The past year has been historic for our industry, with the merger of the Retirement Village Association and the Property Council of Australia. Retirement living communities are a crucial sector in the Australian property landscape, with over 160,000 residents living in 1,900 retirement villages nationally. It means we need to lift the tempo, resources and reach of our advocacy services. The industry is now much better positioned to respond to the increasing creep of legislative and regulatory imposts.

The Property Council is a highly trusted and powerful new voice for the retirement living sector. Its core business is advocacy. It has the scale, muscle and resources to create a better business environment for operators of villages. Formation of the Retirement Living Council – which acts as the industry’s peak body, supporting the interests of owners, operators and developers of retirement living communities – has led the transformation.

To be an integral business ally of members.
To champion the interests of the retirement living industry.
The high levels of health and contentment experienced by so many village residents is a compelling story. So too are the savings to government from more Australians aged over 65 living in retirement villages. We have built a clear narrative that makes the case.

The business case for a federal senior’s housing policy highlights the demographic overlap with low-care nursing home residents. The current cohort of over 65s is growing. Unless there are enough retirement villages with on-site services to meet demand, the costs to government will escalate. Our agenda focuses on savings to the federal budget from a robust and growing retirement village industry.

TELLING THE STORY OF THE RETIREMENT LIVING INDUSTRY

BUSINESS CASE FOR FEDERAL SENIORS HOUSING POLICY

A key feature of membership with the Property Council is the immense strength the industry gets at the grass roots level. We have reinvigorated committees in each state that have already had major advocacy wins via better resources and more pathways to key decision makers.

In coming months the industry will see the roll out of a significantly enhanced accreditation scheme for industry. We will continue to refresh the events calendar with new and focused activities for all segments of the industry. We are commissioning research that will allow our industry to better argue its key points with politicians and policy makers. Finally, there is a fresh new format for the annual conference in October. The future looks very bright.

STRATEGIC PLAN FOR THE RLC

The Retirement Living Council has a strategic plan to help champion the industry’s growth. The plan includes:

01 Building a narrative that clearly explains to policy makers the economic and social benefits of retirement villages to society
02 Developing a compelling Business Case for a national senior’s housing policy
03 New research – including a profile of resident income and health, savings to government from retirement village growth and social metrics such as the quality of life of residents
04 Expanding on the RVA’s active engagement with residents
05 Ensuring that any changes to consumer protection regulation don’t impose costs on industry
06 Implementing a new accreditation scheme
07 Creating a successful National Retirement Living Summit
08 Increasing industry data transparency and capital raising prospects
09 Demonstrating clear value to members

ADVOCACY PRIORITIES 2013

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BETTER GRASS ROOTS REPRESENTATION

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www.retirementliving.org.au
IN THESE CHALLENGING TIMES, IT IS VITAL FOR THE RETIREMENT LIVING COUNCIL TO BE STRONG AND SEEN TO BE DRIVING INDUSTRY LEADERSHIP.

THE POWER OF ONE

Across Australia there are nearly 2000 villages with over 160,000 residents who express overwhelming satisfaction with their village choice. Membership of the Retirement Living Council increases the industry’s strength. Membership of the Retirement Living Council is both an insurance policy and an investment in your business future.

retirementliving.org.au
**KEY ACHIEVEMENTS**

### NATIONAL ACHIEVEMENTS

- **01** Development of the strategic plan for the industry
- **02** State committees established – and already locking in advocacy wins
- **03** Event success nationally, with the highest participation in the history of the industry
- **04** Development of the industry’s accreditation scheme, with the launch in the second half of 2013
- **05** New research to support our advocacy and information for members
- **06** Better and more focussed communications nationally and across the states

We are already engaged with crucial ministers and policy makers. The Property Council is working closely with agencies in the ACT to ensure the new retirement living and villages regulations are applied fairly and are correctly understood by industry and residents. The Property Council is assisting the ACT Government in preparing factsheets that explain the new regulations. We are also anticipating the likely introduction of standard residents’ contracts in the ACT and working to avoid a repeat of mistakes made elsewhere. Forums are planned for local retirement village operators to discuss the new regulations and predicted standard contracts. The ACT division is also planning a joint retirement living conference with NSW later in the year.

