

thepartnership

welcome

Welcome to the *thepartnership's* quarterly electronic newsletter, our way of keeping in contact with you and showcasing some of our recent activities.

In this issue we profile the completion of Australia's largest single-tenant campus the Rice Daubney designed Optus HQ at North Ryde, the Australian launch of global property exhibition and conference MIPIM Asia and the new hospital to be developed at Mulpha FKP's Norwest Business Park.

We hope you find the stories in this issue interesting and always welcome any feedback you may have.

If you no longer wish to receive our newsletter, please reply email to karen@partnership.com.au



WiredBuilding

The new Optus headquarters in North Ryde is the largest single-tenant campus in Australia, with 200,000 sq m of office space and 40,000 sq m of retail and food outlets. It will house 10,000 employees and 1,000 jobs. The building is a prime example of sustainable design, with a 4½ star SEDA rating. It features a central water feature, outdoor amphitheatre, sports court and several water features. The building is a prime example of sustainable design, with a 4½ star SEDA rating. It features a central water feature, outdoor amphitheatre, sports court and several water features.

Optus Makes a Move to New HQ

With Optus about to move into its brand new corporate headquarters in North Ryde, *thepartnership* conducted a media campaign on behalf of client Rice Daubney to promote the design features of the building within the architectural and construction trade press.

The new Optus headquarters is the largest single-tenant campus style workplace in Australia.

With a 4½ star SEDA rating, it incorporates various environmentally sustainable design elements and includes retail and food outlets, a childcare centre, outdoor amphitheatre, sports court and several water features.

The media campaign included drafting a project fact sheet highlighting key design features of the building, arranging building tours and interviews with Rice Daubney for key journalists, and negotiating with target media to place stories.

thepartnership successfully generated coverage within a range of media titles including *Indesign* magazine, *Building Product News*, *National Building News* and *Trends* magazine.

International Trade Show Launched

Plenty of interest in Asia exhibition

In light of the growth of private equity cash flowing into the market, Australian property agents and investment managers are scrambling to get a spot at the MIPIM Asia, an annual international property exhibition being held in Hong Kong in November. More than 3000 people are expected to attend the exhibition, an increase of almost 50 per cent on the inaugural 2006 MIPIM Asia.

Asian expo

The property exhibition MIPIM Asia will be held in Hong Kong from November 28 to 30. The event is in its

This quarter, **theprpartnership** was appointed to conduct a media campaign to promote MIPIM Asia, an annual international property exhibition being held in Hong Kong in November.

MIPIM Asia is organised by Reed MIDEM, who have hosted the high-profile annual exhibition in Cannes, France for the past 17 years. The Asian conference is expected to be attended by more than 3,000 people, an increase of almost 50 per cent on the inaugural 2006 MIPIM Asia.

theprpartnership was responsible for drafting media materials to promote MIPIM Asia as well as arranging interviews with MIPIM spokespeople and key property journalists.

Coverage for MIPIM was secured within *The Australian Financial Review*, *The Sydney Morning Herald* and *Business Review Weekly* with additional stories to be generated as more exhibitors sign up.

Land Sale Delivers New Hospital for Norwest Business Park

Mulpha FKP, joint owners of the \$2.5 billion Norwest Business Park, recently announced the sale of 2.4 hectares of land to Healthscope and Caversham Property for construction of a 169 bed private hospital and specialty medical centre. The \$16.55 million sale represented a record price of \$700 per square metre for land at Norwest Business Park.

The hospital and medical centre site is part of the 30 hectare Norbrik Precinct, one of the last substantial parcels of land for sale in Norwest Business Park.

theprpartnership was responsible for managing the announcement of the major acquisition to media.

Coverage was secured within *The Australian Financial Review*, *The Hills Shire Times* and *The Hills News*.



Marketing Tip: Mid Year Marketing

As we enter the new Financial Year now is a great time to start planning corporate activities for the festive season.



It seems early but more than half of 2007 has already passed and most Christmas plans will need to be locked in prior to September with city venues booking out quickly.

You might want to consider:

- Selecting a venue for staff and client Christmas parties.
- Planning exclusive Christmas functions for your VIP client base.
- Sourcing branded promotional premiums to be issued to clients as corporate Christmas gifts.
- Ordering Christmas cards from specialist charity groups.