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'Wylde' Record Set For Potts Point Apartment

As mentioned in our last newsletter Ten Wylde Street set a new record in the Australian property market with a \$20 million apartment sold to a prominent Sydney businessman before the launch of the project.

The luxurious residential development was officially launched to the market for sale in July by developer and fund manager, Ashington.

The \$70 million development features a total of 10 over-sized apartments each with a northerly aspect and dramatic 270 degree views to the north, east and west taking in Rushcutters Bay, The Sydney Opera House, Sydney Harbour, The Harbour Bridge and the city skyline.

Prominent fashion designer Alex Perry has created opulent interiors at Ten Wylde Street with a rich combination of texture and colour and a focus on exceptional quality materials and finishes.

Well known architecture firm Tzannes Associates has created a design that provides maximum flexibility to owners while also taking advantage of the site's supreme location.

theprpartnership managed the launch including coordinating media briefings, organising media packs and distributing press kits. The launch generated strong interest from both the media and potential buyers.

Extensive media coverage was secured including a front page story in *The Sydney Morning Herald* and *Sun Herald Domain*, as well as articles in *The Sydney Morning Herald*, *The Australian Financial Review*, *The Australian Business Review Weekly*, *The West Australian*, *The Daily Telegraph*, *www.indesignlive.com.au*, *POL Oxygen*, *Property Review Weekly*, *Vogue Living*, *Monument Magazine*, *The Wentworth Courier*, and *Australian National Construction Review*. More coverage is scheduled to appear in lifestyle, architecture and design magazines over the next few months.



GOODBYE BOHEMIA
 There are plenty of \$20 million flats in a nearby apartment block in Sydney's inner city, but one is different. It's the most expensive apartment in the city, and it's the most expensive apartment in the city, and it's the most expensive apartment in the city.



You can bet on it
 Noted real estate agent Bob Bland has entered as the \$20 million plus buyer of an apartment on the Elizabeth Bay waterfront. It is in the lower-rise Ripley Kate Hillier-designed block on Hillier Avenue, which has consistently set record prices. The block's previous most recent sale was the \$14 million penthouse, which sold through Potts Point in 2006. Bland's new purchase has reached for \$5.2 million in

Record breaker: Artist's impression of the penthouse at 10 Wylde Street, Potts Point.



interior space and 135 sq m of the apartment project has been being advertised, with architect Richard Alex Perry. The sale, which was in a year, was negotiated by Richard Hillier's Bay Point agent, Bob Bland. No one's saying anything about the sale, but it's certainly not the only one of its kind in the city.

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 provide an update on the launch of Ashington's luxurious Ten Wylde Street, and also showcase the refurbishment of The Sanctuary on the Central Coast. The Lewis Land Group's \$1 billion Sovereign Hills, development is progressing and we report on the development of its town centre. We also introduce a new member of our team, Marta Wiacek.

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



Town Centre Branches Out

theprpartnership continues to manage media relations for the \$1 billion Sovereign Hills development and its activities within the Port Macquarie community.

The Town Centre of The Lewis Land Group's Sovereign Hills development is taking shape with the planting of more than 400 mature trees, some of which line the almost complete main street.

A scholarship has also recently been awarded to local Port Macquarie student Narelle Claes to help her complete a Bachelor of Nursing studies. The Lewis Land Group is committed to furthering the education in the Port Macquarie area and awards up to two scholarships annually to worthwhile candidates.

Media coverage for both stories was secured in key local media.



THE town centre of the \$1 billion Sovereign Hills development is looking greener following the planting of more than 400 mature trees. The 440 trees, valued at more than \$450,000, were delivered to the site west of Port Macquarie by several semi-trailers. The development's main street will house 58 jacarandas which are more than 5m tall, while 13 Norfolk Island pines will be used for the central median gardens. The pines are designed to link Sovereign Hills with the history and character of Port Macquarie. Sovereign Hills' landscape architects, Arterra Design, combined with Trees Impact from the Central Coast to grow the trees years to specified standards. Arterra Design Smart said the trees

Expertly positioned: A tree is moved from a truck to be planted at the Sovereign Hills development.

enough to withstand the conditions of an active construction site. "It is hoped the trees will grow, as the town centre does, to provide a beautiful and pleasant place to live, work and play," Mr Smart said.

New suburb branches out



Entire suburb behind Narelle

BACHELOR of Nursing and midwifery student Narelle Claes will be able to complete her degree a little easier. She was awarded a scholarship through the The Lewis Land Group Sovereign Hills Scholarship Program. Ms Claes is in her final semester at the Port Macquarie campus of Newcastle University and is hoping to fulfill her dreams of becoming a registered nurse soon. "I have been working hard to complete this course to become a registered nurse," she said. "Once I graduate, I plan to travel around Australia working in the



Following her nursing dream, Tony Berry from Sovereign Hills with scholarship student Narelle Claes and Nicole Landy from Sovereign Hills.

where 18 weeks' unpaid work would be required. nity to finish my degree stress free," she said. "I'm no longer com- glad to help Ms Claes accomplish her goals. "We want to make

Sanctuary Living

theprpartnership also managed the release of the refurbished apartments at The Sanctuary, Rumbalara on the Central Coast.

A new sales campaign has commenced at The Sanctuary following the multi-million dollar rejuvenation and new release of the apartments at below-replacement prices.

theprpartnership has conducted an extensive media campaign drawing attention to The Sanctuary by drafting press releases, investor profiles and apartment profiles.

Media coverage has been secured in *The Sunday Telegraph*, *The Sydney Morning Herald - Domain* and *The Central Coast Express Advocate*, with additional coverage expected over the coming months.



Take Sanctuary

LUXURY living and convenience go hand in hand at The Sanctuary, Rumbalara. The architect-designed complex combines style and sophistication with easy living, with the two and three-bedroom units close to the water, shops, schools and transport.

With a variety of living options, all the units have been beautifully finished with high quality inclusions, including polished timber floors in the penthouses and modern kitchens with stainless steel appliances and larger outdoor balconies in all the units, some with views of Brisbane Water.

Private and quiet, the units are extremely spacious and designed for entertaining, with the lounge rooms opening to the covered balcony which has terrific views.

Prices start at \$240,000 for a two-bedroom unit, from \$300,000 for a three-bedroom and from \$400,000 for a penthouse.

See 10 John Whiteway Drive, Gosford, is open daily from Wednesday to Saturday between 9am and 5pm.

Enquire: Clint Whitley, of Foxwood, on 0411 502 766 or Hamish Johnson on 0411 489 302.



Empty terrific views from The Sanctuary at Gosford.

Marketing Tip: Time to Plan 2009

2009 diaries and calendars are already on sale and this is a sign to turn your attention to the coming year.

Now is the time to start some advance planning and set marketing goals and objectives for 2009 - as well as evaluate marketing initiatives undertaken this year.

Marta Wiacek appointment



Marta was recently welcomed to theprpartnership team.

Originally from Perth, Western Australia, Marta Wiacek has four years experience as a journalist and editor, predominantly covering the real estate and finance sectors.

Having held the role of editor for Australian Property Review and FM Express, Marta went on to cover the financial services industry as a journalist for IFA and web based publication Investor Daily before joining theprpartnership.