

## Case Study One

# Central Park

Chippendale, Sydney.

GRV: \$2 billion

Developer: Frasers Property Australia and Sekisui House Australia  
Precinct wide PR Strategy, media relations, event management, issues and crisis management.

### Project.

Central Park is a \$2 billion, landmark mixed-use development being jointly developed by Frasers Property Australia and Sekisui House Australia. When completed after the 8–10 year construction period, it will dramatically transform the southern end of the Sydney CBD.

Central Park is one of the largest urban renewal projects underway currently in Australia. Established in 1835, and later acquired by Carlton & United Breweries in 1983, the old Kent Street Brewery gradually expanded to cover 5.8 hectares of land, which Frasers Property Australia acquired in 2007. When completed, it will comprise a mix of residential, commercial, hospitality and retail uses.

### The key features of Central Park include:

- Sydney's largest CBD redevelopment precinct
- A visionary collaboration between the world's great architects: Jean Nouvel (France), Foster + Partners (UK), Johnson Pilton Walker (Australia), and two global developers: Frasers Property and Sekisui House
- 2000 residences, major shopping centre and three retail precincts, dining and entertainment, commercial campus, major new public parkland; all within Central Park
- Prime location: within 1km of Sydney's largest transport hub, CBD, Chinatown, three major universities, major retail centres
- Central Park is a vibrant new community rich in amenities, creativity and opportunity, in the heart of Sydney's education and cultural hubs.





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## Challenge.

The Capital Group was appointed in June 2010 to provide comprehensive communications services and strategic advice for the Central Park project. Capital is solely responsible for the delivery and careful management of all communications, media relations, stakeholder relationship management, reputation management and issues/crisis communications to effectively and strategically promote the \$2 billion mixed-use Central Park development on behalf of the joint venture developers.

There are many stakeholders involved in a project of this size and there are varying key messages which are relevant to each. The City of Sydney Lord Mayor Clover Moore and several NSW State Government Ministers are highly engaged and interested in the project.

Capital is responsible for the accurate reporting of all milestone announcements throughout the projects' 8–10 year construction period. This involves strategically securing coverage of a wide range of stories to develop a narrative. Over time, this narrative tells the evolving story of Central Park. Capital manages the proactive and reactive media relations of the project in an ongoing basis.

The sheer volume and scale of Central Park together with its vast and fascinating components is one of the key challenges from a communications perspective in maintaining the integrity of the brand and key messaging as each new piece of information is told.

## Outcome.

In 2011, Capital generated an estimated \$10.5 million in media coverage for the Central Park project (using the Equivalent Advertising Value model) reaching a circulation figure of 11.9 million with an international audience of 80 million.

Central Park also recently won the Marketing category of 2012 UDIA NSW Awards.

