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This month

Home

Member Area - NEW

About RVA

RVA Committees

Membership

Events/Functions

News & Reports

Village Wise

Corporate Partners

Sponsors

Useful Links

Contact Us

Excellence Awards

Conferences

RVA NEWS MONITOR No.32 - June 22, 2009

- [News Monitor Archives](#)

Welcome to the RVA News Monitor.

Download this page as pdf 186kb

- [RVA Appoints New CEO](#)
- [Information sessions set to improve industry knowledge](#)
- [People in profile: Meet Andrew Giles the new RVA CEO](#)
- [Village in focus](#)
- [Welcome our newest members](#)
- [Upcoming events](#)
- [RVA Web Page members' area and blog](#)

RVA APPOINTS NEW CEO

The RVA last week announced the appointment of Andrew Giles as its Chief Executive Officer.

Andrew will take over his new role at the end of this month and comes to the RVA from MacroPlan Australia where he was Victorian State Director and General Manager of the Communities and Research Group.

In a news release announcing the appointment, RVA President Simon Owen said he was extremely excited by the appointment of Mr Giles as CEO.

"Andrew brings with him first-hand knowledge of the retirement village industry through his previous roles. He also has extensive experience with demographic profiling, planning, land and property economics, marketing and government advocacy which will be of tremendous value to the RVA and our membership," Mr Owen said.

Mr Giles said he was looking forward to the challenges and opportunities that the role of leading the RVA presented.

"As the leading voice of the retirement village sector in Australia, the RVA is well poised to promote to government, media, residents and their families, financiers and other key stakeholders the important role that retirement communities will play as the Australian population continues to age over the next 40 years.

"Retirement villages are perfectly positioned to provide security, sociability and care to Australia's increasing population of seniors and play a growing role in addressing future challenges of housing affordability and efficient delivery of in-home care," Mr Giles said.

Read [People in Profile](#) for the News Monitor interview with Andrew Giles.

[top of page](#)

Information sessions set to improve industry knowledge

Two information sessions, to be held at Pineview Village in Glenside South Australia on Thursday July 23, are set bust myths and improve sales.

Retirement industry consultant Jodie Prosser of Optimum Retirement Services said the information sessions would be valuable for village managers and operators and was free to RVA members.

"The first session will be conducted by myself and Julia Sweeney of Fisher Jefferies and will correct some myths around the RVA Act in South Australia," Ms Prosser said.

RVA regional manager for South Australia Sandra Carle said feedback from South Australian members indicated there was a demand for sessions that covered the main components of the Act and sales.

"Both sessions will respond to a need presented by our members and as they are both interactive it should make for a very productive and informative day," Ms Carle said.

The second session is entitled "The DMF and how do we sell it" and will explain the history of the DMF in privately operated villages, why there is a DMF and benefits of the DMF.

"There's a lot of information in this session and we'll be discussing topics like what documentation does a depositor have to get, how long do we have to return a deposit refund and how to best deal with variations," Ms Prosser said.

The sessions are sponsored by Village Wise and session one begins at 9.15am with morning tea provided followed by session two at 10.30am.

Further information can be obtained by contacting Sandra Carle on (08) 83384500.

[top of page](#)

RVA people in profile

This week we meet the new RVA CEO Andrew Giles who is set to begin work at the National office in Melbourne at the end of the month.

Can you give us a short background on your career and how it developed?

My career began in a small consulting firm mainly working with local government in planning community facilities. I then had a stint in local government before starting a consulting practice, Agile Consultants, which operated for over six years.

I joined MacroPlan Australia in 2004 and since that time the firm has grown to be a nationally recognised practice specialising in commercial and strategic advice to the property sector and local government.

Over the four and a half years I have managed the property research and communities areas of the business and for the past two years have looked after the Victorian branch of the organisation with a staff of over 30 consultants.

A growing aspect of the practice, in which I took a keen interest, was in undertaking national research into ageing and the impacts on the retirement village industry and aged care.

What was it that drew you to taking on a leadership role in the retirement village industry?

I have had the opportunity to work with the RVA for the past four years and in that time saw an enormous scope to create inspiring communities for older Australians. It was difficult not to have great admiration for the members and their day to day efforts to create wonderful places for retirees to live, socialise and grow. This is critical for sustainable communities to occur.

With the population over 55 about to double in the next 20 years retirement villages are poised to be one of the most significant growth markets in the property sector. The RVA is in a great place to steer a responsive industry approach to meet the needs of pre retirees and retirees.

What specific challenges do you see facing the industry in the short term?

The global financial crisis has clearly had an impact on us all. The retirement village industry has also been affected, in line with the rest of the property industry. Obviously consumer confidence is low and people are more cautious about major life decisions.

That said, the demand for retirement living options is definitely not going away which means there is a great likelihood of significant pent up demand over the next few years if new villages do not come on line.



