RAAFA

Above and Beyond

Renovate or Detonate

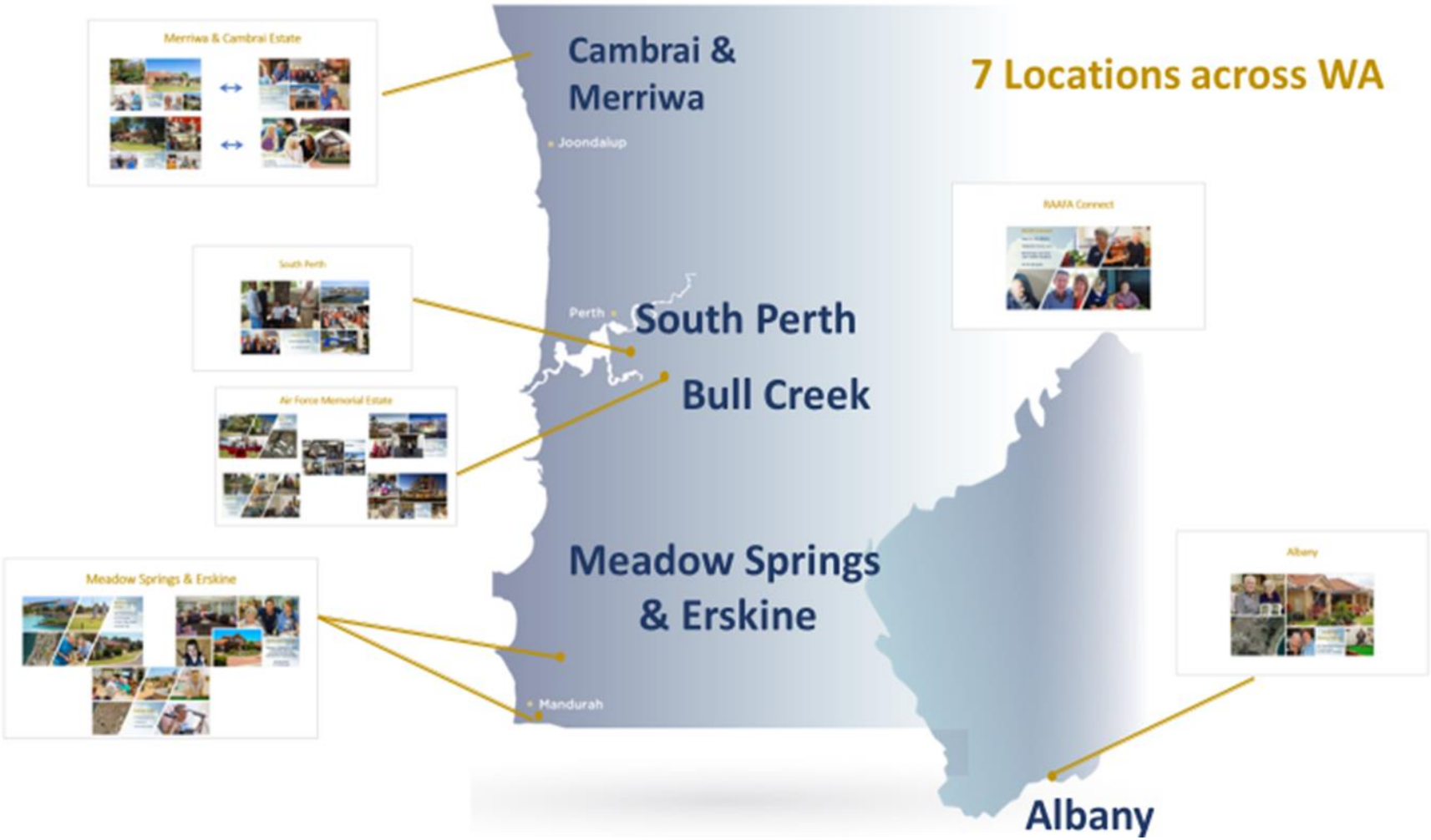
RAAFA's Challenge

John Murray, Chief Executive Officer

RAAFA

Retirement Living | Connect | Residential Care | Clear Skies

6 Estates , 1500 homes



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Bull Creek Estate

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Major capital spends 2010-20

