGTHENS ITS SUSTAINABILITY CREDENTIALS



Winten Property Group's iconic office tower at 1 Denison Street, has established itself as North Sydney's most sustainable commercial tower, achieving WELL V 2 Platinum certification alongside 6-star NABERS Energy and Waste ratings. These leading ratings were achieved via operational fine-tuning and strategic sustainability road-mapping by the building's facilities management team after the building's completion.

the pr partnership's media relations approach delivered a holistic overview of the tower's sustainability achievements, which includes Nest – 1 Denison's industry-leading, high-rise wellness amenity.

The resulting coverage spanned a range of both national and local publications, including Facilities Management magazine, Sustainability Matters, Green Review and The North Sydney Sun.

**What worked?** Identifying 1 Denison's impressive string of industry-leading features and linking these to topical aspects of the property news cycle, including sustainability and green facilities management.



## NORTH SYDNEY'S TALLEST TOWER OPENS ITS DOORS

Developer Billbergia recently opened the doors to its \$350 million mixed-use tower, 88 Walker Street. The 50-level tower takes the title of North Sydney's tallest building. It is home to the new 252-room Citadines Walker North Sydney, which spans 19 levels, with a further 24 levels of Premium Grade office space acquired by LaSalle Investment Management.

the pr partnership led a holistic media campaign with the direct involvement of key stakeholders The Ascott Limited, LaSalle Investment Management and Billbergia. We leveraged 88 Walker Street's numerous industry-leading features – including its cantilevered design, transport-oriented location and new pedestrian links, which add new connectivity to the North Sydney CBD.



Our approach resulted in coverage across major NSW masthead The Sydney Morning Herald, as well as leading industry publications Build Australia and The Urban Developer. The syndication of The Sydney Morning Herald's coverage across The Brisbane Times, WA Today and The Age allowed for national publicity for this landmark project.

**What worked?** A thorough and coordinated media strategy which speaks to 88 Walker Street's transformation of the North Sydney precinct, while utilising the development's newsworthy connection to the upcoming Victoria Cross Metro Station, tipped to revolutionise Sydney's public transport network.



## DID YOU KNOW?

According to research by the Reuters Institute, The Australian Financial Review is the most trusted national newspaper, followed by The Australian.

