

# theprpartnership

welcome

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

The last quarter has been a busy one for **theprpartnership** managing several Christmas events and media announcements for Sovereign Hills – a \$1 billion master-planned community in Port Macquarie.

We also announced several site acquisitions for developer Capital Globe and the latest property sentiment survey results from national mortgage broker, Smartline.

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@prpartnership.com.au](mailto:karen@prpartnership.com.au)



## Eventful Festive Season in Port Macquarie

Activity ramped up in the last quarter of 2007 for The Lewis Land Group's \$1 billion master planned community Sovereign Hills, with several major commitments made to the project and on-site stakeholder events hosted to celebrate Christmas.

**theprpartnership** announced the commitment of leading aged care provider RSL Care and retailer Woolworths to Sovereign Hills – resulting in media coverage across a range of property and specialty targets including *The Australian Financial Review*, *Inside Retailing*, *Property Australia*, *Australian Ageing Agenda* and *The Port News*.

A series of on-site events managed by **theprpartnership** were held to celebrate Christmas and communicate the latest news about Sovereign Hills. These included a cocktail evening event and a breakfast briefing event.

The draft LEP for Sovereign Hills is currently being exhibited in Port Macquarie and 2008 is set to be a busy year for the project.

## Survey Reveals Investors Cautiously Optimistic for First Time in 4 Years

While investors remain cautious about residential property investment, overwhelming expectations of an upward swing in housing values for the first time in four years could see a turn-around in property prices in 2008, according to mortgage broking franchise Smartline's latest national Property Sentiment Survey. Smartline's annual survey canvasses the opinions of its 23,000 strong database and commenced in 2004.

For the first time, the Survey revealed investors are largely confident that residential property prices will increase in their states over the next 12 months. 69 per cent believe prices will increase, with 26 per cent expecting prices to remain steady and just 5 per cent anticipating a decline.

However despite being optimistic about property prices, the majority of investors remain cautious about investing in residential property in 2008 with just 34 per cent of respondents planning to invest in the sector this year.

theprpartnership managed the announcement of the Survey results to the media in January, 2008 with initial results including stories within *The Australian Financial Review* and the *Gold Coast Bulletin*. Further stories are slated to appear in magazines over the next six weeks.



## Capital Globe Gets Acquisitive

Developer Capital Globe finished 2007 on an acquisitive note, snapping up an exclusive residential development site in Wolseley Road, Point Piper for \$14.35 million – representing its third site purchased for redevelopment in the Eastern Suburbs over the last 12 months and bringing its development pipeline to \$200 million.

theprpartnership managed the announcement of Capital Globe's acquisitions, strategically timed around the company's Sydney office launch event. Shortly after, Capital Globe's Cairns office tower project received DA approval and this was also announced to the press by theprpartnership.

Stories were generated across a wide range of media targets including *The Australian Financial Review*, *The Wentworth Courier*, *Property Review Weekly*, *Property Australia* and *The Cairns Post*.



## Charity Gears up for 10th Annual Yachting Regatta

Some 2,000 property industry players are preparing to take part in the Property Industry Foundation (PIF) Annual Charity Yachting Regatta on Friday 14 March 2008 at Middle Harbour Yacht Club, Mosman.

This year's competition marks the 10th year for this renowned industry race and 130 yachts are expected in the fleet – making it one of the largest regattas in the Southern Hemisphere.

Last year, 130 yachts raced and a net total of \$420,000 was raised for children's charities.

PIF's Annual Charity Yachting Regatta is staffed by some 50 volunteers from the property and construction industry who donate their time to manage a range of tasks from event planning to selling raffle tickets and cleaning up after the event.