

The Grange at Berry
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Choosing the right
village is all about
community

thegrangeatberry.com.au

There is so much to consider when looking for a retirement village – security, location, services, facilities, price, staying close to family and friends, legal structures, size, dining rooms to bowling greens and everything in between. So, what is the most important consideration when looking for the best retirement village for you?

Research identifies that most retirees want the following in their retirement home:



1
A safe
and friendly
place to live



2
Money to live
on an affordable
lifestyle



3
A pathway to
quality care
if and when needed



4
An Operator with
Community Vitality
at their heart

The first three points are common in most villages and easier to understand, so the key consideration to look for is an Operator with Community Vitality at their heart. Management focus should be on creating and enhancing a vibrant and engaged community, this is referred to as Community Vitality.

What is Community Vitality?

Community Vitality is a scientifically proven philosophy that focuses on the things that matter most in a retirement community, it highlights 19 social indicators that good managers foster and enhance for the benefit of the whole community.

These social intangibles are what makes a retirement community thrive, these are the things that matter most to residents and critical for management to deliver on. It makes sense then that prospective residents should seek out these same social benefits when choosing a retirement home. The 19 indicators are depicted in the following graph and more information is available at:

www.communityvitality.com.au



Community Vitality



Resident Wellbeing

- Access to Services
- Health
- Physical Environment
- Personal Development
- Involvement
- Recreational Opportunities
- Social Engagement
- Fitness



Community

- Representation
- Voice
- Independence
- Belonging
- Respect



Management

- Safety & Security
- Economic
- Trust
- Management Processes
- Sustainability

Best Management practices focuses on these social benefits that provide a safe, secure, vibrant and sustainable community. Research also indicates that a vibrant community leads to improved lifestyle and financial outcomes for residents.

Achieving high levels of “Community Vitality” should be the number one priority for all retirement villages and should be the number one consideration for anyone considering a move into a retirement village. Whilst there are many important considerations, we suggest that the most important consideration is the vibe, these social benefits of a community which result in happier, healthier, and socially engaged residents.

Good luck in your search and be sure to ask the sales consultant at any village you’re considering about the Community Vitality within that community.



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