



theprpartnership

TV CREWS TURN OUT FOR HOBART'S NEWEST RETAIL HUB

Tipalea Partners' new \$60 million Spring Farm Village shopping centre in Kingston has officially opened its doors. The 7,500-square-metre hub is home to Coles, Chemist Warehouse and Royal Automobile Club of Tasmania (RACT). It also features cult-favourite Tassie foodies Smashboy Burgers, Hansel & Gretel bakery and Happy Larry Deli.

Collaborating with the centre's top retailers, we coordinated several behind-the-scenes



previews inside the new shopping centre ahead of its opening.

Our first 'sneak peek' took Tassie news and TV crews BTS as construction neared completion. This timely tour also created hype for the upcoming Jobs Fair, which drew 500+ local jobseekers. We secured a prime-time segment on 7News, reaching 100,000+ viewers statewide. Coverage was also generated in The Mercury, Pulse Tasmania and the Kingborough Chronicle - and Tipalea CEO Scott Spanton was interviewed by ABC Radio and Triple M Hobart.

Our strategic second preview took place just days before Spring Farm Village's soft opening. This gave media a first glimpse into the retailers' completed fit-outs and secured another prime-time feature on 7News, plus coverage across Pulse Tasmania, The Mercury, Kingborough Chronicle – alongside another interview with ABC Radio.

A well-timed text from the CEO one Saturday morning showing the locals lining up for their favourite new food offerings had us jump into action once more. 7News were quick to come and see what the buzz was about, resulting in a third spot on the 6pm news.

What worked? Our strong Tassie media connections helped us secure three TV news segments, major newspaper articles and radio interviews. Collaborating with the centre's high-profile national retailers strengthened the campaign's news value and amplified public awareness ahead of Spring Farm Village's Jobs Fair and opening.

Welcome to theprpartnership's quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. From prime-time TV news in Tassie to national finance media exposure for industry-leading research, we've been helping clients celebrate milestones and shape conversations.

Read how a well-timed Saturday morning text from the CEO led to a TV news story, as Tipalea Partners officially opened its latest shopping centre in Hobart with stellar media results. theprpartnership coordinated several exclusive 'sneak peeks' for VIP media, taking them inside the new hub ahead of its opening - securing multiple prime TV news slots, major newspaper coverage and radio interviews.

Multiplex celebrated the Topping Out of Royal Far West's Aurora apartments in Manly, part of a waterfront mixed-use precinct supporting health services for country kids. The project's impressive construction statistics attracted interest from industry media, resulting in coverage across leading trade titles.

Meanwhile, Billbergia marked the 10th anniversary of the iconic Bennelong Bridge – the first privately funded bridge in NSW and the first to exclude private vehicles. We helped build awareness for the milestone with an online thought leadership piece and targeted media relations strategy.

We also worked with Stamford Capital to publicise its 2026 Debt Capital Markets Survey Report - the 10th in the financial powerhouse's annual series. Nine years later, media are still keen to explore and unpack the results of this leading barometer of market sentiment.

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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MEDIA MOMENTUM FOR MULTIPLEX'S MANLY MILESTONE

Long-time client Multiplex has reached a major milestone at Royal Far West's Aurora residential development in Manly – Topping Out the luxury apartments as part of the broader mixed-use RFW Neighbourhood precinct. Once complete, the sale proceeds of these waterfront homes will support RFW's paediatric and allied health programs for rural and remote children.

The project overcame several engineering challenges to get to its tallest point. To construct a hydrostatic basement, Multiplex removed a whopping 369 Olympic swimming pools worth of water from the high-water-table site and placed more than 13,000 cubic metres of concrete. We announced the milestone to key property and construction trade media - earning a splash of coverage in Inside Construction, The ASEAN Developer, Property Australia, Build Australia and more.

What worked? The inclusion of fascinating construction statistics piqued media's interest, alongside strong photography from the event. The delivery of homes for a leading non-profit differentiated the project from a typical residential development.



FROM IRAN TO AI: STAMFORD'S NEW SURVEY SPARKS MEDIA SPOTLIGHT

The Iran conflict is driving global economic uncertainty, but it's not slowing commercial property lenders down, according to long-time client Stamford Capital.

The leading brokerage recently released the results of its 2026 Debt Capital Markets Survey - marking our 10th year publicising the Survey's findings.

This year's dataset is the first to measure the war's impact on Australian commercial lending. Its most newsworthy insights included a near record-high appetite to lend despite the conflict, banks' return

to construction finance, and presale thresholds reaching their lowest level since 2018.

We elevated these findings to craft a compelling media narrative, supported by additional insights around ASIC's scrutiny of private credit, adoption of AI by lenders, and property sector predictions for the next 12 months.

An exclusive with The Urban Developer put these findings in front of the industry, with further coverage in Green Street News, Financial Standard, Mortgage Professional Australia, Broker Daily, and more.

What worked? This year's Survey tapped directly into one of the biggest events impacting global financial markets – offering perspectives and original data unique to Australia's commercial property lenders. This was strengthened by additional insights on other topical issues, including the housing crisis, AI and the growing focus on private credit - creating multiple angles for property, finance and business media.

PUTTING BENNELONG BRIDGE BACK IN THE HEADLINES



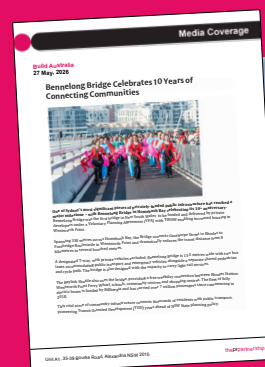
Prolific developer Billbergia has marked a major milestone, with the iconic Bennelong Bridge at Wentworth Point celebrating its 10th anniversary. Completed in 2016, it is NSW's first privately funded public transport bridge, delivered to Government under a Voluntary Planning Agreement (VPA).

Bennelong Bridge reduces the distance between Rhodes and Wentworth Point from eight kilometres to just 330 metres. It is used exclusively by pedestrians, cyclists, emergency vehicles and public transport - including the free Billbergia-funded Baylink Shuttle.

We worked with Billbergia Development Director Rick Graf to pen a thought leadership piece for the developer's website and social media platforms. This insightful piece explored the role of public-private collaboration in delivering city-shaping infrastructure, the value of VPAs in unlocking community amenity alongside density, and the importance of infrastructure in placemaking and civic identity.

A targeted media relations campaign further elevated the milestone with coverage across business and property publications, including Build Australia and The Australian Business Journal.

What worked? The bridge's unique status as NSW's first privately funded bridge provided a compelling hook for our media and social materials. High-quality imagery and video content showcasing the bridge, Billbergia team and opening ceremony brought the story to life.



DID YOU KNOW?

Most news may be digital these days, but print magazines aren't dead! 10.8 million Australians aged 14+ still read them regularly.

((Source: Roy Morgan, May 2026))

