

Case Study Four

The Paper Mill

Liverpool, Sydney.

Developer: Coronation Property

Services: Corporate Relations, PR Strategy, Media Relations

Project.

The Paper Mill precinct will comprise 883 apartments across four contemporary buildings – The Paper Mill, The Bindery, The Gild and The Foundry – with residences positioned to take advantage of the development's prime location on the Georges River, where leafy walkways and green spaces open onto a riverside boardwalk and a rejuvenated river setting.

Ultimately, the precinct, which includes a heritage-listed paper mill that is set to be transformed into a buzzing retail and dining hub, will be home to a community of around 3,000 people, and is expected to be completed by 2020.

Capital's Role.

Capital has been directly involved in driving publicity for The Paper Mill, across national and local newspapers, online and trade publications, and major television outlets. This work has included stories relating to sales, project milestones, heritage components, rejuvenation of the Georges River, collaboration with leading designers, and the retail aspects of the development.

Capital has also worked with Coronation Property to profile their collaboration with leading designers such as Domenic Alvaro of Woods Bagot and Jamie Durie of Durie Design. In addition, Capital has helped draw attention to Coronation Property's strong community focus, which includes scholarships for local medical students and commissions for western Sydney artists such as Alex Lehours, who painted a 100-metre long temporary mural around the Paper Mill site.

