



theprpartnership

HOME BUYER JOURNEYS MAKE HEADLINES



Media love interesting buyer case studies that illustrate emerging trends. Working with clients Ellipse Property and Billbergia, we pitched two buyers who are living in the same buildings as their adult children, showing a different way for families to downsize. These stories unlocked a combined total readership of 50 million+.

Granger and Judy McGregor futureproofed their family by snapping up two apartments at Ellipse Property's Carrington Place. The downsizers wiped out the need for their kids to secure property amid rising prices. They will live in one apartment, while their adult children will live independently in the other.

This forward-thinking approach caught the attention of news media in our outreach, with the McGregor's story appearing in The Daily Telegraph, News.com.au, RealEstate.com.au and Yahoo News.

We also shone the media spotlight on Rhodes downsizer couple Maria and Albert Mahibar, who sold their mortgage-free home in Caddens to buy in Billbergia's Oasis tower at Rhodes Central. The Mahibars made the switch to high-rise living after being impressed by their daughter's own apartment within the same building.



A successful pitch connected the Mahibars' story to the RBA's interest rate rise, with coverage in The Daily Telegraph, News.com.au and RealEstate.com.au. Additional focused feature stories appeared online in REA as a follow-up, providing more insight into their journey.

What worked? Leveraging real estate and news media interest in these unique family-oriented approaches to downsizing, in the context of topical issues like rising home prices and interest rates.

Welcome to theprpartnership's quarterly e-newsletter, our way of keeping in contact with you and showcasing our recent activities. 2026 is already shaping up to be a big year for PRP!

Case studies remain popular with media, and we've been busy identifying trending demographics and pitching buyer case studies for developer clients. Our successful approach unlocked exposure for Billbergia and Ellipse Property to a combined total of 50 million+ readers - with coverage in The Daily Telegraph, News.com.au, RealEstate.com.au and Yahoo News.

We also generated a blitz of media coverage, including front page and TV news, for the redesign of Tipalea's Stony Rise Village retail centre in Tasmania.

Leading agency Savills released its 'Spotlight on 2026' report, detailing commercial property predictions for the year. We showcased the results in media with targeted coverage in key property, construction and manufacturing titles.

Together with long-time client Multiplex, we also announced the completion of the new Sydney Fish Market. theprpartnership coordinated an exclusive pre-handover sneak peek for The Urban Developer, with Multiplex's snapshot of construction statistics earning further exposure in industry 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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TASSIE NEWS TURNS OUT FOR TIPALEA



Tipalea Partners recently announced the redesign of its \$60 million Stony Rise Village shopping centre in Devonport. We unveiled the new look and 60% pre-leasing success with a strategic media campaign, generating coverage across TV and radio news, print and digital media.

An exclusive story with The Advocate kicked off our campaign. This was supported by a broad outreach to Tasmanian, property and retail media targets – yielding further coverage in The Mercury that was syndicated across News Corp titles.

Packaging up a news story with external spokespeople, including the Mayor of Devonport, we caught the attention of TV and radio news. We secured a segment on Channel 7 Tasmania's Nightly News Bulletin – reaching over 100,000 prime-time viewers. Our outreach also secured airtime on ABC Radio Northern Tasmania, unpacking how the new retail hub benefits the local community and economy.

What worked? The redesign and fresh imagery boosted media interest in Stony Rise Village, and the solid spokespeople package fundamental in securing TV and radio interviews.

SAVILLS PREDICTS 2026 MARKET MOVES

What's in store this year? Savills has the answers. We generated a splash of publicity for its 'Spotlight On 2026' report, which forecasts a \$50 billion capital injection into commercial property.

Savills predicts industrial property (including data centres and cold storage), living sectors like BTR and retail will remain high on investors' wish lists.

Institutional fund redemptions are also tipped to drive liquidity and deal momentum in the year ahead.

Tasked with releasing the report to media, we honed in on the most newsworthy data, highlighting the top predictions for key sectors and Australia's capital markets.

An exclusive pitch to The Urban Developer secured an interview with Savills' Head of Capital Transactions and Advisory, unpacking the predictions for living sectors in greater detail.

Further media liaison resulted in a sweep of coverage in diverse titles – including Green Street News, Commo, Build Australia, Australian Manufacturing, MHD Supply Chain News, and more.

What worked? We leveraged media interest in forecast pieces entering 2026, alongside interest in emerging property sectors like cold storage, data centres and BTR.



NEW SYDNEY FISH MARKET REELS IN THE PRESS



The brand-new Sydney Fish Market has hooked headlines, with our client Multiplex completing the iconic precinct late in 2025. The world-class development features a striking roof resembling fish scales, abundant public domain, and innovative purpose-built facilities like a temperature-controlled Mud Crab Room.

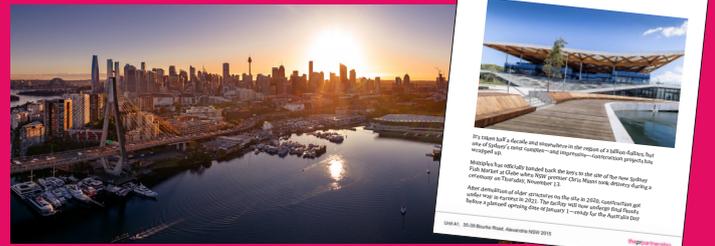
Some 400 roof cassettes, 481 marine piles, and 6,000 tonnes of steel reinforcement were used during construction. Almost 600 glulam timber beams were shipped in from Glebe Island – removing over 5,650 truck movements from local roads.

theprpartnership announced the project's completion to property and construction media – with strategic coordinating around campaigns led by Sydney Fish Market, NSW Premier Chris Minns and Ministers Paul Scully and Steve Kamper.

We organised an exclusive behind-the-scenes tour and interview for The Urban Developer prior to handover. This yielded an in-depth feature story exploring the Fish Market's complex delivery process and engineering challenges.

Broader media outreach secured further coverage in key industry titles including ArchitectureAU, Inside Construction, and Property Australia.

What worked? Sydney's Fish Markets' iconic status and high visibility captured media interest throughout its delivery. The completion was bolstered by construction statistics showcasing the scale and complexity of the build. Stunning photos of the completed precinct sealed the deal with media.



DID YOU KNOW?

News Corp titles were read by 18 million people in 2025, reaching an average 4-in-5 online Australians each month.

(Source: Ipsos iris)

