



theprpartnership

BUYER CASE STUDIES CREATE PUBLICITY BLITZ FOR NEW CLIENT



We recently welcomed on board a new Sydney-based developer client, Ellipse Property. Charged with a mandate to boost its corporate profile and generate media exposure for its existing residential projects in Castle Hill and Granville, **theprpartnership** quickly got to work identifying newsworthy buyer case studies.

Selecting a downsizer penthouse buyer for Carrington Place, and a 22-year-old first home buyer for East + Cowper, we researched data to support these buyer trends and packaged up material for media.

Successful pitches to The Daily Telegraph saw both stories featured in the News section during April before syndication across RealEstate.com.au and News.com.au – amplifying the combined reach of both stories to a massive audience of over 57 million readers.

What worked? Tidentifying buyer case studies that represent the target demographic for each project's location – with downsizers dominant in Sydney's north-west, and first home buyers more active in Western Sydney. Case studies put a human face to the development and tell a personal story that is relatable and inspirational for other potential buyers.

Welcome to **theprpartnership's** quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. The last few months have been filled with action – whether our clients are delivering new homes, building next-generation retail centres, or completing much-needed new student accommodation, the PRP team has been hard at work making headlines.

We were appointed by Ellipse Property to boost its corporate profile and drive publicity for its latest Sydney apartment projects. We successfully secured coverage for two projects in The Daily Telegraph, News.com.au, RealEstate.com.au and more – unlocking an audience of over 57 million readers.

theprpartnership also commenced work for new property developer client, DevCore Property Group. We were engaged to enhance DevCore's corporate profile and amplify planning approvals for two of its regional projects – Coral Cove Ocean Estate in Queensland, and Rowan Village in NSW. A combined media campaign yielded strong results, with exposure in The Urban Developer, Green Street News, Business News Australia, Homeself, and more.

Long-standing client Tipalea recently broke ground on its newest retail centre, Spring Farm Village. Leveraging our Tasmanian media connections, we secured prime-time TV news coverage for Tipalea's sod-turning ceremony – reaching Tassie TVs before obtaining further exposure in key online industry and local news titles.

Meanwhile, global contractor Multiplex completed Journal Campus House – a 452-bed student accommodation tower and the first project delivered under a joint venture between Citiplan and Brookfield Asset Management. Our campaign generated coverage in key property and construction industry titles, including The Urban Developer.

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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TIPALEA'S SPRING FARM VILLAGE MAKES TASSIE TELLIES

theprpartnership recently managed media activity for the groundbreaking ceremony at client Tipalea's newest retail centre - the \$50 million Spring Farm Village in Kingston, Tasmania. We wasted no time in leveraging our on-the-ground media connections to secure prime news coverage.

Spring Farm Village is being built by leading Tasmanian contractor Fairbrother and will deliver over 7,500 square metres of retail space. Boasting a suite of advanced technologies, it will be anchored by the largest Coles supermarket in the region, and will also house its first Chemist Warehouse superstore.

theprpartnership executed a strategic media campaign for the event, kicking it off by coordinating the attendance of Kingborough Council Mayor, Cr Paula Wreidt. We also secured media attendance, resulting in prime-time TV news coverage across Tasmania's Channel 7 and WIN News networks. This was bolstered by broad coverage in key local news and trade titles, including Kingborough Chronicle, Pulse Tasmania, Australian Development Review and Build Australia.



What worked? Broad news appeal was created by highlighting Spring Farm Village's economic contribution to one of Tasmania's fastest-growing regions - including the creation of hundreds of local construction jobs and on-going roles within the new shopping centre.

BROADCASTING MULTIPLEX'S PBSA FORAY

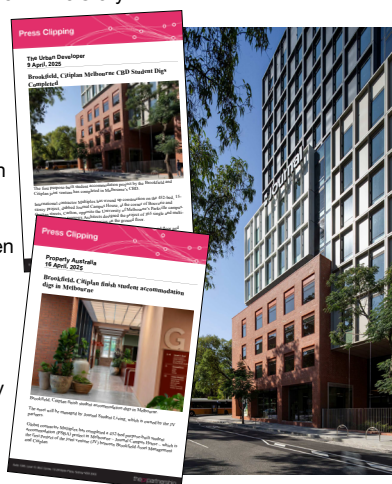
Premier global contractor and long-standing client Multiplex has reached completion on Journal Campus House - a 15-level, 452-bed Purpose Built Student Accommodation (PBSA) project opposite the University of Melbourne's Parkville campus.

Designed by award-winning firm Jackson Clement Burrows Architects and completed some three months ahead of schedule, it is the first project delivered by joint venture partners Brookfield Asset Management and Citiplan. It draws upon Multiplex's expertise in both residential and education projects, while meeting pent-up demand for quality, well-located student accommodation on Australia's Eastern Seaboard. Interestingly 50% of the project's onsite management staff were women - reflecting Multiplex's ongoing commitment to gender equity.

theprpartnership secured broad exposure, leveraging our media connections across national property and construction industry titles to generate coverage in The Urban

Developer, The ASEAN Developer, Property Australia, Build Australia, and more.

What worked? Media interest was driven by the high-profile nature of the Brookfield-Citiplan joint venture, combined with the project being its first. The premium project's stunning interior and exterior photography further enhanced the appeal of the story.



NEW CLIENT'S REGIONAL REPERTOIRE MAKES A MEDIA SPLASH

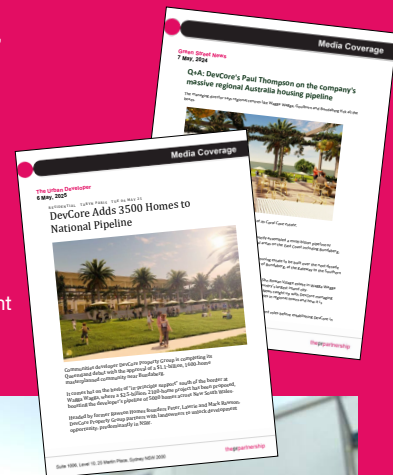
In the last quarter, we snapped up another new developer client, DevCore Property Group, which works closely with landowners to unlock development opportunities across regional Australia. We were tasked with amplifying DevCore's planning approvals for two of its latest regional masterplans - Coral Cove Ocean Estate in QLD's Wide Bay-Burnett region, and Rowan Village in the NSW Riverina region.

The two projects have a combined value of \$3.6 billion and will collectively deliver over 3,500 dwellings, including seniors' living, retail village centres and abundant outdoor space. Coral Cove Ocean Estate also boasts access to an 18-hole championship golf course, while Rowan Village includes provisions for a new school near Wagga Wagga Town Centre.

Deploying a strategic combined media approach, theprpartnership generated exposure in property, construction, regional and national news titles - including The Urban Developer, Green Street News, Homeself, Australian Development Review, Business News Australia, and more.

DevCore's growing project pipeline also piqued the interest of new property title Green Street News, with theprpartnership facilitating an exclusive interview with DevCore's Managing Director, resulting in a further profile piece.

What worked? DevCore has flown under the radar until now, so media were keen to learn of its innovative approach to solving regional Australia's housing crisis. Highlighting DevCore's impressive portfolio of greenfield developments underscored media attention, with these latest estates bringing its national project pipeline to a whopping 5,000 homes.



DID YOU KNOW?

The two sources journalists trust the most are their professional contacts, and press releases - reflecting PR practitioners' crucial role in shaping the news.

Source: Medianet's 2025 Australian Media Landscape Report

