

The DCM Institute

Village Management PD + Peer Network

People - Passion - Professionalism



Australia's Comprehensive
Professional Development program
for Village & Head Office Management



The DCM Institute – Lead from the front

Gain a *competitive edge* with industry-leading PD, resources and experts

The need for village management professionals with the required sector training and qualifications has never been greater.

The complexity of village management has increased significantly since 2017. New regulations, increased customer and resident expectations, new competition, all require a corresponding increase in knowledge, skills and professionalism.

Developed by the DCM Institute, **the Village Management PD + Peer Network** is a professional development support framework designed for Village professionals. **Program involvement allows participants opportunity to:**

- Build skills and new knowledge via industry-focused ongoing learning
- Connect and learn with peers and industry specialists via online forums and face-to-face events
- Confidently and successfully navigate the evolving complexities of village management and compliance



Operational Excellence

Equip your team to deliver compliant and best practice operations



Business Strength

Deliver strong growth through continual improvement



Professional Development

Personal growth and ongoing compliance via upskilling



Why Investing in Village Management is important for operators



The difficulty and consequence of establishing and maintaining **'communication and respect'** by Village Management is the No.1 driver of satisfaction/dissatisfaction amongst village residents. (*Villages.com.au National Resident Survey 2018 of 19200 residents*).



51% of Village Managers enter and leave the village sector **within 3 years**, largely due to lack of support (*Villages.com.au 2018 survey of 520 Village Managers*).



The recruitment impact and cost of a new Village Manager is **more than 50%** of their wage (*Chandler Macleod, Sept. 2018*).



Ongoing professional development programs is recognition of the **value of staff members**, builds the strength of the business unit and communicates to residents the operator's commitment to their wellbeing.



The ongoing **value of the village asset** is directly related to the skills, regulatory strength and professional performance of Village Management.



Ongoing access to sector expert resources contributes to **regulatory compliance**, efficiently delivers upgraded policy tools and a focus on marketing and sales cycles and techniques.



Targeted *evolving content*

Remain on the *front-foot* of new situations and challenges with coursework and resources that *evolve* with market demands and government legislation

The Village Management PD + Peer Network is specifically designed to support the decision makers of our sector.

Monthly themes and in-depth topic explorations, all curated to meet the specific obligations for state legislation and regulations, ensure you remain well ahead of the curve in a fast-changing industry.



All topics Always available: Each month one topic will be the subject of an *in-depth analysis* supported by a combination of **4 x Face to Face PD days annually**

All material is always available in the Topic Library

4 x Face to Face PD days annually | Video sessions | Tools and resources | Expert interviews

A PD Completion Quiz accompanies each step and process, earning PD points.

	Topic	Hot Topic (Video)	Topic Tools
Jun 2020	Annual Meetings <i>Conduct informative, engaging and compliant Annual Meeting</i> June State based workshop - Focus topics: Resident Committees / Complaint Management / Sales	Managing the AGM process	AGM Pack
Jul 2020	Time Management <i>Managing competing priorities, identify strategies and activities to achieve more when time is scarce</i>	Time Management boundaries	Time
Aug 2020	Sales Process <i>Understand the importance of a sound sales process that includes engagement with operational teams</i>	Why the VM is an important part of the sales team	Sales checklist and
Sep 2020	Vacancies/Refurbishment <i>Understand the vacancy pipeline and strategies to assist with the management of rolling vacancies</i> September State based workshop - Focus topics: Legal presentation directives and decisions / Workplace relations / Social Connections	Dealing with multiple vacancies, old stock & rejuvenation	
Oct 2020	Decisions and Directives <i>Identify the legislative requirements of decisions, directives and guardianships</i>	Supporting informed decision making	State based
Nov 2020	Event Planning <i>Identify the components that make a great event and the strategies used to develop, track and manage events</i> November State based workshop - Focus topics: 2020 in review / Getting 2021 ready / Village Tour	Creating social connections	Event planning checklist
Dec 2020	Diversity and Inclusion <i>Understanding what diversity and inclusion can look like within a small community and how to engage both staff and residents</i>	Diversity strategy	Diversity Policy

Professional skills *recognised*

Earn Village Management PD points

Satisfactory completion of each PD activity, from engaging in a video session to completing a PD Day, will be awarded Village Management PD points registered on the DCM Institute portal.

