

theprpartnership

BRINGING BACK THE GREAT AUSTRALIAN DREAM



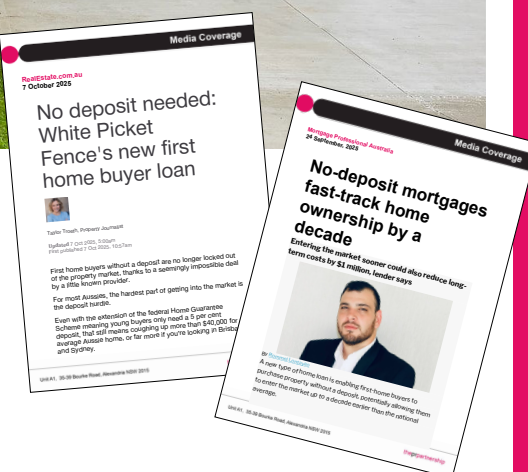
theprpartnership recently welcomed two new clients – White Picket Fence and its finance subsidiary, Empower Money.

Established in 2018 to make homeownership achievable for everyday Australians, WPF offers a turn-key solution for homebuyers. Through an integrated group of companies, it combines finance, property support, legal and homebuilding services to bring 'the great Australian dream' back within reach.

Meanwhile, Empower Money provides innovative 105% home loans that allow buyers to step into ownership sooner, without a deposit.

Tasked with boosting WPF and Empower Money's brand profiles, we embarked on a campaign strategically combining media relations with social media activity.

Promoting Empower Money's 105% loan product 'PowerUp Elite' with a case study, we secured coverage in key finance targets like Mortgage Professional Australia and Broker Daily.



Building on this momentum, we announced WPF's expansion into Queensland, securing an exclusive national story in RealEstate.com.au and News.com.au that reached 20 million readers. These results were bolstered with additional coverage in titles like The Real Estate Conversation and The Australian Business Journal.

What worked? Leveraging media interest in new and innovative pathways to home ownership to overcome challenges in the housing market.

Welcome to theprpartnership's quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. We've had an action-packed quarter generating publicity for our long-term clients - and onboarding new ones.

theprpartnership recently kicked off activity for new clients White Picket Fence and Empower Money. Together, these companies are unlocking new pathways to homeownership. By first profiling Empower Money's game-changing 105% home loan, we set the scene for an exclusive national story for White Picket Fence in RealEstate.com.au and News.com.au. This unlocked an audience of 20,000,000+ readers.

It was a great few months for theprpartnership clients with prime-time TV news coverage. We secured 7News segments for Billbergia's new Rhodes Recreation Centre and Ellipse Property's East + Cowper project in Granville, reaching 4 million+ viewers.

Meanwhile, Multiplex completed the terminal at Sydney's first new airport in 100 years - the \$5.3 billion Western Sydney International Airport. Collaborating with WSI's communications team, we announced this milestone and secured an exclusive industry webinar.

theprpartnership also leveraged media interest in development obstacles to publicise an insightful opinion piece by Ellipse Property's Head of Development. The piece unpacked issues around development feasibilities and planning processes - earning coverage in The Urban Developer, Green Street News and more.

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.

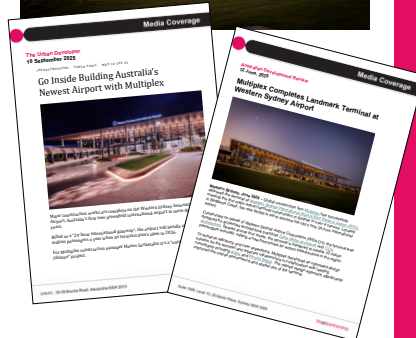
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NEW AIRPORT TERMINAL IS UP AND AWAY

Long-standing client Multiplex has completed the terminal at the \$5.3 billion Western Sydney International Airport (WSI). WSI represents the first airport in Sydney in 100 years and is also Australia's first 24/7 airfield - designed to service 10 million travellers per year.

Leveraging our long-standing relationships with property and construction media, we collaborated with Multiplex and WSI's communications team to generate targeted coverage for the terminal's completion - timed to coincide with WSI's terminal unveiling event. We also coordinated an exclusive webinar on WSI's terminal construction with The Urban Developer.

Our approach resulted in a splash of stories across key industry titles, including Green Street News Australia, World Construction Network, Build Australia, Inside Construction, The Urban Developer and more.



What worked? Media were very interested in this high-profile project, given the rarity of new airport builds. This was strengthened by highlighting innovative methodologies used during the build, alongside key design aspects like the terminal's baggage system, feature ceiling and roof.

ELLIPSE WEIGHS IN ON INDUSTRY CHALLENGES

Appetite for thought leadership pieces has been increasing across the media landscape. We recently saw this as an opportunity to boost the industry profile of our developer client, Ellipse Property.

theprpartnership collaborated with Ellipse's Head of Development, Nigel Farquhar, to pen an insightful opinion piece on the increase of private credit in residential development and the rise of the builder-developer model. It also unpacked the skewing of development feasibilities in favour of Baby Boomer buyers and the pitfalls of current planning pathways.

We successfully pitched this thought leadership piece to key industry media. The Urban Developer interviewed Nigel in an exclusive article about iCIRT's impact on residential development funding. Green Street News Australia and Real Estate Business also published Nigel's insights - with further coverage secured across business and property titles.



What worked? A fresh and topical perspective on the biggest issues facing developers today had broad appeal across property and finance media.

COMMUNITY FACILITIES AND FIRST HOMES: ELEVATING PROPERTY TO PRIME-TIME

theprpartnership took our clients from the property pages to prime-time TV this quarter, unlocking access to millions of viewers.

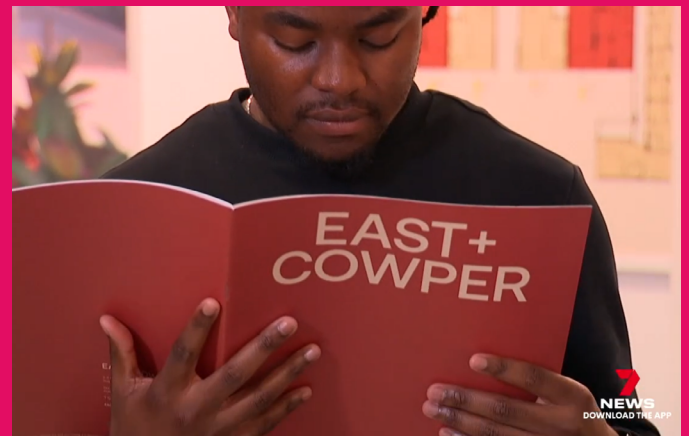
We were tasked with highlighting Billbergia's placemaking credentials, including Rhodes Recreation Centre - a landmark social infrastructure project and part of its Rhodes Central Masterplan. We quickly got to work on an exclusive pitch to 7News Sydney.

Our successful pitch resulted in filming and organising a range of interviews with Billbergia, City of Canada Bay Council and an apartment buyer - culminating in coverage on the 6pm news bulletin.

Next, we put the spotlight on Ellipse Property's East + Cowper project in Granville. Focusing on its affordability and armed with a 22-year-old first homebuyer as a case study, we were able to get the attention of 7News once again. We coordinated a shoot and interviews, with the news story generating over 100 enquiries and four sales.

The two campaigns unlocked access to a combined audience of 4 million+ viewers.

What worked? Strong, relevant and topical media hooks got the attention of 7News Sydney, and our ability to package interview opportunities sealed the deal.



DID YOU KNOW?

Seven is Australia's #1 most-watched TV network nationally - reaching 17.2 million Australians every month.

