



Engagement Support

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.

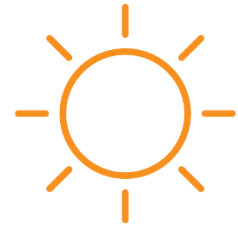
Our first community was at Brookfield in Melton, and over the years we have kept improving on what we do based on the feedback from our customers and homeowners. We have grown the business on two key adages;

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



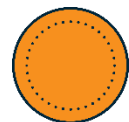
2016

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 Engagement Support role is responsible for supporting the Experience Team with the execution of Homeowner wellbeing activities and inter-community carnivals and events.

All activities must take into consideration the business values and culture to deliver an amazing experience for our homeowners



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**.

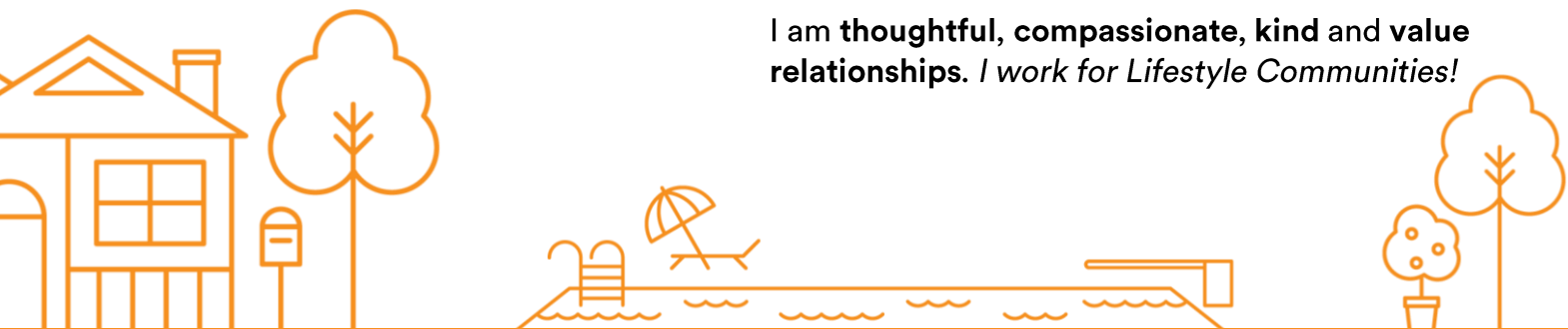
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.




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	Engagement Support
REPORTS TO	Engagement Lead
DIRECT REPORTS	NA
LOCATION	Support Office Level 5/101 Moray Street South Melbourne VIC 3205 Travel to various Lifestyle Communities within Victoria based on business operational needs
EMPLOYMENT TYPE	Full Time
DEPARTMENT	Homeowner Experience
KEY RELATIONSHIPS	
INTERNAL	<ul style="list-style-type: none">✓ Engagement Lead✓ Comms Lead✓ Experience Design & Delivery Leads✓ Lifestyle Managers✓ Operations Planning & Performance✓ Area Managers✓ Marketing Team✓ Sales Team✓ Projects Team
EXTERNAL	EGM-X and Head of CX <ul style="list-style-type: none">✓ Homeowners✓ Potential Homeowners✓ Wellbeing Providers

Engagement Support

KEY TASKS / DELIVERABLES

WHAT WILL SUCCESS WILL LOOK LIKE?

Wellness Program Development

- ✓ Assist in the planning, implementation and delivery of community wellbeing activities and inter-community sport carnivals.
- ✓ Assist in the development of marketing and promotional material to promote wellbeing activities including inter-community sporting carnivals.
- ✓ Proactively stay up-to-date on trends, best practices and education within the wellbeing industry.

- ✓ All tasks are executed to the highest standards and aligned to our branding guidelines.
- ✓ Show creativity and a proactive approach to wellbeing initiatives.
- ✓ You will display maturity and an understanding of the concerns for our target market.

Wellness Program Administration

- You will use your strong administration skills to support the Experience Team and Engagement Lead with:
- ✓ Day-to-day administration
 - ✓ Community wellbeing activity coordination
 - ✓ Inter-Community Sport Carnival coordination
 - ✓ Assist in designing and implementing promotional initiatives; Including, but not limited to, preparing flyers and materials to provide ongoing communications around wellbeing activities and events

- ✓ You will manage and execute Wellness Administration tasks to the highest standards.

Wellbeing Program Delivery

- ✓ Support the Engagement Lead to deliver a comprehensive wellbeing program spanning mind, body and soul, underpinning strong positive outcomes for homeowners including high engagement and connectedness
- ✓ Coordinate logistics of activities at multiple locations including seasonal sporting carnivals
- ✓ Develop and implement feedback loops and surveys to determine the interest and effectiveness of these initiatives.

- ✓ You will continually update our website, SharePoint, and social media to effectively promote wellbeing activities.
- ✓ You will execute wellbeing activities in accordance with budget targets.

Engagement Support

Stakeholder Engagement

- ✓ Assist in maintaining and updating websites and internal databases, including social media.

- ✓ You have the ability to build rapport with all Lifestyle Communities team members.
- ✓ You will quickly develop rapport with future and current homeowners.
- ✓ You will act as a brand ambassador in all interactions and comply with company values in all interactions.
- ✓ Create positive, collaborative, and professional relationships with all departments in the business.
- ✓ Be a brand ambassador when communicating with any external providers or agencies.
- ✓ Develop positive and commercial relationships with external providers and consultants.
- ✓ Work with external providers of wellbeing services.
- ✓ Provide feedback and advise to ensure positive outcomes.

- ✓ You will have strong mutually beneficial relationships with the internal team.
- ✓ You will act as a brand ambassador in all interactions.



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:

- ✓ Building rapport with the homeowners to deliver exceptional experiences and engagement with the wellbeing activities and inter-community sporting carnivals.
- ✓ Executing a creative and topical wellness program of the highest standards.
- ✓ Building strong relationships with the internal team to support your delivery of wellbeing activities that not only enhance our homeowner offering, but also supports our sales activities and make Lifestyle Communities an aspirational company.
- ✓ Staying abreast of wellbeing trends and themes in the wider industry.

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 **Engagement Support** to reflect this position outline.

Signature