



Experience Team Leader

Position Outline

Lifestyle
COMMUNITIES

The Lifestyle Story...



2003

James Kelly, Dael Perlov and Bruce Carter developed a business plan

2004

Development of our first community at Brookfield –
Opened in June 2005

2007

Listed on the Australian Stock Exchange

2012

Major capital raising of \$36m

Since beginning Lifestyle Communities in 2003, our mission has always been to enable working, semi-retired and retired people over 50 to enjoy affordable luxury living in a secure community setting, while having the freedom to enjoy new possibilities with greater peace of mind.

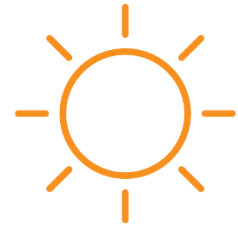
Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

1. “You never get a second chance at a first impression” and we ensure that whether it is the look of our communities or the service we deliver, our customers always get a fantastic first impression.
2. “A customer may forget what you told them, but they will never forget how you made them feel”. We want to make every customer touchpoint an amazing experience, one that they will remember and recall with friends and family. We want to ensure that their experience living in a Lifestyle Community is an extremely positive one.

These two adages have been the key enabler of our growth and success over the years and will become even more important as we develop and grow.



Our Purpose



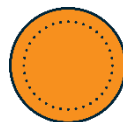
We're champions for facilitating a bigger, more enhanced life for our homeowners. A cohort of like-minded retired, semi-retired and working downsizers who belong to a generation that's seen more change than any before; and possibly any to come.

We **build** communities because our homeowners have worked hard for what they have and they deserve affordable, beautifully-designed and low maintenance homes in concert with best-in-class amenities. We **create** communities because our homeowners haven't given up on returning to a time when they built strong communities around their own homes. We **nurture** the homeowners within our communities because they seek a space that's truly their own, that strikes the perfect balance between connection and privacy; independence and activity.

Like us, our homeowners rail against an earnestly bland existence or disappearing into a sea of sameness; the one-size-fits all approach that places limitations on what's possible. Which is why we actively listen to them; to their hopes for now and their dreams for the future, so the next time they ask, "what's next?" we've already been busy reimagining.

But, most of all, we champion bigger, more enhanced lives for our homeowners because we know that reducing their property footprint takes a giant leap of faith. This is why we believe it's a privilege to walk alongside them as they elevate the next phase of their lives.

Like us, we believe they're just getting started.
After all, they're the generation of change. **And they're not done yet.**



2014

1,000th homeowner
moved in



2016

2,000th homeowner
moved in &
10th Community
Clubhouse opened



2018

Acquired 17th
Community Site &
3,000th homeowner
moved in



2023

Land purchased for
our 31st Community
5,198 homeowners
1340 pets
An ASX top 200
business

Role Summary

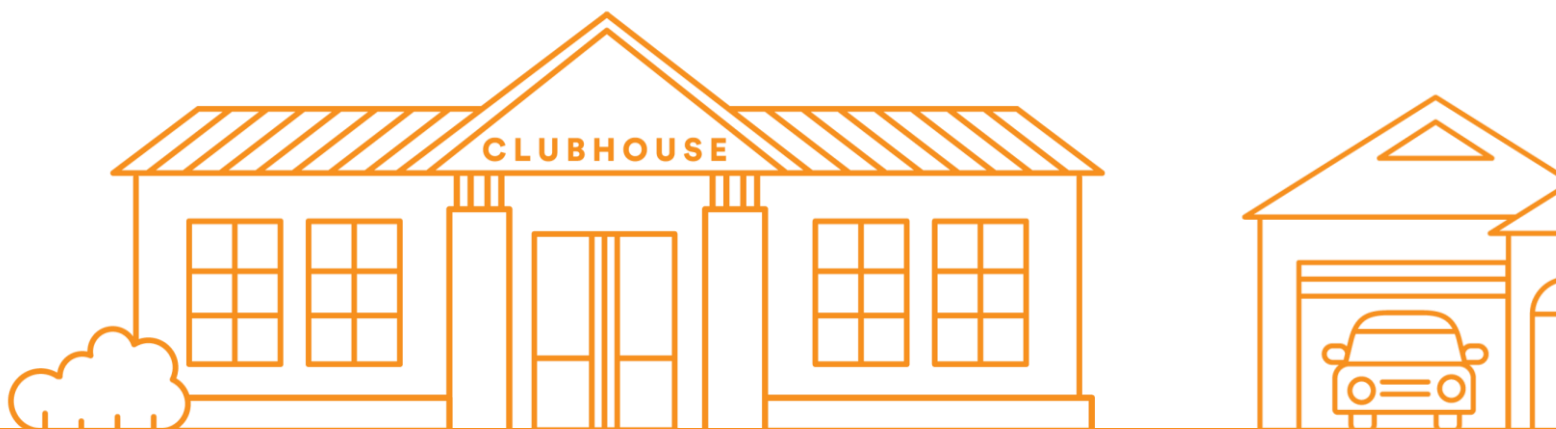
The Experience Team Leader role supports the delivery of the homeowner experience and operational delivery of our amazing communities.