Governments face a huge task in finding more pathways to support the ageing population – our industry challenge is persuading governments that retirement villages are a positive solution to the need for more cost-effective housing and services for seniors.

### AUSTRALIAN CAPITAL TERRITORY

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“We are already engaged with crucial ministers and policy makers. The Property Council worked with our retirement living members to argue the case for a well-designed standard form contract for the industry. A critical task in the year ahead is to make sure the retirement living industry is given the standing it deserves in NSW’s new planning system. Our ageing society demands smart policy solutions. And we have struck up a regular and positive dialogue with resident representatives to stay ahead of the curve.”

“Our Division is already working to see retirement living and villages recognised within the planning laws in the Territory. We are working with Government to highlight the anticipated shortage of retirement living options over the next decade – and positioning the industry to seize new development opportunities. Another priority is to work with ministers to expand the range of benefits on offer to retirees, including discounted power and water charges.”

### QUEENSLAND

“We have hit the ground running, working closely with our members to provide sensible, evidence-based input into the review of the Retirement Villages Act. The Property Council is continuing our engagement with the Minister and key policy makers on this critical issue. In the year ahead we will be working with councils to ensure their new planning schemes better facilitate retirement village developments across our cities and suburbs. And we are committed to providing networking events and professional development courses tailored to the needs of the retirement sector.”

### SOUTH AUSTRALIA

“The Property Council is engaging with elected members, Ministers and policy makers on matters that directly affect our retirement living members. A critical task for the year ahead is ensuring the review of the Retirement Villages Act only enhances what is already Australia’s best-practice legislation. We will also strive to ensure that retirement living issues are given their due attention in South Australia’s planning system review. In the meantime, our tailored events will continue to give members the networking and insights they need to succeed.”

### TASMANIA

“Tasmania’s retirement living sector now has a strong and effective local voice through the Property Council. We are working to elevate the political importance of this sector to the State’s economy and give industry the voice needed to achieve policy and legislative changes. We are actively supporting growth by addressing key cost issues such as council and water rates and reducing red tape. Our event schedule will be designed to focus on issues affecting local businesses and ensuring members can access the necessary market intelligence they need.”

### VICTORIA

“The Victorian Division has partnered with our local committee to set advocacy priorities including legal and regulatory reform in the sector, operation and development facilitation issues and promote the industry’s growth. We have already had a number of wins on differential council rates and reducing the overall regulatory burden. We are constantly expanding our voice within government. Victoria’s retirement living events already held this year have been hugely successful with a number of strong events to come in 2013.”

### WESTERN AUSTRALIA

“The Property Council is busy engaging with the WA Government on the design of regulations flowing from recent amendments to the Retirement Villages Act – as well as the next wave of reforms. Following the recent state election there is a new minister responsible for the sector and we are busy pitching a clear understanding of the industry to the Minister and his agency. The Property Council has a strong program of retirement living events, including an outlook forum in May, professional development courses around Perth and the south-west and a state conference in August.”

www.retirementliving.org.au
KEY MESSAGES – WHAT WE STAND FOR

RETIRED
VILLAGES ARE:

01 A crucial part of the housing mix required for older Australians, at prices they can afford
02 An ideal market solution to social problems faced by older Australians
03 Places where people want to live – and a prime example of enabling older Australians to live happily and healthily
04 More cost-efficient hubs for delivery of in-home care and health services than other models
05 A huge saving for governments on the cost of accommodation with ancillary services
06 A way to free up housing supply, and allow demand to better match supply – which would be strengthened if people could sell their family homes to younger families without penalty

MEMBER BENEFITS

Five Key Reasons why you must be a member of the Property Council

01 A powerful industry voice focused on the growth of your business
02 Outstanding advocacy results through industry leadership
03 Stronger, more resourced grass roots state representation
04 New and more focused events that provide market-leading intelligence
05 A renewed accreditation scheme by industry, for industry

The Retirement Living Council acknowledges the continued support of our corporate partners.