



Experience Design and Delivery 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.**



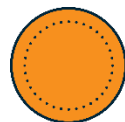
2014

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



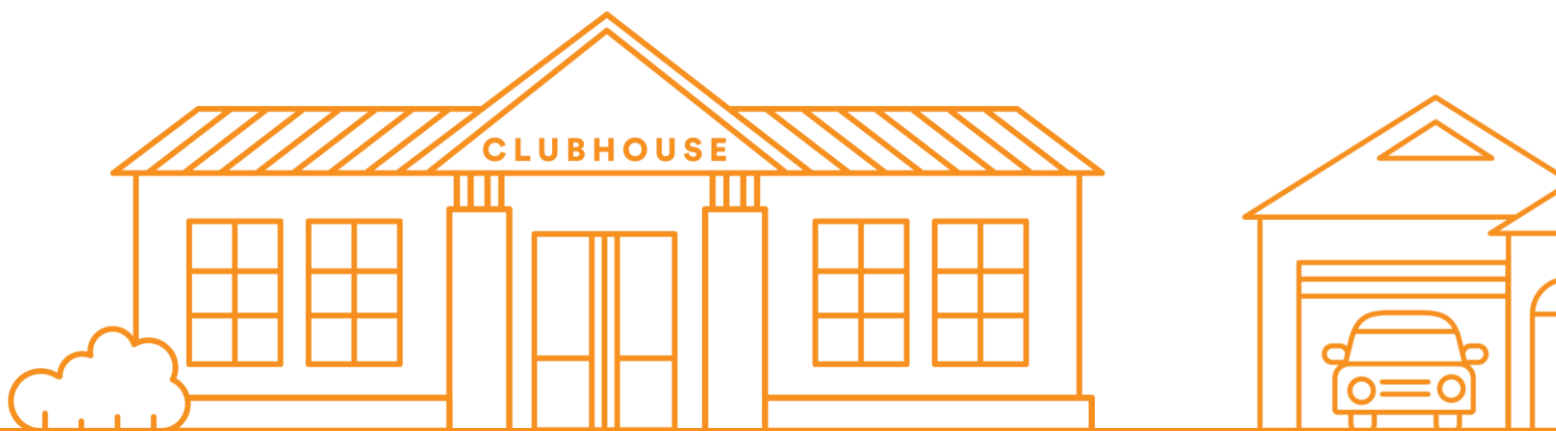
2023

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

Role Summary

The Experience Design and Delivery Support role is key in supporting the manager in the design and delivery of our amazing homeowner experience. This role will be working collaboratively across the business to ensure that we continue to set the benchmark for customer-centricity, service, and innovation.

This role will have specific responsibility for supporting the Design Manager with Customer (Homeowner) Experience, developing our service strategy and the design of our customer touchpoints. By providing comprehensive support of the entire customer journey, this position will assist in establishing customer experience as a key competitive advantage.



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**.

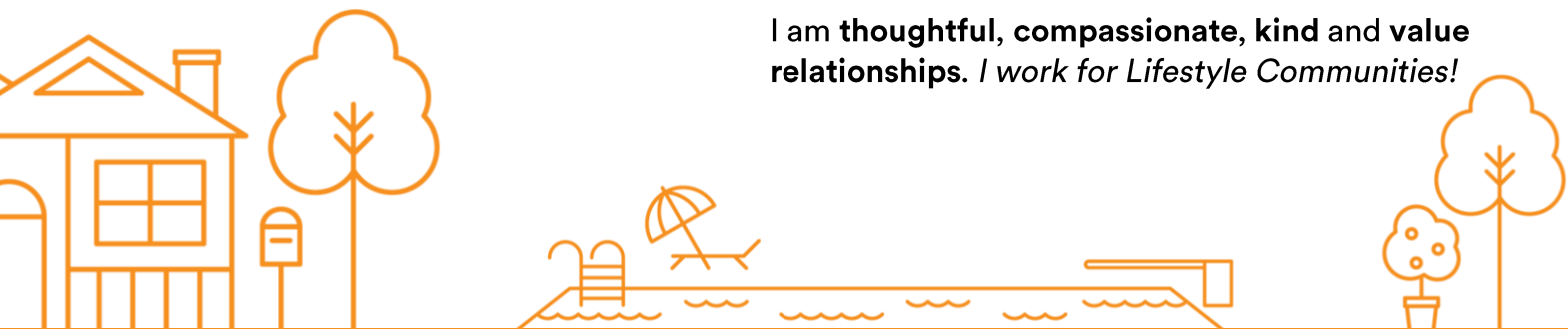
I am eager to grow my skill set whilst at the same time using my experience to achieve and drive results and **make a real difference**.