Cirrus Apartments

Named after the Cirrus Moth Aircraft

57 apartments completed late 2020

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Alice Ross King Care Centre

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Alice Ross King Care Centre

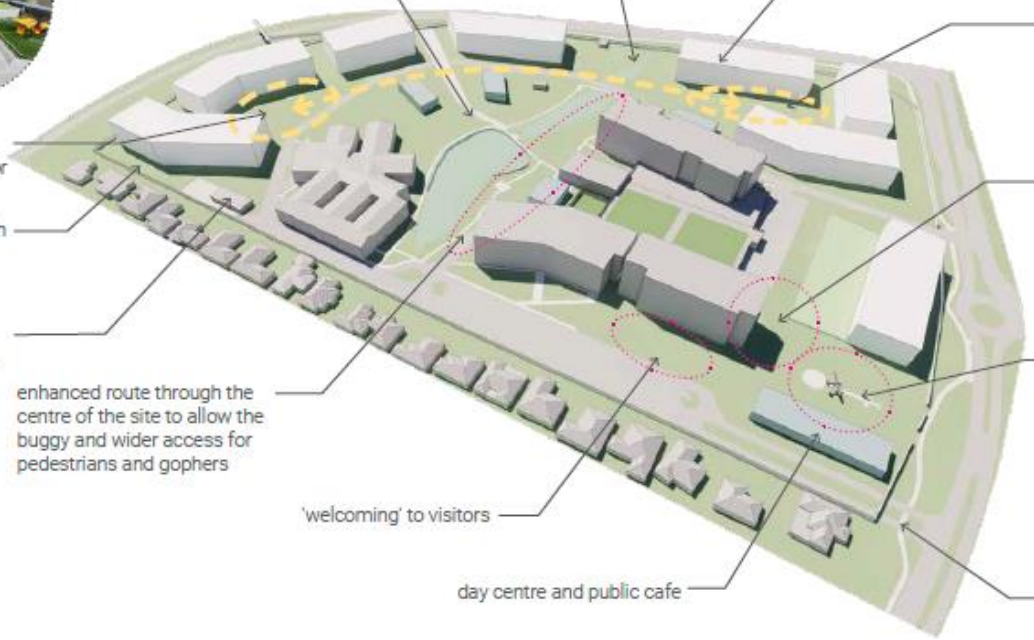
What is the Challenge ?

Built 1970's

Resident and staff consultations

DESIGN THINKING.

OPTION 2 - 'A WALLED GARDEN'



Memorial Square

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Stage 1

Architect selected

COMMUNICATIONS APPROACH

Principles

All communication and engagement activities will support the RAAFA mission, purpose and values with the principles being:

1. **Timely and transparent** – ensuring no surprises.
2. **Resident-focused** – with the right perspective.
3. **Respectful and authentic** – honestly acknowledging the history, experience, and contribution of residents.
4. **Clear and consistent** – promoting a constant connection with concise, easy to understand information.
5. **Community-minded** – promoting a sense of support and community.
6. **Two-way** – enabling real opportunities for engagement and feedback.

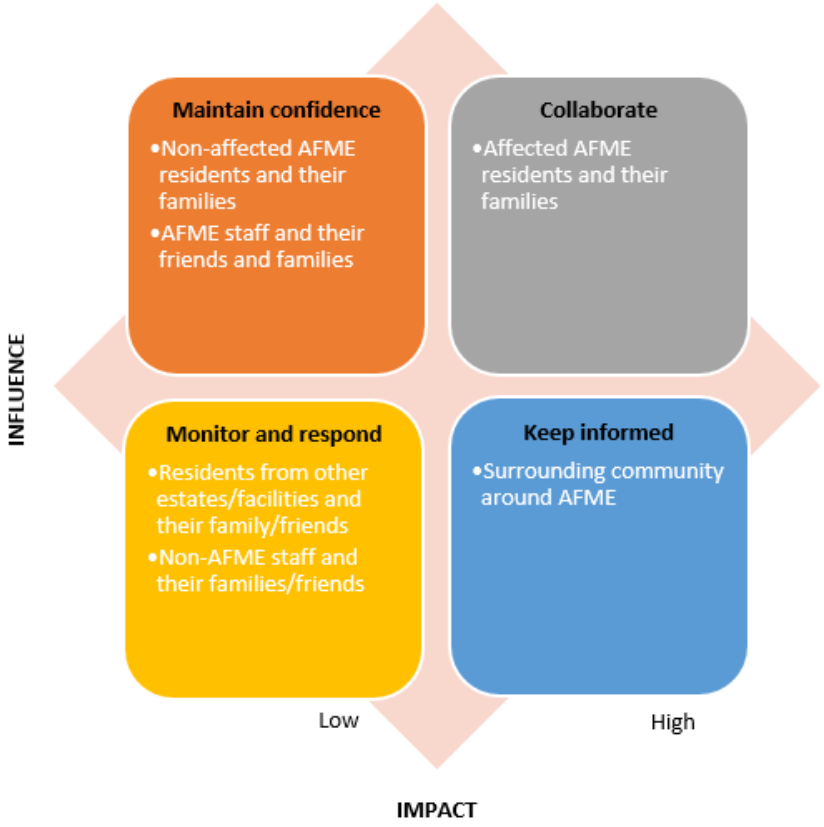
Objectives

1. Enable affected residents to feel supported and confident in RAAFA's management of the next stage of redevelopment.
2. Enable affected residents and their relevant family members to feel listened to and consulted in the progress of the next stage of redevelopment.
3. Enable all AFME residents to feel consulted and understanding of the need for the AFME next stage of redevelopment.
4. Continue to protect and enhance the RAAFA brand, vision and purpose among all stakeholders.

