



theprpartnership

SYDNEY MEGA-SITE ACQUISITION MEDIA BLITZ



Theprpartnership kicked off 2025 with a blitz of publicity to announce Central Sydney Property's acquisition of one of the biggest and most high-profile development sites in the Sydney CBD.

Joint venture partners Billbergia Group and Metrics Credit Partners snapped up the 6,000sqm site fronting Pitt, Castlereagh and Bathurst Streets. Set to revitalise the Midtown precinct, the amalgamated mega site will be redeveloped into two 80-level mixed-use towers featuring exclusive residences, hotel accommodation, retail and civic space.

We worked with Central Sydney Property to break the news, and our strategic media relations campaign secured extensive media coverage. 30 articles were generated across top-tier news publications including The Australian and The Australian Financial Review, supported by sustained exposure across a range of national news, business and property titles.



What worked? The high-profile nature of the site and its landmark status as one of the largest in Sydney's CBD elevated media interest in the story.

Welcome to theprpartnership's quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. theprpartnership hit the ground running in 2025, with our clients continuing to make waves within the property, construction and finance sectors.

Working with Central Sydney Property, a JV between our client Billbergia and Metrics Credit Partners, we announced its purchase of a major landholding in Sydney's CBD. We generated a sweep of top-tier national coverage for the acquisition across 30 individual articles.

We also publicised the culture shift in men taking leave at Multiplex which, supported by its new gender-neutral parental leave policy, has resulted in a whopping 400% increase in dads taking leave. We secured a full-page story in the Herald Sun's Careers section that was nationally syndicated across News Corp titles - unlocking exposure to some six million readers.

Theprpartnership has been busy working with Savills Australia to amplify its research and transactional activity and boosted exposure for the recent listing of Canberra's iconic Pialligo Estate. Strategic media liaison yielded an exclusive story in the Sydney Morning Herald's brand-new Capital Gains column, supported by a range of trade and local media coverage.

Long-term client Stamford Capital Investments launched its newest fund, Core Partners Fund 4 (CPF4), and is on track to raise \$100 million from investors. Our media approach resulted in an exclusive story in The Australian Financial Review, bolstered by further exposure in key property and finance titles.

We hope you find the stories interesting and always welcome any feedback you may have. If you no longer wish to receive our newsletter, please click the unsubscribe link provided at the bottom of the email.

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RICH-LISTER'S PRIZED VINEYARD HITS THE MARKET

Our client Savills Australia has brought one of Canberra's premier tourism and leisure hotspots to market - the iconic Pialligo Estate. The 12.6-hectare estate features lush vineyards, orchards and olive groves, along with a premier food and beverage offering, and is being sold on behalf of CRC1 - a company owned by AFR Rich-Lister, Tony Denny.

Theprpartnership boosted publicity for the high-profile listing, securing an exclusive story in The Sydney Morning Herald's inaugural Capital Gains column, with the prominent property leading the new section before being syndicated to The Age, Brisbane Times and WAtoday. Strategic media liaison resulted in further exposure in local news and property industry titles, including The Canberra Times, The Hotel Conversation, Australian Property Journal and The Riotact.

What worked? Both Pialligo Estate's impressive tourism offering and its high-profile owner resulted in interest from the media, while the stunning photographic assets further enhanced the story's appeal.



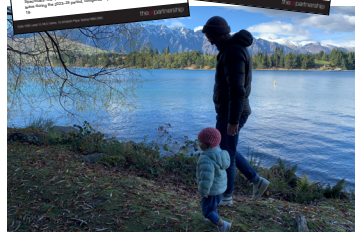
BUILDING PARENTAL EQUALITY IN CONSTRUCTION

We worked with long-term client Multiplex to publicise changing cultural dynamics in the construction sector, with the global contractor reporting a 400% increase in men taking parental leave - thanks in part to its new, gender-neutral leave policy.

This is a game-changer for Dads in construction and we worked with Multiplex to identify a case study to package with statistics to support this growing trend.

As part of our media approach, we secured an exclusive full-page story in the Herald Sun's Careers section that was syndicated across News Corp titles including The Daily Telegraph, The Courier-Mail, The Advertiser, The Mercury and NT News. This blast of coverage was further supported by coverage in a range of specialist property and HR titles including Build Australia and HR Leader.

What worked? The news value of gender-neutral policies and cultural shift with Dads embracing parental leave, supported by statistics. The case study on Daniel Maloney of Multiplex in Victoria added a tangible real-life impact to the story - while targeting News Corp unlocked exposure to a broad audience of more than 6,000,000 readers via syndication.



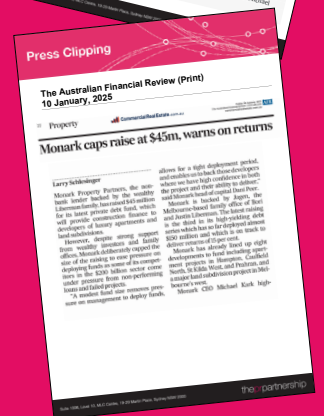
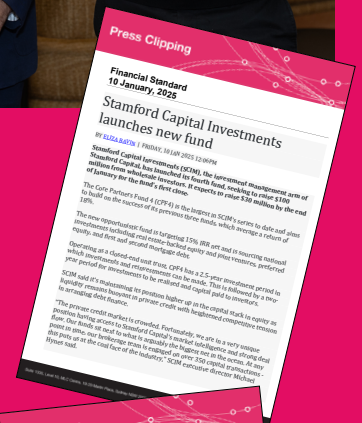
STAMFORD CAPITAL INVESTMENTS LAUNCHES ITS LARGEST FUND YET



Stamford Capital Investments (SCIM), the investment arm of long-standing client Stamford Capital, has launched the fourth fund in its high-performing Core Partners series.

Core Partners Fund 4 - SCIM's largest fund to date - is seeking to raise \$100 million from wholesale investors and targeting 15% IRR net, underpinned by investments in real estate backed equity, joint ventures, preferred equity and first and second mortgage debt. CPF4 will build upon the success of SCIM's previous three funds, which have seen an average return of 18%.

Theprpartnership was tasked with breaking the Fund's launch to media and boosting its exposure to potential investors. We packaged the media information with an exclusive interview opportunity and secured an exclusive story in The Australian Financial Review. Additional media outreach yielded additional exposure in commercial property and finance titles, including Financial Standard and Commo.



What worked? Leveraging media interest in private credit and non-bank real estate lending, supported by topical market commentary from SCIM.

DID YOU KNOW?

The Sydney Morning Herald is the most widely-read print news publication nationally - favoured by one in three Australian news readers.

Source: Roy Morgan