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 Design and Delivery Support
REPORTS TO	Experience Design and Delivery Manager
DIRECT REPORTS	NA
LOCATION	Support Office Level 5, 101 Moray Street, South Melbourne VIC 3205 Travel to Lifestyle Communities throughout Victoria, as required.
EMPLOYMENT TYPE	Full Time
DEPARTMENT	Experience Team
KEY RELATIONSHIPS	
INTERNAL	<ul style="list-style-type: none">✓ Experience Design and Delivery Support✓ Head of CX✓ Executive General Manager, Experience✓ Lifestyle Managers✓ Communications Lead✓ Engagement Lead✓ Advocacy Lead✓ Managing Director✓ Leadership Team✓ Marketing Team✓ Sales Team
EXTERNAL	<ul style="list-style-type: none">✓ Homeowners✓ Potential Homeowners✓ Suppliers and partners

Experience Design and Delivery Support

CUSTOMER EXPERIENCE STRATEGY

KEY TASKS / DELIVERABLES

- ✓ Build and continue to support the Customer Experience strategy and help develop frameworks behind the Customer Touchpoint Wheel to assist in delivering an amazing and memorable service experience for our homeowners throughout their journey with Lifestyle Communities.
- ✓ Assist in working to define our customer experience vision and service approach and use these as the 'north star' to guide the design and development of the homeowner journey and touchpoints.
- ✓ Work cross-functionally with other teams and our suppliers to help to deliver the customer experience by setting clear customer outcomes and internal processes that our teams understand and can bring to life.
- ✓ Assisting to further grow the customer experience program by working in with the Sales, Marketing and Projects teams.
- ✓ Attend seminars, workshops and/or conferences to ensure our strategies remain current and meaningful, while also improving your existing job knowledge.
- ✓ Complete to a high standard, any other duties that support Lifestyle Communities as reasonably required.

WHAT WILL SUCCESS WILL LOOK LIKE?

- ✓ Assist in creating a Customer Experience Strategy and roadmap is defined over short and long-term time horizons
- ✓ Our brand and service approach is clearly defined and used as our 'North Star' to ensure a consistent red thread through the customer journey
- ✓ Customer Experience strategies delivered and an amazing service experience for our homeowners.
- ✓ Homeowner satisfaction and referral rates will increase across our communities.

INSIGHTS

- ✓ Assist in developing insights and reporting framework that allows us to measure homeowner satisfaction, referrals, the impact of new initiatives and identify opportunities for improvement.
- ✓ Conduct studies and research to discover new ways to improve our customer experience.
- ✓ Engaging with our homeowners through varied communication channels to seek feedback on their journey with Lifestyle and test new ideas or thinking.
- ✓ Assisting to develop internal feedback loops to capture feedback from our Experience Delivery team, other internal stakeholders and suppliers to ensure that we capture and action operational feedback in a timely way.
- ✓ Ensure our CRM tools remain accurate and effective in coordinating and monitoring the customer experience.

- ✓ Assisting to create an insights and reporting framework is in place to measure a range of customer, operational and commercial metrics that are relevant to the work of the Homeowner Experience team.
- ✓ Internal feedback loops are in place as part of our 'Design to Deliver' approach to ensure that feedback from our teams is incorporated into both concept and implementation of new initiatives

PROCESS DELIVERY

- ✓ Work closely with the CX team on improving and streamlining processes within Lifestyle Communities that impact the customer experience.

Experience Design and Delivery Support

DESIGN TO DELIVER

- ✓ Assist in developing policy and procedure documents as required and ensure they remain current and updated.
- ✓ Help manage change and communicate plans to key stakeholders to ensure positive outcomes.
- ✓ As part of the overall service delivery, provide advice and guidance to our teams to continue to deliver a great customer experience.

- ✓ Through the development of standard policies and procedures, we can drive greater consistency in both homeowner experience and our ways of working – we call this our One Team approach.
- ✓ Our Experience Delivery teams and homeowners are engaged and communicated to as part of this process.
- ✓ You will assist in creating and developing strong relationships with the Community Management team so they actively seek your feedback and guidance.

STAKEHOLDER ENGAGEMENT

- ✓ Collaborate widely and regularly with our teams to ensure homeowner experience initiatives are designed for success and can be delivered by our teams.
- ✓ Assist in developing supporting marketing and communications to support new initiatives for both internal and external channels.
- ✓ Help manage change and communicate plans to key stakeholders to ensure positive outcomes.

- ✓ By adopting a 'Design to Deliver' mindset, you ensure that new initiatives can be successfully delivered by our teams and meet intended homeowner, operational and commercial objectives and targets.
- ✓ You use the opportunity to create good news stories with our homeowners and the market.

- ✓ Work in conjunction with your manager and the Experience team to establish and maintain consistent processes, procedures, and outcomes across all customer touchpoints.
- ✓ Proactively foster positive and functional working relationships between our internal teams and suppliers. This is essential to achieve alignment with our core purpose and deliver great outcomes for the customer.
- ✓ Build rapport and trust with all stakeholders through being consultative and collaborative. In achieving this, draw on a wide range of strategies to generate buy-in for your strategic plans, in such a way that creates a culture to encourage and embrace change.
- ✓ It will come as second nature for you to foster and develop relationships with various internal and external stakeholders.
- ✓ Observing appropriate policy, you will respond to customer enquiries, requests or complaints as required

- ✓ You will display the values and purpose of Lifestyle Communities.



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:

- ✓ Support the execution of our Customer Experience Strategy and design of our homeowner experience to ensure that we continue to position service and experience as strategic differentiators.
- ✓ Work cross-functionally with teams from across the business and our suppliers to bring the homeowner experience to life.
- ✓ Implement our insights and reporting framework to help us measure performance and identify opportunities for improvement.
- ✓ Ensure our customer referral rates continue to climb, reflecting exceptional service standards throughout the lived experience – exceeding 55% and aspiring to 65%.
- ✓ Objectively challenge the business to improve the customer experience through the entire touchpoint journey

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 Design and Delivery Support** to reflect this position outline.

Signature