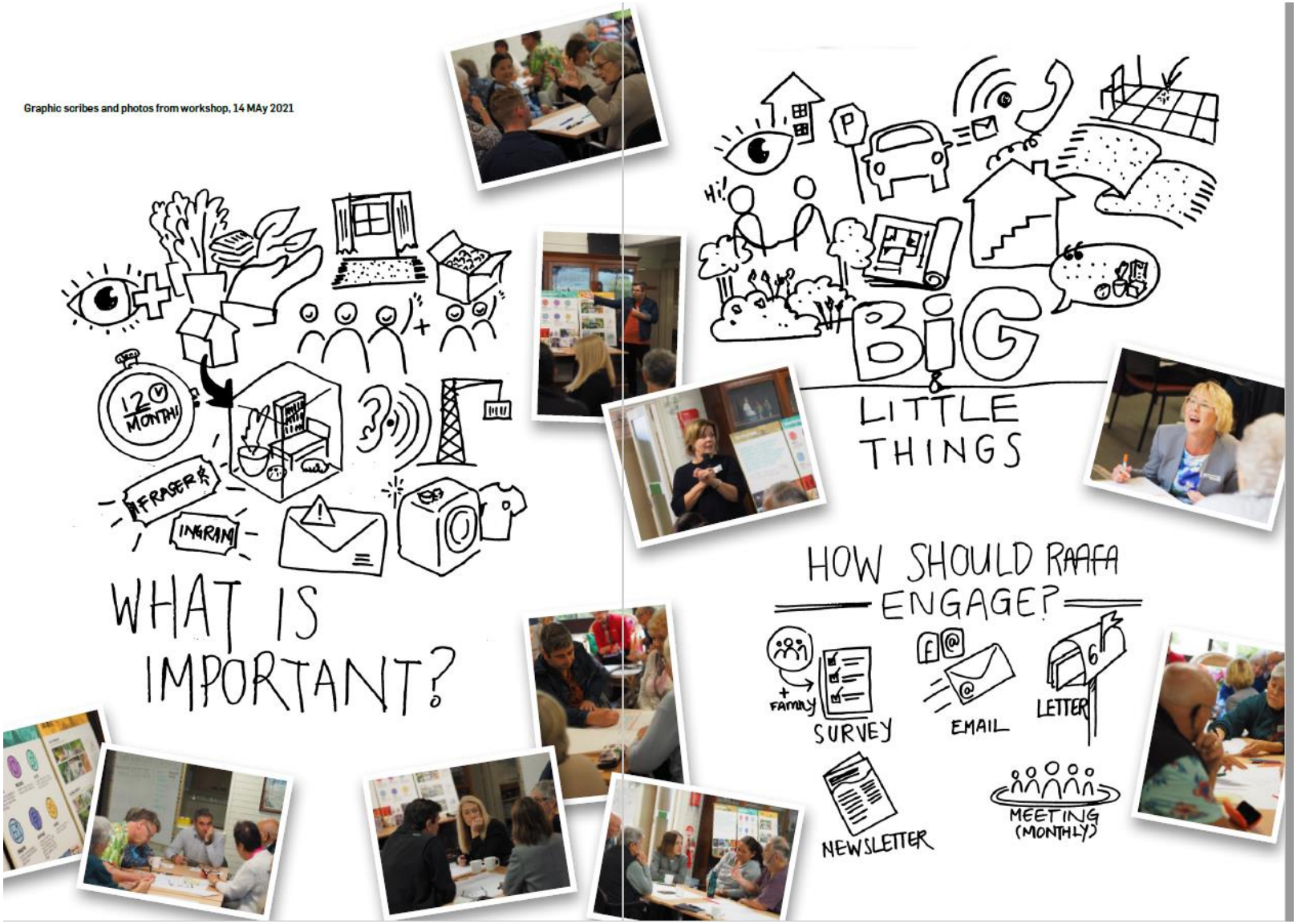
Importance of Stakeholders

Stakeholder Analysis

By analysing the relevant stakeholders related to this Project, we can then prioritise our communications to those that have the greatest influence and impact over the Project and ensure our engagement with them aligns with their level of influence and impact.



Relocation workshop

Big Things and Little Things

Graphic scribes and photos from workshop, 14 MAy 2021