All sector training programs *recognised*

Property Council, Retirement Living Council and LASA village management and leadership programs will be recognised with PD points on the DCM Institute



Participants can apply for Recognition of Prior Learning (RPL) directly into the Diploma of Leadership & Management (BSB51918) through LASA's registered training institute.

Be part of the *change*

Empower your team

12 Month Membership

All Inclusive Program
Village Management PD + Peer Network

\$1,995* +GST

***SIGN UP TO THE VILLAGE MANAGER PD + PEER NETWORK: 12 MONTHS**

1 Enrolment	\$1,995 ea	3-5 Enrolments	\$1,795 ea	11-20 Enrolments	\$1,395 ea
2 Enrolments	\$1,895 ea	6-10 Enrolments	\$1,595 ea		

Includes 4 state training days and new interactive world class portal

Prices from 1 March 2020

DCM Institute - Sector experts committed to building knowledge



Jodie Prosser
Director Leadership & Learning, DCM Institute

Jodie brings over 20 years hands on experience as a Village Manager and leading national teams of 50+ village professionals, plus leading numerous 'village recovery' projects. Jodie thrives on sharing her knowledge and experience with others.



Judy Martin
Director Industry Engagement, DCM Institute

A respected and recognised Retirement, Aged Care & Health senior industry executive for 30 years, Judy brings national and international operational and workforce training expertise to the DCMI team.



Tania Kelly
Program Director, DCM Institute

Tania brings over 14 years' experience in leadership across retirement villages and home care, including operational management of a 100-village portfolio and leadership accountabilities in Home Care, Social Programs and Wellness Services.



Christopher Baynes
Director, DCM Group

A leading commentator, marketing and business advisor, Chris brings 15 years retirement village experience and customer focused insights into the role of Village Management.



The DCM Group is focused on supporting better business in the ageing sector, to achieve better services for ageing Australians.

The core principle is that efficient, effective businesses will be able to reinvest in enhanced, innovative services that ultimately deliver better outcomes for customers and by extension, staff and stakeholders.



DCM is research driven. The leading research firm AOR was commissioned to separately survey the experience and desired requirements of village residents (sample 19,200 residents across 520 villages). AOR was separately commissioned to survey Village Managers and Management on their experience and desired support to have along term career in the Village sector.

KPMG was commissioned to conduct focus group research of village operators to identify their requirements and challenges in Village Management, which identified that operators sought a pathway for all Village Management to upskill, be recognised by their skills and have available continuous learning, especially in State regulatory developments.

In response the DCM Group developed the DCM Institute with its central focus of Village Management professional Development.

Contributing *leaders* across sector disciplines

DCMI engages an expanding group of State and segment specific leaders to deliver content every month.



Rebecca Barr
Partner O'Loughlins
Lawyers (SA)



Tammy Berghofer
Special Counsel
Minter Ellison (QLD)



Lidia Conci
Director Avanti Care



Fiona Davidson
General Manager
Village Solutions



Aldo Fonovic
Chief Finance Officer
RSL Care SA



Steve Hope
Infrastructure Manager
Kalyra Communities



David La Russo
Director
Marketability



Alf Macolino
Partner
O'Loughlins Lawyers (SA)



Jo Marshall
Director
Culturise



David McElhone
Partner
Minter Ellison (NSW)



Bianca McGoldrick
Special Counsel,
Jackson McDonald (WA)



Simon Moen
Partner
Jackson McDonald (WA)



Judy Mayfield
President
ARQRV



Paul Murphy
Principal Advisor
LASA



Patrick Smith
Director,
The Henley



Rosemary Southgate
Principal
Russell Kennedy Lawyers
(VIC)

Guest speaker *workshop days*

Russell Bricknell
CEO
Baptist Care WA

Ron Chamberlain
President
WA Retirement Village
Residents Association

Mike Fairbairn
Deputy
President ARQRV

Jim Gibbons
President
NSW Retirement Village
Resident Association

Andrew Farmer
CEO
Mirus

Jane Monk
CEO
Gannon Communities

Sandra Nugent
Regional Director
Dementia Australia

Rose Plater
Executive Lead
Aged Care Services
Lutheran Services QLD

Nicholas Playoust
Director
AEH

Lawrie Robertson
President
Residents of Retirement
Villages Victoria

Dylan Verrier
Head of Growth & Partnerships
Pluss Communities

Elderabuse/advocacy
State representatives

Work Health & Safety
State representatives

Topic Library

Always available and building, a 'no fee' library of knowledge available on line, including State specific policy documentation, State specific expert advice and presentations, plus the DCMI network of State and Regional contacts.