Working as part of the Homeowner Experience team, this role will support our growing portfolio of communities with specific responsibility for developing communities.

We are looking for inspiring leaders who will collaborate with peers, coach and mentor our teams, drive operational excellence and have a creative curiosity that will help us re-imagine the future whilst never losing sight of our customer as the only truth.

As an entirely customer-centric organisation, the main priority of this important role is to support our regional team of Lifestyle Managers and our wider teams to deliver an amazing homeowner experience.

This is a key role in helping to support our teams through an exciting time of change as we continue to set new benchmarks for innovation, customer obsession and operational excellence.



Who Am I?

I am a **passionate** person that really enjoys working in a highly engaged and supportive environment to deliver **amazing** service to our team and customers. I have an absolute **passion** about customer service and believe that delivering amazing customer service should be in every business' ethos.

I have **high empathy** and can put myself in the shoes of team members and our homeowners to understand their needs and how to provide an experience that exceeds their expectations.

I have **high EQ** and my working style is one of **collaboration** and **consultation**. I see this role as both **challenging** and **rewarding**.

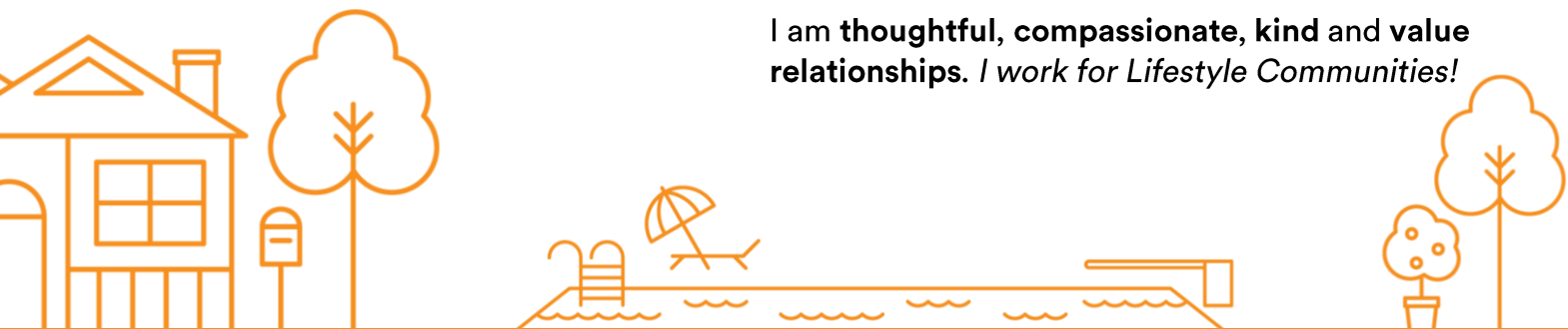
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.





I continually seek to improve the overall experience for our team members and homeowners. I am excited to **think outside of the box** and constructively challenge the business to be exceptional in all that we do.

I treat everyone with **respect** and show humility in all interactions. I believe that Lifestyle Communities makes a real difference to our customers lives and I work to ensure that I can also make a difference to what we do and the service and product we deliver.

I am **thoughtful, compassionate, kind** and **value relationships**. *I work for Lifestyle Communities!*





Our customer
is our **only truth**

Do it from
the heart

**Own it,
sort it**

Play as
a team

Deliver.
Delight.
Everyday

Be constantly
curious

Our Values

Our values drive all our interactions with our customer.

