



Victorian TAFE Association State Conference  
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# Things are always changing!



*Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.*



# Lifestyle Communities

- Founded in 2003 and listed on the ASX in 2007
- Provides affordable over 50's pre retirement accommodation in master planned communities
- Now have 1200 homes under development or management
- Based on a land lease model that is a win win for both residents and Lifestyle
- Focused in Victoria with plans to continue expanding

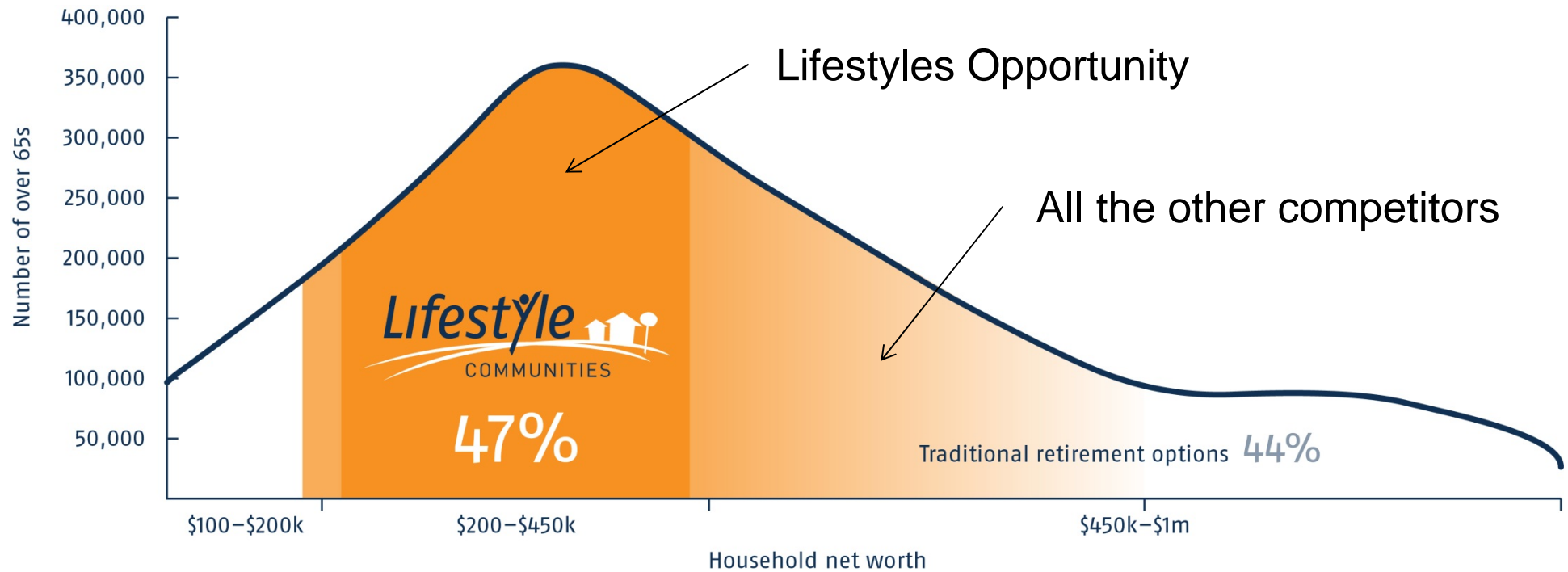


# How we started

- Assessed the over 50's accommodation market
- Picked gap in the market that was not being serviced
- Further scoped the market to develop a model
- Focused grouped with potential customers to ensure we were right
- Rolled out first village 12 months later.



# Where we focused – Over 50's





# How we differentiated

- More affordable than any other offer
- Provided facilities of a scale that our customers wanted
- Designed homes that are smart and affordable
- Provided management that meet the resort feel
- Promoted and promoted our key difference
- Keep evolving to stay relevant with our market





# One of our TVC's







# The TAFE Space

- Enormously challenging by any measure
  - Deregulation – new competitors
  - Funding cuts
  - Public service legacy
  - Brand perceptions

**But opportunities will always abound**



# Differentiate or die!!

*“insanity is doing the same thing but expecting a different result!!”*

- Work out where you can win against your competitors
  - Assess your own strengths and weaknesses
  - Build on your strengths and deal with your weaknesses
  - Build courses that are best of kind, work out where you specialise
  - Evolve a holistic offer: course content, service delivery, teaching space
- Keep evolving to stay relevant to the market

