# Press release brief

| ITEM | DESCRIPTION | |
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| **Initiative** | FTA partners with IPS exclusively for industrial property advisory for its members | |
| **Specifications, production/notes** | **FORMAT / CHANNEL**<br>LinkedIn announcement<br>Local industry publications | **FIRST DRAFT DATE**<br>10/11/2026 |
| **Press release draft** | **Freight & Trade Alliance partners with Jack Moroney Founder & Director of - Industrial Property Solutions to deliver exclusive property services.**<br><br>Freight & Trade Alliance (FTA) today announced a strategic partnership with Industrial Property Solutions (IPS) to deliver exclusive, industrial property advisory services directly to their more than 500 members.<br><br>"We are pleased to introduce Jack Moroney, Founder & Director of IPS to partner with our FTA members as our leading industrial property advisor," said Paul Zalai, Director at, FTA. "Given industrial real estate typically represents a significant component of our members overall operating costs, we find it beneficial to align with an industrial real estate partner to assist our members with achieving their long-term operational and commercial objectives."<br><br>"We have engaged with several businesses in our industry who have experience in utilising Jack's expertise and they have provided exceptional professional feedback on his services." Zalai added.<br><br>"The IPS model aligns perfectly with our members needs as IPS solely represent tenants and owner-occupiers executing industrial real estate strategies, therefore, they do not have conflicts of interest."<br><br>"IPS is excited to partner with FTA and their members," said Jack Moroney, Founder & Director at IPS "Our focus will be to help reduce their occupancy costs, mitigate their risk, and provide flexibility so that their property decisions support the broader objectives of their core business."<br><br>"Over the last 12 months we've seen the industrial property market shift substantially. This is creating opportunities for occupiers to secure better designed facilities, unlock greater capacity with smaller or similar footprints, and gain flexibility as inventory or operating models change."<br><br>"In combination with larger tenant incentives, these benefits can vastly reduce overall real estate costs and future risk exposure. IPS looks forward to assisting FTA's members, with their property procurement needs, sourcing leasing and sale opportunities across existing buildings, speculative development and greenfield projects."<br><br>"We also actively represent industrial tenants who have an upcoming lease expiry, developing renewal strategies to help them to negotiate more favourable terms if they intend to stay, rather than simply accepting ratchet clauses and inflated rents for years to come. Our services extend to sub-leasing surplus accommodation and supporting owner-occupiers who are looking to optimise the value of buildings or land they own." | |