Andrew Giles is set to take over as RVA CEO at the end of this month

What do you feel you will bring to the RVA that may be of benefit from your work with Macroplan?

I hope that my background in research will add depth to the information that the RVA can provide to the industry. Up to date and relevant information is the key to effective businesses in today's market.

In addition, I am passionate about enhancing businesses. This means growing people and providing the utmost customer service for the organisation to thrive.

In that vein I hope to work with staff and the Board to understand our members' needs and deliver great value.

Where do you see the retirement village industry in regards to solutions to Australia's ageing population challenges?

As an indicator of demand there is going to be an additional 2 million retirees in Australia (people 65 plus) in the next fifteen years. This is a massive challenge for our community. At the same time our dependency ratio (that is number of tax payers to those retired goes from around 5 to 2.5 (thanks MacroPlan!). This will bring great pressure on our health system and mean many people will need to be cared for in home.

As such, retirement villages will be an even more attractive proposition for many people as they come to understand what they can offer in supported living. On the most conservative numbers this may mean an additional 100,000 people that will move into retirement villages or another 850 villages, based on analysis that I have done in my time at MacroPlan. This is massive growth.

How do you see the industry faring over the next ten years?

I look forward to the next ten years as the Retirement Village industry continues to grow and evolve and responds to the needs of our ageing community.

Already we have seen the village design, funding options and service provision change to meet a dynamic market but the industry cannot rest. We need to be constantly seeking new innovations to provide better living outcomes for our community. This means listening intently to their needs and responding. Based on the operators I have met already, I know the industry is in good hands.

[top of page](#)

Village in focus

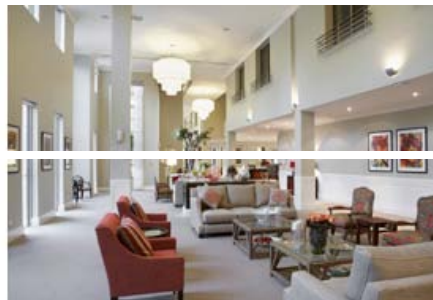
Rylands of Hawthorn

According to company philosophy, Rylands is in the business of developing, building and managing homes for older people. Their success is based on a simple core philosophy: ageing with independence.

Rylands aims to provide the right housing, in the right location and according to their website:

"We provide more than buildings. We support our residents with the right level of care. We don't overdo it. The care we provide is restrained, unobtrusive, a reassuring presence, providing all the services you need to live your life to the full. In a nutshell it is our mission to empower older people to remain independent."

This week we meet Rylands of Hawthorn manager Anne Hulls who discusses her role and what makes her community happy, healthy and active.



Rylands of Hawthorn is situated close to all the services and amenities Melbourne has to offer.

Spacious living areas provide a great atmosphere for residents and visitors.



Rylands of Hawthorn manager Anne Hulls



The bar is a popular meeting place for residents to catch up on Friday nights

Rylands of Hawthorn recently celebrated its first birthday, in that time what kind of a community has developed there?

It's actually quite incredible that in the space of one short year we've already established a happy, active, warm, helpful and friendly community. I think this stems from the enthusiastic atmosphere the staff and residents have produced since our first days.

How did the community at Rylands of Hawthorn celebrate the anniversary and what activities did you arrange to make it a special event?

We had a big celebration with more than 200 guests. As a very special treat we had the [Performing Older Women's Circus](#) here, doing stilt walking and acrobatics. They really wowed the crowd and it was just amazing considering all the performers were over 50. We also had music by Julie O'Hara and her quartet. With lots of finger food and wine it really made for a great evening.

How did you become involved in the retirement village industry?

I made the transition into this industry from hospitality. I was involved in the hospitality industry, in one way or another, for 30 years.

I'm a chef by trade but I've done everything from cooking in a modest little RSL kitchen in Elwood, to feeding Princess Diana and Henry Kissinger in London. I have also managed my own businesses, as well as businesses belonging to other people. This job enables me to utilise all the skills I've learned over the years and as anyone who's been in it knows it's predominately about people. This is about helping to make people comfortable and happy in their retirement years.

Have you managed villages as new as Rylands of Hawthorn?

No this is the first village I've managed. When I first started here at Rylands of Hawthorn, it was still a construction zone. Like any brand new business, there was so much to do in the beginning I hardly knew what day it was. As a priority the staff and I had to make sure the new residents felt happy and comfortable with their choice to live here.

I can remember one day early on. I had six new residents move in on the same day. Can you imagine six removalist vans arriving all at once? It was a logistics nightmare but we all got through it and lived to tell the tale.

What do you feel are the most attractive features about the kind of lifestyle enjoyed at your village?

People have choices here, while remaining totally independent. We have lots of in-house functions as well as card groups, sewing groups, walking groups, water aerobics and gym classes just to name a few.

Social drinks at the bar on Friday evenings, is very popular with the residents, as it gives them a chance to catch up with one another and discuss the week that was.