 Customer experience Explore the customer experience, from inquiry to termination, and see the impact on sales results and marketing spend	 Culture Understand the practices and importance of a values-based culture	 Termination Confidently navigate the compliance areas when residents prepare to leave the village	 Marketing Why planned and targeted marketing strategies are critical
 Resident wellbeing Understand the practice and importance of a customer centric service model	 Operational best practice How to develop sound operational strategies and effective systems to optimise resident satisfaction	 Operational compliance Understand the compliance areas while residents are living within the village	 Relationship management Build credible, long-term relationships using positive and appropriate communication strategies
 Leadership Develop effective leadership strategies to achieve multiple stakeholder outcomes	 Resident committees Identify the role of resident committees, and how to best support and engage them	 Complaint handling How to develop and implement a robust complaint and dispute management process	
	 Financial considerations Identify and understand the financial management components required to meet legislative compliance, and its impact on residents	 The property lifecycle Understand the property lifecycle and the impact that efficient and effective property management strategies have on resident satisfaction and sound financial management	

Are you compliant with the Code and Rules of Conduct?

The diverse components of the Village Management PD & Peer Network have been developed to provide

Skills and career pathways

Topics tailored to meet Retirement Living Code of Conduct compliance

Covering NSW Rules of Conduct regulatory requirements

Retirement Living Code of Conduct

Implementation of the Code

The Operational Stage Commenced 1 January 2020.

C3 Managing our staff

- C3.1 We will provide strong and supportive leadership
- C3.2 We will maintain written policies and procedures regarding the management of our staff.
- C3.3 We will appoint managers possessing the requisite skills and abilities
- C3.4 We will provide ongoing staff development and training as required and we will foster a culture of continuous improvement with a focus on quality.

Excerpt from the Code of Conduct Operators Clause C3

NSW REGULATION Rules of Conduct for Operators

Implementation of the Code

Operators must comply from 1 January 2020.

- Rule 30** Operators must prepare and implement policies and procedures for training and competencies
- Rule 31** Policies and procedures for training and competencies must include certain Information
- Rule 32** Operators must ensure staff are trained in complaint handling and internal dispute resolution
- Rule 33** Operators must ensure staff involved in internal dispute resolution receive additional training
- Rule 34** Operators must keep records of staff training and professional development
- Rule 35** Operators must monitor staff compliance with policies and procedures

The Result



Program Content
90% approval rating

"It was a great opportunity to network and look into the future in a positive light with all the changes in the industry. I look forward in taking the journey with DCMI."

Fiona, Evergreen Life Care Limited



Trainer's facilitation skills
90% approval rating

"You both have a unique understanding of managing a retirement village and it is fantastic to be a part of this program."

Marion, Royal Freemasons



Program overall
95% satisfaction score

"The networking opportunities were fantastic, the speakers and content all very worthwhile. I have returned to work and started implementing a few things I have learnt already!"

Vanessa, Oak Tree Dural

Ongoing operational effectiveness, increased staff and resident engagement, and village success.



- Reduced staff turnover
- Reduced recruitment costs
- Clear career pathways
- Peer support opportunities

"An investment in knowledge pays the best interest."

Benjamin Franklin

Building stronger Operators

Participation in the DCM Institute professional Development program delivers Operators a comprehensive professional training, compliance and support resource.

In one program Operators are assured staff have access to a full library of policies, are updated with evolving State regulations, have access to leading peer advice and their training activity is captured for recognition and regulatory compliance.



