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theprpartnership

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High Rising Success for Top Ryde City Apartments

theprpartnership managed the PR launch of Top Ryde City Apartments in October, 2009 on behalf of Defined Developments. The campaign not only resulted in extensive media coverage both nationally and in local and metropolitan media, but also helped achieve exceptional sales results.

122 of the 183 apartments sold within Stage One of the project, just two weeks after it was officially launched to the public.

The significant sales result reflected strong market demand for high quality residential apartments in the Central North. It attracted interest from a variety of buyers including young professionals, empty-nesters wanting to downsize, first-home buyers looking to take advantage of the first-home owners grant and investors seeking to capitalise on forecast growth of Ryde.

theprpartnership achieved coverage on the front cover of *The Sydney Morning Herald's Domain* section, in addition to exposure in *Property Australia* and *The Sunday Telegraph*. Coverage was also attained in several local publications, including the *Northern District Times*, as well as ethnic media.



In Top Ryde City, life will be all about the urban village

Welcome to theprpartnership's quarterly electronic newsletter, our way of keeping in contact with you and showcasing some of our recent activities. We hope that you had an enjoyable Christmas break and wish you every success for the year ahead.

The PR Partnership had a busy end to 2009. In this issue we profile our involvement in the media launch for Top Ryde City Apartments and its sales success. We report on the Management Buy-out of Gleeds Australia and subsequent re-brand to Lucrum Consulting which has garnered coverage in both the Australian and UK media. We also outline the launch of Impact Group's new Disabled Access Consultancy.

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

Rebranding to Lucrum

theprpartnership recently handled the media announcement of the management buy-out of Gleeds Australia. The company has subsequently re-branded as Lucrum Consulting.

Lucrum is derived from Latin and represents profit and advantage.

Lucrum Consulting currently possesses a project portfolio of approximately \$2 billion across the residential, commercial, leisure, health and government sectors and has an active stable of clients in Australia, China and Vietnam.

theprpartnership has been instrumental in announcing the management buy-out and company rebrand, achieving online globalised coverage within the construction industry media as well as Australian coverage in publications such as *The Sydney Morning Herald* and *Property Australia*.

Gleeds management takeover

Gleeds team in buy-out

The Australian management team of Gleeds has been bought and quantity parent for an... Under its new name, Lucrum Consulting, David Kelly will remain as managing director and Andrew Lowther, promoted to director, will continue to run the Brisbane office. The Brisbane office will remain as managing director and Andrew Lowther has been promoted to director and will head the Brisbane office.

Impacting on the Disabled Market

Professional project management company, Impact Group has launched its specialist disabled access arm, Impact Access Consultancy. It was developed in direct response to market demand for specialist accessibility consultancy services to help design consultants, building owners and project managers comply with disabled access building codes.

theprpartnership managed the media launch of the new division, with media coverage secured on BPN online and further stories expected to appear in the upcoming issues of *FM Magazine* and *National Building News*.



PR Partnership Makes The List

theprpartnership achieved a notable mention on *Business Review Weekly's* 2010 Emerging Companies list.

The list, featured in the December-January edition, serves to highlight important, up and coming Public Relations companies across Australia.

Sailing the High Seas of Success

The Property Industry Foundation (PIF) is currently taking registrations for its 2010 Annual Charity Yachting Regatta, which will be held on Friday 26 March at Middle Harbour Yacht Club.

It is not only one of the biggest events on the property industry calendar, but also one of Australia's largest regattas, featuring over 80 yachts and more than 1,300 property industry crew.

The PIF Regatta is celebrating its 12th anniversary and is expected to raise more than \$200,000 net for the foundation's current charity projects including Barnardos, Sir David Martin Foundation and Salvation Army - Oasis.

The event provides a great opportunity to develop team spirit amongst corporate teams, whilst supporting an important charity cause. For further information and registration please visit www.pif.com.au.

