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thepartner

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## Design Media Take Shine to New Town Centre

thepartner managed design media tours of the recently opened Rouse Hill Town Centre on behalf of the architectural design directorate Allen Jack+Cottier, Group GSA and Rice Daubney.

Rouse Hill Town Centre features approximately 65,000 square metres of retail, entertainment and dining space. The retail component has more than 200 specialty stores over 22,000 square metres.

The town centre has an array of restaurants, cafés and business and medical services.

Rouse Hill Town Centre has been designed to best practice environmental standards seeking to create a sustainable and healthy community.

Design innovations of Rouse Hill Town Centre mean the centre is targeting to use 40 per cent less energy and 60 per cent less water than the average retail centre in New South Wales.

Our role involved drafting and preparing media packs and liaising with architectural design media to tour the new \$470 million town centre.

Representatives from key architectural and design media including *Architecture Australia*, *Artichoke* and *Indesign* attended the media tour with stories scheduled to appear over the next few months.

**Welcome**  
to thepartner's  
**quarterly electronic  
newsletter, our way  
of keeping in contact  
with you and show-  
casing some of our  
recent activities.**

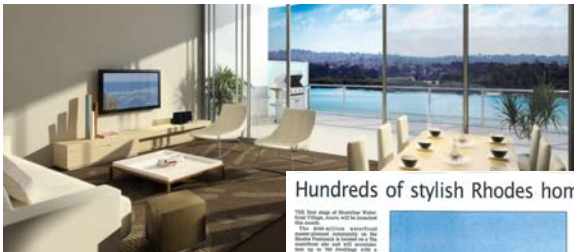
The first quarter of 2008 has been a busy one for thepartner with the team managing the media launch of a new residential project on the Rhodes peninsular, the announcement of plans to develop a world-class \$350 million mixed-use lifestyle development in Double Bay and co-ordinating design media tours of the recently opened \$470 million Rouse Hill Town Centre.

In other news thepartner team has grown with the appointment of Alisha Allen and we have launched a new website at [www.ppartnership.com.au](http://www.ppartnership.com.au)

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

## Blue Skies for Rhodes



Hundreds of stylish Rhodes home



Azure Terraces 3.05, Nina Grey Ave, Rhodes  
 3 3.5 2  
 Price: \$1.45 million  
 Agent: Shoreline Waterfront Village Sales & Information Suite, (02) 9743 6830  
 DUE for completion late next year, this is Azure's first stage. The three-level terrace has three bedrooms and site

theprpartnership was recently appointed to manage a public relations campaign to promote Azure – the first stage of a new \$500 million waterfront master-planned community on the Rhodes peninsular, Shoreline Waterfront Village.

Shoreline Waterfront Village is being developed by joint venture partners Brookfield Multiplex and Trafalgar Corporate.

Designed by SJB, Azure will consist of 141 apartments and terraces over four buildings, including one, two and three-bedroom apartments and a selection of three-level, three-bedroom terraces.

As part of the campaign, theprpartnership has developed several story angles to generate coverage for Azure in a range of media targets and it also assisting with sponsorship and other marketing initiatives.

To date, coverage has been secured in *The Australian Financial Review*, *The Sydney Morning Herald – Domain*, *The Sunday Telegraph*, *The Northern Districts Times*, *Inner-West Weekly* and *Highlight Property Weekly* – with additional stories to be placed over the course of the campaign.

## World-class Development Planned for Double Bay



Developer and fund manager Ashington has announced it has secured the right to redevelop the Stamford Plaza hotel in Double Bay into a \$350 million world class mixed-use lifestyle development.

The redevelopment will re-position Double Bay as the premier boutique retail and lifestyle destination in Sydney's Eastern Suburbs by offering luxury residential, hotel and retail space and creating a pedestrian-friendly experience.

Ashington has commenced a community consultation program to achieve the right mix for the redevelopment. The Stamford Plaza will continue to trade as usual until March, 2009.

theprpartnership was responsible for announcing the redevelopment to the media and securing coverage in the *Australian Financial Review* and key local media.

## Team Grows with Appointment of Alisha Allen



Alisha Allen recently joined theprpartnership team. Alisha has some seven years experience spanning roles in both public relations and within the media.

Her years working in radio broadcasting combine with her public relations credentials and experience to underpin Alisha's strength in media relations.

Alisha has a comprehensive understanding of property market fundamentals resulting from various communications roles within the Ray White Group.