



5 July 2024

Mr Jeremy Bryden
Director
Blare Management
Level 1, 19-23 Hollywood Avenue
Bondi Junction NSW 2022

Dear Jeremy,

Development Application for Seniors Living at 669-683 Old South Head Road, VAUCLUSE

Background

A Development Consent was issued by Waverley Council on 18 October 2022, it generally comprised 37 independent living units, amenity areas and associated parking. As part of that consent, we were engaged to outline the on-site support services.

Outline of the proposed development and the role of Chanje Partners:

Qualifications of the Author

My name is Cameron Kirby and I'm a Director at Chanje Partners with more than 12 years experience in the retirement housing sector

Chanje Partners are financial, operational and sales specialists in the Aged Care and Retirement Village sector. We have an outstanding reputation for excellence built on extensive experience in the industry and involvement in a number of high-profile seniors living developments including Mark Moran Vaucluse (where I was Chief Executive Officer) and more recently Hyegrove Willoughby.



We recognise the significant contribution that our elders have made to our society, and we believe that they have earned the right to age in a manner of their choosing which respects their right to dignity and independence. Increasingly, seniors are recognising that they live in large houses that are unsuited for their needs and in most cases contain hazards that risk injury. They are looking for opportunities to downsize into retirement villages that meet their standards and have been purpose-built for their needs so that they can age in place. Most seniors are looking for larger apartments that have at least two bedrooms plus a study, as they are coming out of larger houses. They need a study to manage their affairs away from the living areas and want a second or third bedroom for family, visitors or their partner if they sleep apart.

Seniors choose to downsize into retirement villages for a number of reasons including:

- living in safe and secure environment
- remaining as independent for as long as possible
- living an active and socially enriched lifestyle
- ageing in a purpose-built environment
- continuing to live in their local area and staying connected to their community
- being able to access care and support services as and when they need it

669-683 Old South Head Road, Vaucluse offers a boutique luxury retirement village that will appeal to those wishing to downsize and remain in the Vaucluse area. It is boutique apartment village, comprising 31 apartments and will cater to those residents that want to live in a smaller community with high standards of fittings and finishes while accessing all the amenities and services that allow them to age in place while enjoying a safe, active, healthy and socially enriched lifestyle.

Association with this Project

Chanje Partners has been the main advisor during the preparation of the Development Application for the applicant on the type, size and quality and viability of the on-site facilities and services that would be necessary to produce a well-run high-end retirement complex such as that proposed in this application.



The main target market will be seniors over the age of 70, who are planning for their future care needs to avoid having to enter aged care. These buyers will want to prolong their independence by living a safe, active, healthy and socially enriched lifestyle.

The marketing strategy involves direct engagement with the local community. We will advertise on multiple media channels including social media, digital marketing and local newspapers to name a few and conduct group sessions to provide information to prospective residents. Prospective residents will be invited to attend a display suite to view the finishes and fixtures and to better understand the development. Since the Retirement Villages Act allows for off-the-plan buyers to withdraw at any time, we will have a comprehensive communications and engagement strategy that will provide buyers with support and social enrichment opportunities during the construction period.

The Proposed On -Site Services

The proposed Vacluse Retirement Living Project is well located for its purpose at 669-683 Old South Head Road Vacluse, being adjacent to the Rose Bay North Shopping Village and on a major public transport route. The project includes the following amenities which we believe are appropriate and essential for the safety and enjoyment of its residents:

Management

- A management group with on-site administration whose contractual responsibilities will generally, include:
 - The day-to-day management of the building including cleaning, maintenance and security of the building
 - Providing concierge services to residents
 - Managing the villages services including facilitating home care arrangements, organising social enrichment programs, exercise classes, food and beverage management, laundry and transport arrangements

Facilities

- Porte Cochere for safe pick-up and drop-off of residents
- Town cars
- Reception and lobby with 24/7 concierge
- Administration and Office spaces
- A series of multi-purpose communal spaces to provide for the following functions:
 - library for quiet reading, book clubs, arts & crafts classes and games
 - common lounge space to relax and meet and socialise with other residents, family, and friends
 - dining room for meals and special events
 - kitchen for meals and to support entertainment activities including weekly happy hours and other special events
 - private events
 - speaker series events such as University of the Third Age
 - local community group meeting areas
 - large meeting space for regular meetings and the annual general meetings
 - wine room
 - tea and coffee area
- Cinema for movie nights and sporting events
- Gym for group exercise classes or private workouts
- Treatment rooms for allied health professionals
- Outdoor courtyards for outdoor entertaining
- Beautiful gardens and pathways for enjoyment, relaxation and exercise
- Indoor/outdoor pool area

Services

- 24/7 concierge to assist residents with their day-to-day living activities and provide immediate emergency response to residents and security
- Care services including high care to be delivered to residents in their apartments
- All apartments have been designed for residents to age in place. This includes:

- reinforced walls in bathrooms to allow for support rails to be affixed when required
 - appropriate safe cooking facilities
 - larger spaces for walkers and wheelchair access
 - wider door areas
 - larger bathrooms
 - information technology capability for care such as sensors to detect falls and emergency call alarms in the event of an emergency
 - wider parking spaces for residents with mobility challenges
- Meals can be provided and delivered to the apartments in circumstances where independent self-care is not suitable
- Offsite and apartment laundry services
- Group exercise classes including yoga and aqua aerobics
- Allied health and beauty treatments
- Transport to Double Bay and Bondi Junction

Outdoor Areas

The outdoor areas include gardens, pathways, entertaining spaces and pool will be a major drawcard to the Retirement Village. As with all areas of a Retirement Village, these areas will be regulated by the Village Rules, in conjunction with the Village's policies and procedures which will be enforced by the onsite Village Management team.

This will include:

- The outdoor pool will be open between 7am and 8pm, however in my experience from Mark Moran Vacluse, the indoor pool was only used by approximately 20% of the residents and usually between 10am and 5pm. I expect the outdoor pool will have less use due to the availability of the indoor pool.
- The gardens and pathways will be illuminated until 8.30pm at which time, garden and pathway lighting will be turned off.
- The outdoor entertaining terrace will be available to residents, for events, such as birthdays, anniversaries etc. In my experience these only occur 1 to 2 times per month.



These events will be restricted to an 8.30pm closing time Sunday to Thursday and 10.30pm for Friday and Saturday nights, after which residents will be invited to continue the event inside. Once again, these closing times will be managed by the onsite management team.

In my experience, most residents in retirement villages tend to withdraw to their apartment by 7.30pm. They prefer to go to bed early and get up early.

Conclusion

In our opinion 669-683 Old South Head Road, Vaucluse comprehensively meets the needs of seniors looking to downsize today and into the future. Its design is in keeping with the market trend of more boutique high-end retirement villages. The common area spaces have been thoughtfully designed to maximise utility, given its 31 apartments. The apartments have been designed to provide maximum flexibility for residents to age in place, providing infrastructure for technological solutions and equipment to be added to facilitate care and support in the future when required. Importantly, this flexibility also respects the residents' dignity, as unattractive support equipment is not forced upon them and installed before they need it. The service offering reflects the needs and wants of residents downsizing and planning for their future care arrangements.

Please do not hesitate to contact me if you have any questions.

Yours sincerely,

A handwritten signature in black ink that reads 'Cameron Kirby'.

Cameron Kirby

Director