We know that by living these values we can deliver excellent customer service to all stakeholders and believe that these values differentiate us from other operators in this sector.

| | |
|-------------------|---|
| POSITION TITLE | Experience Team Leader |
| REPORTS TO | Executive General Manager, Experience |
| DIRECT REPORTS | <ul style="list-style-type: none">✔ Lifestyle Managers in your region✔ Service Delivery Support in your region✔ Lifestyle Relief Managers in your region |
| LOCATION | <p>Support Office Level 5, 101 Moray Street, South Melbourne VIC 3205</p> <p>Travel to Lifestyle Communities throughout your applicable region.</p> |
| EMPLOYMENT TYPE | Full Time |
| DEPARTMENT | Experience |
| KEY RELATIONSHIPS | |
| INTERNAL | <ul style="list-style-type: none">✔ EGM, Experience✔ Lifestyle Area Managers✔ Operations Administrator✔ Lifestyle Managers✔ Experience Design Team✔ Sales Team✔ Project Management Team✔ Marketing Team✔ Finance Team |
| EXTERNAL | <ul style="list-style-type: none">✔ Homeowners✔ Prospective Homeowners✔ Suppliers |

Experience Team Leader

KEY TASKS / DELIVERABLES

WHAT WILL SUCCESS WILL LOOK LIKE?

TEAM LEADERSHIP

- ✓ Under the leadership of the EGM, Experience you will help to oversee the homeowner experience and operational running of a portfolio of communities in a region.
- ✓ The Experience Team Leader primarily has responsibility for supporting and delivering the homeowner experience at our developing communities.
- ✓ Provide on-the-ground support and direction to communities and Lifestyle Managers in their region to bring the homeowner experience to life.
- ✓ Support the Lifestyle Managers to drive community engagement and spirit and escalate issues to the Senior Experience Delivery Manager and EGM, Experience as needed.
- ✓ Supports the Experience team to implement new projects and initiatives in communities.
- ✓ Works cross-functionally across the business to champion the homeowner experience, drive operational excellence and a culture of 'own it, sort it'.

- ✓ You will lead by example and display the values and purpose of Lifestyle Communities.
- ✓ Your team will feel valued and driven to meet and exceed company objectives.
- ✓ Your communication and behaviours will inspire and motivate team members.
- ✓ You will positively represent Lifestyle Communities to Homeowners and other outside resources, through your communication and behaviours.
- ✓ You will provide leadership that is consistent with the expectations set by the EGM, Experience and Senior Experience Delivery Manager.

CUSTOMER OBSESSION

- ✓ Champion our culture of customer obsession and inspire our teams to continuously focus on delivering an amazing customer service experience that delights and exceeds expectations.
- ✓ As a customer-centric leader, generate genuine buy-in and consistent adoption of our service culture and ensures that the brand vision and experience standards are successfully brought to life.
- ✓ Support the implemented across the communities and adopted in our communities and uses reporting and insights to continuously strive for improvement.

- ✓ All efforts are made to made to exceed expectations and achieve exceptional results for our customers.
- ✓ You will continually look for new and creative initiatives to improve outcomes for customers.
- ✓ All concerns or enquires are resolved to a high standard, in a timely manner.

DISCOVER THE NEW DESIGN

- ✓ Bring a creative curiosity and contribute inspiring ideas that help elevate our homeowner experience within the various stages of the developing communities.
- ✓ Bring your in-depth knowledge of our customers and understanding of our operations to contribute to the design of our future homeowner experience.
- ✓ Be the voice of the Lifestyle Management team in putting forward ideas and suggestions to improve the operational efficiency of our communities.

- ✓ The successful delivery of new projects and initiatives elevates the homeowner experience.
- ✓ Operational considerations, insights and feedback from Lifestyle Managers is put forward in the design to deliver process.

Experience Team Leader

DELIVERY

- ✓ You will support the operational performance and continuous improvement across developing communities in a region, using insights from homeowners, Lifestyle Managers and other Lifestyle teams.
- ✓ Work with the EGM, Experience to identify communities that need support with enhancing homeowner experience and delivering referrals. Execute plans to address these issues working proactively with the LM team, Sales and Marketing to realise outcomes.
- ✓ Coordinate resourcing for allocated communities and work with the EGM, Experience to ensure operational coverage.
- ✓ Oversee community budgets in line with targets and support Lifestyle Managers with budget management and reporting. Be responsible for reporting and proactively identify variances and put in place corrective action to the EGM, Experience.
- ✓ Contribute to the OH&S and compliance framework by conducting i-audits, safety audits and managing incident reporting.
- ✓ Create an operating rhythm that maintains a homeowner-centric culture, including key stakeholder meetings, team communications, current/accurate reporting and community visits.
- ✓ You will constantly generate new ideas and creative solutions to help support our Lifestyle Managers or that help us to be a better, more commercial business.
- ✓ Engage with Homeowners Committees and Social Committees as required whilst ensuring that Lifestyle Managers remain empowered in this relationship and that you provide all due support and follow-up in an accurate and timely fashion.
- ✓ Through effective collaboration with stakeholders contribute to the development of new policy and procedures that directly contribute to the effective management of the communities, obtain consensus, and assess feedback periodically to assess outcomes.

