Times are changing in the retirement village sector. Make sure you’re not left behind.

To help stay ahead of the market, be sure to consider the following –

- Determine what services you are seeking to provide and/or promising to provide
- Suggest or provide services before crises happen
- Consider what information is provided on the My Aged Care website and how this information is presented. Is it appealing?
- Develop relationships with competent third-party aged care providers
- Comprehensively plan to deliver your services and make good on your promises
- Always remember, residents can’t be “forced” to choose your services → consumers are empowered to choose their Aged Care Providers under the new framework
- Be on the look-out for opportunities and gaps in services
- Define your offering
- Deliver your offering

How are you going to advertise your offering?

Have you assessed consumers’ needs properly?

Just housing?

High-level residential assistance?

Basic residential assistance?

Nursing? Or higher-level aged care?

Will your delivery grow your brand?

What partners can you call on to assist?

Are you going to provide services by yourself?

Have you planned for everything?

Is the consumer getting what they want?

Have you got the right people doing the right jobs?