

**VILLAGE  
SUMMIT 2022**  
PEOPLE - PASSION - PROFESSIONALISM

LIVE IN 5 CAPITAL CITIES  
**NOV/DEC 2022**  
ADELAIDE | BRISBANE | PERTH | MELBOURNE | SYDNEY

PRESENTED BY

**DCM Institute**  
An investment in your future



# VILLAGE SUMMIT 2022

A SINGLE DAY OF PERSONAL AND PROFESSIONAL GROWTH FOR VILLAGE  
AND HEAD OFFICE MANAGEMENT

**ADELAIDE**  
3 November  
SkyCity

**BRISBANE**  
8 November  
W Hotel

**PERTH**  
10 November  
Aloft

**MELBOURNE**  
17 November  
Novotel on Collins

**SYDNEY**  
1 December  
Hilton Sydney

PROFESSIONAL VILLAGE MANAGEMENT IS **YOUR** BUSINESS

# Village Management Is For Purpose

## WELCOME

It is with great pleasure the DCM Institute welcomes you to Village Summit 2022.

This year we have assembled a program of thought provoking and industry-leading speakers, all of whom will talk to our theme of 'purpose'.

The role of a Village Manager is unlike any other, which is why days like today are so important, in that it provides you with an opportunity for professional development as well as ample time to network with your peers and hear from managers of other retirement villages.

In addition to thanking the team of people who have made today possible, we would also like to thank our sponsors for their continued support.

As we emerge from COVID-19 and the challenges it brought us, we can all reflect proudly on what the sector achieved in keeping staff and residents safe. Importantly, we can also

reflect that the reputation of the sector has never been stronger in the eyes of the next wave of retirees – the baby boomer.

That said, the baby boomer comes with their own challenges as a consumer group. They are a generation unlike any who have come before, and they understand the value of purpose and will be looking for it in their retirement.















We can't wait to explore this with you today.



**James Wiltshire**  
Executive Commercial Director,  
DCM Institute

## Our Sponsors



8:00		REGISTRATION	
8:30	 <p><b>James Wiltshire</b> Executive Commercial Director, DCM Institute</p>	<b>Welcome</b>	Master of Ceremony
8:40	 <p><b>Chris Baynes</b> CEO &amp; Founder, DCM Group</p>	<b>State of the Nation</b>	The sector has seen a great deal of success over the past year. This success, however, is not without its challenges as the Baby Boomer customer arrives, presenting new challenges and opportunities.
9:00		<b>Segment 1: The Ageing Journey</b>	A quick look at insights on the ageing journey, taken from this exciting 5-part series screening on 9Gem by DCM Media.
9:15	 <p><b>Phil Preston</b> Purpose &amp; Impact Speaker</p>	<b>Purpose Led Professional</b>	As the founder of The Business Purpose Project and author of Connecting Profit with Purpose, Phil is an authority on how a clearly defined purpose can transform your life, both professionally and personally.
10:15		MORNING TEA	
10:45	 <p><b>Mark McCrindle</b> Founder and Principal McCrindle</p>  <p><b>Christopher Rooke</b> Managing Partner, One Fell Swoop</p>	<b>An Evolving Customer in an Established Market</b>	The marketplace for seniors living has changed considerably these past few years with the tradition of 'build them and they will come' no longer relevant. The evolving customer expects more.
11:15	 <p><b>Jodie Gaske</b> CEO, Season Living</p>  <p><b>Justin Harrison</b> Managing Director, The Village Retirement Group</p> <p><b>FACILITATOR: Chris Baynes</b> CEO &amp; Founder, DCM Group</p>	<b>PANEL: The Purposeful Organisation</b>	Hear from some of Australia's leading executives on the power of purpose, and how the customers, our residents, are responding to this being part of their communities' value proposition.
12:00	 <p><b>Byron Cannon</b> CEO LDK</p>	<b>Care in Communities</b>	What turns a care promise, into a care purpose? Leading executives will explain how care differentiates their communities from others in the sector.
12:30		<b>Segment 2: Purpose and Care</b>	A quick look at insights on purpose and care, taken from this exciting 5-part series screening on 9Gem by DCM Media.
13:00		LUNCH	
14:00	 <p><b>Jamie Ford</b> Head of Partnerships, Five Good Friends</p>	<b>Move Nourish Connect</b>	A wellbeing program to attract and delight residents can your village apart by supporting residents to live long, happy and connected lives in the community they love.
14:30	 <p><b>Paul McAlpine</b> GM Sales Marketing Retire Australia</p>	<b>The Price of Value</b>	The sense of community has kept the sector strong during COVID-19. In turn, this clear purpose is driving sales through value creation.
15:00	MinterEllison.	<b>Legal Update</b>	Legislative reform is ongoing in each state. Hear how these reforms support or challenge the need for purpose in retirement communities.
15:30		AFTERNOON TEA	
16:00		<b>Segment 3: Retirement Living</b>	A quick look at insights on retirement living, taken from this exciting 5-part series screening on 9Gem by DCM Media.
16:15	 <p><b>FACILITATOR: James Wiltshire</b> Executive Commercial Director, DCM Institute</p>	<b>PANEL: On Purpose for a Purpose</b>	Delivering on an organisation's purpose is one of the many functions of a Village Manager. Hear from some of the country's leading Managers on how they are supporting their organisation and residents' purpose.
16:45		CLOSE	
17:00		NETWORKING DRINKS	

# THE PREMIER EVENT FOR VILLAGE AND COMMUNITY MANAGEMENT

*"I took 25 pages of notes so I can share with our colleagues. Thank you to all your team. What an amazing couple of days as I learnt a lot and had a chance to speak to many other team members."*

**Carolyn Verner**  
AVEO Queensland



*"The energy in the room, and so much collective experience, which for me as a newcomer was amazing. It is good to know that there is somewhere for me to be able to get answers to questions that come up now and into the future."*

**Amy Cross**  
Lyndoch

***I loved the Summit, it was very engaging and the guest speakers were very inspiring, also a great opportunity to meet others in the industry and compare notes on how others do things, there is a huge need for this information sharing.***

**Carol Joseph**  
Southern Cross, Tasmania

***I've returned to the office today feeling energised and ready to share as much information as I can with my team (and beyond). It was a transformational two days.***

**Leigh Squire**  
LENLEASE

*"It was a fabulous conference, I can honestly say the best I have been to. I think this was because I walked away with a list of things I can implement today and the coming weeks. It was very action orientated not just information based."*

**Nicola Luxford**  
Village Glen



*"Was a fantastic couple of days and I will most definitely come again to be in the room with so many people who are as passionate as myself..."*

**Sasha Hutcheon**  
St Patricks Green

The VILLAGE SUMMIT 2022 has been conceived, and is being staged by DCM Events and the DCM Institute, members of The DCM Group.

The DCM Institute has been established to support leadership and professional development in the retirement living sector.