- ✓ Document and drive consistency through and across regions.
- ✓ You will be considered whilst also challenging the status quo when setting strategy.
- ✓ You will continually look to achieve efficiencies in procedures and expense controls, remaining mindful of the homeowner experience.
- ✓ Care and caution are exercised with decision-making, bearing in mind the decision made at one community will be picked up by every community.
- ✓ Assets, activities, and procedures are managed appropriately, taking into consideration risk management, cost, timing, homeowner/customer impact and final outcomes.

RELATIONSHIP MANAGEMENT

- ✓ Lead the communication and engagement plan for your communities and drive the 'One Team' approach across the business including implementation of feedback loops.
- ✓ You will mentor, develop and train team members to deliver amazing customer service outcomes and business objectives.
- ✓ You will work closely under the direction of the EGM, Experience and the Senior Experience Delivery Manager to provide support and consistent delivery of business priorities and service expectations.

- ✓ Consistent processes, deliverables and expectations are driven in each region.
- ✓ You will create and develop strong relationships with your team so that they actively seek your feedback and guidance.
- ✓ You will proactively work towards collaboration and team results throughout the business.

Experience Team Leader

RECRUITMENT

- ✓ You will proactively foster positive and functional working relationships between all your Lifestyle Communities colleagues and identify ways of working and processes to better support collaboration with key teams and suppliers.
- ✓ Your ability to work closely with Marketing, Finance, People Experience team, etc are all strong determinates in your success as Lifestyle Communities operates a very open management structure.

- ✓ You will support the EGM, Experience when required, to enthusiastically attract and recruit team members who encompass our key company values and desire to achieve amazing outcomes.

- ✓ You will support recruitment of high performing, culturally aligned and high EQ candidates to deliver amazing customer service.

PERFORMANCE MANAGEMENT

- ✓ Complete constructive 3-month and 6-month probation reviews for the Lifestyle Managers and team members in your allocated communities.
- ✓ Develop, communicate and monitor clear performance objectives for team members and provide regular performance feedback and appropriate performance management principles.
- ✓ Supporting our ROADMAP process, and with your hands-on approach to your Lifestyle Management team members, you will conduct meaningful 6-monthly catch-ups and annual reviews.
- ✓ Ensure your team have everything they need to enjoy and successfully undertake their roles; consistently delivering outcomes and homeowner experiences to a high standard.
- ✓ You will identify team member strengths and weaknesses and you are confident to address these through recognition, or encouragement, support and guidance.
- ✓ You will provide feedback in a constructive helpful way to ensure team members know the improvements required and how we will support them to achieve this.
- ✓ Work closely with the People Experience Team to appropriately address poor performance and / or behaviours.

- ✓ A meaningful induction plan with ample guidance and coaching to set up new team members for success during probationary period.
- ✓ Poor performance and / or behaviours are addressed in a timely manner.
- ✓ Team members are trained, mentored and developed to achieve company objectives.

RELIEF SUPPORT

- ✓ Should the need arise, you will support the communities in your region in a Relief Management role for the period of time.

- ✓ You will support the communities in your region as a Relief Manager should the need arise.



What will *success* feel like for you?

In addition to fulfilling the requirements listed in this position outline, you will be **inspired** and **challenged**, and your learning curve will be steep. You will genuinely believe in the purpose of the business, and you will wake up eager to start the working day where your contributions are valued and rewarded.

THE KEY CHALLENGES OF THIS ROLE:

- ✓ Continually motivating and developing your team to deliver exceptional customer service.
- ✓ Be ready to embrace and champion change that naturally occurs in a business going through significant growth and transformation.
- ✓ Create positive, collaborative and outcome driven results with various departments.
- ✓ Balance the needs and wants of Homeowners and the objectives of Lifestyle Communities.

OUR ASK OF YOU



?

We have a strong history up to today and we need passionate, motivated and entrepreneurial team members to challenge the status quo.

By joining the Lifestyle Communities team, you are committing to give it your all, live our values, take some risk and make a difference.
That is all we ask.

I understand the key deliverables and values of Lifestyle Communities, and will execute my role as **Experience Team Leader** to reflect this position outline.

Signature