

# MEDIA RELEASE

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## The present is rosy for retirees

A born and bred Western Australian organisation has shown leading results in the largest national retirement village survey of its kind ever conducted.

Not-for-profit retirement and aged care organisation, SwanCare, exhibited outstanding results in a recent national survey of 19,476 residents from across 529 Australian retirement villages, of which 179 SwanCare residents participated in.

The results of the survey, which were issued in March 2018, found that while residents nationally had a positive Net Promotor Score\* of 22, SwanCare almost tripled that with a NPS of 61 (scores as low as between 20 and 30 classified as favourable and 10-20, average).

The survey also found the overall national satisfaction rating sat at 7.9 out of 10, with SwanCare at 8.7.

“We know that the vast majority of residents here are very satisfied, and the survey results really just confirm that,” Graham Francis, SwanCare Chief Executive Officer, said. “We are truly all about providing a happy and safe place to live, and I think our strong community certainly provides that.”

The current survey findings mirror a 2016 feedback survey of SwanCare Bentley Park residents where SwanCare’s Net Promoter Score was also measured, with a score of 60.2.

Retirement living is a competitive sector and the survey results reinforce SwanCare’s dedication to services. Reliable onsite maintenance was a key factor in electing to move to a retirement village for 80% SwanCare residents and 65% responders chose availability of home support/ care services as reason for moving to SwanCare.

SwanCare resident Maureen Grickage believes the satisfaction lies in those around her.

“There is always someone around who cares about how you are, be it staff or friendly neighbours.” Grickage said. “I love living here.”

SwanCare’s direction concentrates on further improving its Bentley Park offering with \$80 million in major developments in progress, including a new state-of-the-art 120-bedroom aged care facility, and a new leisure precinct with indoor heated pool, gymnasium and landscaping.

“We have a lot to celebrate, but a lot of work ahead of us,” Francis said.

SwanCare is the organisation behind WA’s largest retirement and aged care site, SwanCare Bentley Park, which was established in 1961.

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SwanCare Group  
Communities

Retirement Living  
· Australind Rise  
· Bentley Park

Residential Care  
· Kingia Care Centre  
· Tandara Care Centre  
· Waminda Care Centre

Villages.com.au commissioned Australia Online Research to conduct the research in early 2018.

## ENDS

*SwanCare has been caring for seniors in Western Australia for over 55 years, since the not-for-profit organisation was established in the early 1960's as Swan Cottage Homes.*

*SwanCare operates Independent Living Units known as Bentley Park Retirement Village and Australind Rise, in addition to three Bentley-based residential care centres: Waminda, Tandara, and Kingia, all of which are fully accredited, as well as the SwanCare At Home service.*

### **\*About the Net Promoter Score index**

The NPS rationale for satisfaction is based on the premise that only the most satisfied customers will recommend a product or service to a friend. 'Promoters' are those people who marked 9 and 10 out of 10 for the question "How likely are you to recommend this village to a friend on a scale of 0 to 10."

Customers who are unlikely to recommend to a friend are called 'Detractors' and will mark 0 to 6. 'Passive' customers will mark 7 and 8. The NPS takes the Promoters and then deducts Detractor scores to deliver the net figure.

The net figure ranges from -100 to 100.

Engaging the Net Promoter Score index (NPS), the widely used international 'satisfaction' measurement, the retirement village sector achieved an NPS score of 22.

This is one of the highest satisfaction scores in Australia for an 'industry'. NPS Industry Benchmarks 2018\* ranks Charities close to the top with an NPS of 27, followed by Online Retail at 24. Retirement villages comes in close behind with its NPS of 22.

By comparison 'Holiday Home Rentals' also has an NPS of 22, 'Automotive' has an NPS of 12, 'Doctors' 11, 'Tertiary Education' -2 'Banks' -3 and 'Lawyers' -22.

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