I had a comment from one of my residents the other day, who is a recent widower. He said he had made many beautiful friends in the 10 months or so that he had lived here.

I think that is true to say of many people here. At Rylands of Hawthorn the staff are wonderful, which adds to the warm ambiance. Another great feature is that our chef and second chef love what they do, and this reflects in the great food here in our bistro, which is open five days a week.

We also have a serious coffee culture here as well. Residents love to come down for their latte or cappuccino, read the paper or have a chat with a friend.

What have you learned from the residents at your village?

I've learned so much that it's really hard to begin but I guess one thing residents have shared with me is that life is short, and to live life to the full.

They've also taught me to laugh out loud a lot and that with age comes wisdom. Some of the residents here are truly inspirational. I have people here in their 70's and 80's who are rarely here, because they are so busy being out and about living their lives.

What have been some of your greatest challenges at Rylands of Hawthorn?
As I mentioned before, this is very much a job that deals with people. Keeping everyone happy is really what we set out to do. It's difficult at the best of times but I must admit that it's not as hard here where everyone is so enthusiastic about what we have here and what we strive to achieve.

[top of page](#)

Welcome our newest members

The RVA is proud to welcome our newest members, however, that doesn't mean we're forgetting our existing members. Please contact our communications manager Chip Henriss chip@rva.com.au to submit your people in profile, new appointments or opinion piece.

Village member

Rochford Place
Avoca Street
ROPES CROSSING NSW 2760

Further information [available here](#)

Contact:
Karen Adams
Village Manager
Tel: 02 8602 0800
Email: Karen.adams@lendlease.com.au



[top of page](#)

Upcoming Events

Further details and contact information can be found on our [Events Calendar](#).

- NSW/ACT Sydney Managers Networking Meeting Monday 28 June 2009
- NSW/ACT Revesby Workers Club Retirement Village Exhibition Sunday and Monday 27-28 June 2009
- WA Working with Challenging People and Counselling Skills Tuesday 30 June
- WA Deaf Blindness seminar for village managers Wednesday 8 July 2009
- WA Advanced Coping and Resilience Training and Life Balance Wednesday 22 July 2009
- QLD How to Prepare for Accreditation Wednesday 29 July 2009
- SA/NT Manager of the Year Award presentation Wednesday 30 July 2009
- Qld Inaugural Regional Conference Thursday 30 July 2009
- NSW/ACT Regional Conference Thursday and Friday 30-31 July 2009
- VIC/TAS Regional Conference Friday 31 July 2009
- WA Regional Conference Friday 7 August 2009
- SA/NT Regional Members Meeting Tuesday 11 August 2009
- Qld RVA Breakfast Networking Conference Tuesday 18 August 2009
- NSW/ACT Sydney Managers Networking Meeting Wednesday 19 August 2009
- WA Mandurah Manager's Network Forum Wednesday 26 August 2009
- VIC/TAS Accreditation Course "How to Prepare for Accreditation" Thursday 27 August 2009
- WA Accreditation Workshop Wednesday 9 September 2009
- VIC/TAS Melbourne Retirement Lifestyle Expo 11,12 and 13 September 2009
- WA Transition from Village into Formal Care (Ann Forsyth) 15 September 2009
- SA/NT Accreditation Course "How to Prepare for Accreditation" Thursday 24 September 2009
- NSW/ACT Managers Networking Meeting Thursday 24 September 2009
- VIC/TAS Annual Regional Meeting & Election of Committee Wednesday 7 October 2009
- VIC/TAS Member Villages Open Day Saturday and Sunday 10 and 11 October 2009
- SA/NT Regional Members Meeting Tuesday 13 October 2009

- WA Sales seminar for village managers Tuesday 13 October 2009
- WA Accreditation Course "How to Prepare for Accreditation" Thursday 23 October 2009
- SW/ACT Accreditation Course "How to Prepare for Accreditation" Thursday 29 October 2009
- NSW/ACT Managers Networking Meeting Friday 30 October 2009
- SA/NT Regional Members Meeting Tuesday 10 November 2009
- NSW RVA National Conference Tuesday 10 November to Thursday 12 November 2009
- SA/NT Christmas Function Tuesday 8 December 2009
- NSW/ACT Managers Networking Meeting Wednesday 9 December 2009

[top of page](#)

RVA Web Page members' area and blog

The new RVA members' area and blog are live and ready to go. The members' area features content exclusively for RVA members' including; conference and seminar notes and accreditation documents.

[Create your account here](#)

The RVA Blog is a space where members can discuss current issues surrounding the retirement village industry. We hope that you take part by sharing your opinions, ideas and information.

[Visit the Blog here](#)

[top of page](#)

For further information or to make comment on the above items, please email communications@rva.com.au

The RVA News Monitor is a weekly feature on the RVA website, and will provide updated stories on issues involving the retirement village industry.

The RVA welcomes story or issue ideas to be included in the News Monitor, or comments or opinions on stories featured.