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Newsletter • Issue 18, July 2008



Apartment record smashed in 'new Soho' Potts Point penthouse \$20m sale is a record

POTTS POINT has prised the Australian record apartment mantle from Melbourne following a \$20 million penthouse sale. An undisclosed "prominent Sydney businessman" bought the apartment off-the-plan after City of Sydney Council approved the Harbour and Opera House, the two-level penthouse will have 530 square metres of internal space and 115 square metres of balcony space. The Wylde Street sale trumps an \$18.2 million off-the-plan penthouse sale in East Melbourne and the \$16.8 million Sydney record sale in Macquarie

chaired by the mortgage broker Mark Bouris, bought the development site for \$15.5 million last year, indicating it viewed Potts Point as one of the true urban villages of Sydney. "The sale was a sign that buyers will act quickly for distinctive apartment product," Ashington's director, Craig Minahan, said yesterday.

curved glazing and copper roofing within the neighbouring 1930s heritage-listed Wydefel Gardens residential complex. The nine apartments will have interiors by the fashion designer Alex Perry. "Ten Wylde Street is the latest of the prestige high-rise apartment blocks to have dotted the Potts Point skyline since

Ashington will finish the existing building that opened in 1988. The six-storey glass set on an elevated tip of the peninsula Garden Island, is completed late last year. Ashinon had in

Welcome to **theprpartnership'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 topping out event of Brookfield Multiplex's final building at King Street Wharf, One Shelley Street. We also showcase Ashington's luxury penthouse apartment at Kings Cross and report on the record \$20 million sale at its yet to be released 10 Wylde Street development.

We also introduce a new member of our team, Kate Bailey.

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 email karen@prpartnership.com.au

'Wylde' Record Set For Potts Point Apartment

A new record has been set for Australian apartment prices with the sale of a 531 square metre apartment within developer and fund manager Ashington's 10 Wylde Street development at Potts Point.

The apartment sold off-the-plan to a prominent Sydney based businessman for \$20 million prior to the launch of the project.

10 Wylde Street is located on the site of the former Oakford Serviced Apartments and is expected to be released to the market for sale in August.

The development comprises ten luxury apartments and has been designed by architectural firm Tzannes Associates with interiors by fashion designer Alex Perry.

theprpartnership managed the announcement of the sale to media which generated strong interest from national and metropolitan press.

Media coverage was secured in *The Sun Herald – Domain*, *The Age*, *The Daily Telegraph*, *The Sydney Morning Herald*, *The Australian* and *The Australian Financial Review*.

The PR Partnership 'Fast Starts' TDA's Profile

theprpartnership was recently retained by BRW Fast Starter company, TDA Interiors to manage the group's public relations activity.

TDA Interiors specialises in commercial fit-outs with high-profile clients including Flight Centre, Optus and Yahoo!

The company was launched just three years ago and been ranked 6th in *BRW* magazine's 100 Fast Starter's List.

theprpartnership is implementing a strategic media relations campaign to increase the profile of TDA Interiors within the property media.



Luxury Penthouse Launched at CROSS+



Developer and fund manager Ashington has launched an exclusive multi-million dollar penthouse apartment within its \$60 million CROSS+ development to the market for sale. The apartment is expected to fetch \$7 million.

Located next to the famous Coca-Cola sign in Kings Cross, the one-of-a-kind penthouse spans the top floor of CROSS+ with 270 degree views across Sydney Harbour and the CBD.

The 336 square metre apartment is designed by Burley Katon Halliday and comprises three bedrooms, three bathrooms and a three space lock-up garage.

theprpartnership managed a media relations campaign to support sales and marketing activity for the penthouse which included strategic media relations, drafting media materials and conducting tours for key journalists.

Results included a front cover story in *The Sydney Morning Herald – Domain East* with additional publicity appearing in *The Sydney Morning Herald – Domain*, *The Weekend Australian*, *The Wentworth Courier* and *The Sun-Herald – Domain*. Additional stories are scheduled to appear in design magazines over the next few months.

One Shelley Street Crowned a Success

theprpartnership recently managed a 'Topping Out' event for One Shelley Street to mark the completion of the outer shell of the building, on behalf of developer Brookfield Multiplex. theprpartnership team coordinated catering, event hire, and also drafted speaker notes and media materials.

The event was a success with approximately 50 guests from key stakeholder companies including architect fitzpatrick+partners, financier Royal Bank of Scotland and future tenant Macquarie Group.

The landmark One Shelley Street building is the final piece of Brookfield Multiplex's billion dollar King Street Wharf development, which has become one of Sydney's most popular waterfront precincts over the past nine years.

Designed to establish new benchmarks in environmental sustainability and workplace functionality, the building encompasses 33,000 square metres across 11 storeys and will accommodate approximately 3,000 employees from Macquarie Group, which has a long term lease on the building.

Media coverage for the event was generated in *The Sydney Morning Herald* and *The Australian*, with additional coverage expected in building and construction magazines over the next few months.



Kate Bailey Joins The PR Partnership.



Kate Bailey recently joined theprpartnership team as an intern.

Currently completing her final year of study for a Bachelor of Communications degree at the University of Western Sydney, Kate has held previous roles in assistant journalism and marketing whilst studying.

She has also worked part-time in a real estate agency, giving her some knowledge of the mechanics of the property market.