



Effective Retirement Village Management with Lifemark Accreditation

“Residents have begun to realize that accreditation is the gold standard in village operations.”

Glen Lamperd

Resident, Point Cook Village

RCA objectives:

- Empower the Point Cook Village Services Association to set the direction for a quality framework to operate in their village
- Ensure quality controls are in place across the entire portfolio
- To be recognized as a premium provider of retirement village facilities and services
- Ensure residents’ feedback is meaningfully incorporated into services they are receiving
- Ensure that villages are run effectively and become attractive to prospective buyers

RCA outcomes:

- Accredited villages have a distinct market advantage through Lifemark accreditation
- A Quality Framework now enables accredited villages to meet compliance requirements
- Improved staff and resident safety
- Quality of services is now controlled in an effective and traceable process
- Public perception of the RCA brand is strengthened
- Point Cook Village (PCV) brand and reputation is strengthened
- Current and future residents now recognize the benefits of life in an accredited retirement village
- Boost to stakeholder confidence regarding the quality of services provided by RCA villages

bsigroup.com/en-au/Lifemark

Background

Retirement Communities Australia (RCA) is an end-to-end developer and operator of retirement villages in Victoria. The RCA portfolio currently includes villages in Point Cook, Mornington, Safety Beach, Pakenham and Tarneit totaling 995 independent living units between them.

RCA's mission is to create and operate secure and friendly retirement living environments for active seniors at a reasonable price. The RCA model ensures that each village is autonomous; in so doing, residents are involved in operational decisions resulting in a strong sense of responsibility and ownership. This approach ensures that the residents in RCA villages are both informed and empowered.

Point Cook Village (PCV) has 281 independent living units. All residents are consulted when important decisions need to be made. Operational decisions are made by the Committee of Management, of which seven out of ten members are democratically elected residents.

Implementation

PCV is the first RCA village to pursue accreditation. The Committee of Management was the driving force behind the exercise and a formal team of residents was established to keep track of the implementation, with roles and functions clearly defined. The residents' team met frequently, to evaluate which policies and procedures applied to the operation of their village. The Property Council discussed

these developments with the RCA leadership and the residents' accreditation team of PCV. Principles and procedures were developed in accordance with Lifemark requirements. The process took two years to complete, and with the persistence of the whole team and the participation of management, the system was ready for a full assessment in 2014.

Accreditation

BSI is one of the world's largest accreditation bodies; management contacted them when the desktop audit was complete and all the necessary documentation had been produced.

BSI sent an expert assessor to undertake a full audit of operational systems and procedures. The village was evaluated against the six-pillars of the scheme: Lifestyle, Support, People/Staff, Safety, Regulations and Village Policy.

The assessor found that Point Cook Village complied in all aspects. The lifestyle options set out for residents are engaging and varied. Residents were informed of updates and continually sought for feedback to ensure satisfaction. The employees are well-trained and attentive to the needs of the residents. The safety of the residents was assured, and the village met all of the required regulations.

Benefits

Since applying Lifemark to PCV, management has noticed that there has been an increase in quality control benefits, including improved cost control in maintaining quality

and lifestyle standards.

With the village's processes and procedures continually improving, the residents are contributing more. There have been fewer incidents in the village, with the health and safety procedures becoming better defined. Most importantly, the residents have become significantly happier.

Achieving accreditation with Lifemark has resulted in a range of advantages. The RCA brand, as well as the reputation of each of the villages, has been improved with residents and external stakeholders gaining confidence in the quality of the brand. It also provides a competitive edge in the market, increasing the attractiveness of accredited villages to potential residents and interested buyers. This has provided a flow-on effect that has translated into stronger buyer interest in units at accredited villages as well as balanced growth.

Moving Forward

RCA will continue to apply Lifemark principles and systems to its retirement villages, ensuring that they are operated to a high standard of quality. The company has a strong commitment to maintain accreditation and contributing to improving the quality of their service offering.

Subsequently PCV has successfully undertaken its mid-term surveillance audit. The accreditation team will maintain the Lifemark system, so their village continues to emulate the gold standard in Retirement Villages.

To find out more about how Lifemark accreditation can help your business, visit our website:

bsigroup.com/en-au/Lifemark



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