- LESSONS**
- 01. PROPERTY AND ASSET MANAGEMENT
 - Jodie talks about Property and Asset Management ✓
 - Steve Hope talks about Property and Asset Management ✓
 - Managing Property and Asset Management ●●○○○○○○
 - Property and Asset Management Resource List ✓
 - Q&A Sessions about Property and Asset Management ✓
 - Discussion Board ✓
 - Summary Assessment ✓

Communication - Policy - ROC

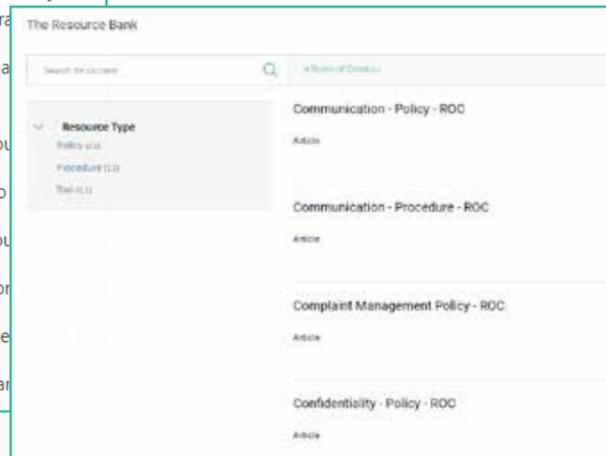
Policy

Our organisation's communication strategy is a plan to achieve our communication objectives marketing communications and general communications (stakeholder and general).

As ambassadors for our organisation, all aspects of our communication (individual and general) must follow Policy.

We are committed to develop and implement communication practices and resources.

- ▶ Inform residents of key decisions, services, programs, and initiatives, related to
- ▶ Promote transparency and openness to maximise resident understanding of our
- ▶ Promote opportunities for residents to participate in feedback and consultation
- ▶ Considers and appropriately engages key stakeholders, such as service providers
- ▶ Utilise a variety of channels which enable us to best meet the needs of each target



Operators have access to a current *One Stop* resource

Building stronger Professionals

Bringing structure to personal development, the DCM Institute village management program provides a collegiate, entertaining and flexible platform to invest in career and core competencies

Confidence is gained by knowing that course content and structure has been developed by experienced village professionals, and having a local, regional and national network of other participants to share and learn. Competency recognition is delivered by sector's only PD points program.

Course Name	Certificate Issue Date	Learner Name	Operator	Points
Resident Committees	May 21, 2020	Antonia Norris	DCM Media	20
Compliance	February 06, 2020	Antonia Norris	DCM Media	20
Termination and Compliance	February 06, 2020	Antonia Norris	DCM Media	20
Total:				60



Upcoming Network Events

Lunch Workshop Brisbane Village Manager Network
25 MAY, 2020

This is a chance for Village Managers to catch up, network and hear from our guest speaker Vanessa Clarke on Code of Conduct & Terminations. As always, there will be time to share an issue and hear advice from others experience.

Guest Speaker – Vanessa Clarke (Officer of Ageing Well (Regulator))
Topic – Code of Conduct / Terminations / Share an Issue
Time – 8:00am – 9:30am
Where – Brighton Coves Retirement Village
Host – Malcolm Watt
Address – 2 Jack Fox Drive, North Brighton, SA, 5048

Village professionals are recognised for their *career investment*

Comprehensive - Current - Compliant



Customer experience

Explore the customer experience, from inquiry to termination, and see the impact on sales results and marketing spend



Culture

Understand the practices and importance of a values-based culture



Termination

Confidently navigate the compliance areas when residents prepare to leave the village



Marketing

Why planned and targeted marketing strategies are critical



Resident wellbeing

Understand the practice and importance of a customer centric service model



Operational best practice

How to develop sound operational strategies and effective systems to optimise resident satisfaction



Operational compliance

Understand the compliance areas while residents are living within the village



Relationship management

Build credible, long-term relationships using positive and appropriate communication strategies



Leadership

Develop effective leadership strategies to achieve multiple stakeholder outcomes



Resident committees

Identify the role of resident committees, and how to best support and engage them



Complaint handling

How to develop and implement a robust complaint and dispute management process



Financial considerations

Identify and understand the financial management components required to meet legislative compliance, and its impact on residents



The property lifecycle

Understand the property lifecycle and the impact that efficient and effective property management strategies have on resident satisfaction and sound financial management



We look forward to hearing from you

Contact:

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Director - Industry Engagement

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DCM Institute
DCM Group

The Business of Ageing

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The Weekly SOURCE

agedcare101.com.au

LEADERS SUMMIT

The Village Manager

villages.com.au

VILLAGE SUMMIT

The Daily COMMISSION

thedonaldsonsisters.com.au

ResiRatings

The Daily RESOURCE

theweeklysource.com.au

National Residents Survey

The Donaldson Sisters

thedcmstitute.com.au

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