



## From the MD

My thanks to everyone who contributed to our Mission and Values, which I am currently in the process of finalising. I have now had the opportunity to discuss this with our Western Australian teams and I have organised a strategic planning session between the DPG Executives and our Board.

The outcome of these discussions was a recognition of the good work done in 2010 and the challenges ahead in our move to the next level of performance. The focus has been on resident care delivery, Occupational Health & Safety, Learning and Organisational Development and the further development of our teams and our business. We also set the framework for the 2011/2012 financial year budget process, which we are about to start. We agreed that to achieve all of our goals we need to increase the capability of the organisation in some key areas. We particularly recognised the need for increasing focus on systems and technology upgrades, especially in the Care, Compliance and Finance areas.

Importantly, we recognised the need to invest more capital (as it becomes available through enhanced performance) in our Repairs & Maintenance and on upgrades of existing homes in the coming years.

Greg Roder



# DOMAIN PRINCIPAL Gazette

## DPG Marketing Activity

Marketing activity at DPG is entering a period of very heavy focus following the successful community day program at Domain Macquarie Place, Domain Auckland Place, Domain Ashmore, Domain Bairnsdale, and Domain Lakeview. Each community day held to date has been successful in attracting between 100 and 1000 visitors to the facility to view firsthand the quality of DPG's care. Through to the end of March this program will be expanded across selected Domain and Principal facilities.

Each community day comprises a free BBQ lunch, a local high school jazz band, kids entertainment and tours of the facility. In addition each facility is encouraged to provide one or two activities that suit the area or the site such as a Vintage car theme, fete stalls or wine tasting.

In support of the community days, each participating facility is undergoing a mini makeover, sprucing up rooms, installing flat screen TV's and pruning and mulching the garden beds.

In addition to the community days, there is also an intensive local media schedule to build awareness of each facility within their local communities. Through a series of weekly quarter page adverts in local newspapers, each facility will highlight and showcase their key features and attributes.

For each facility, the community day program is jointly being managed by the Regional Admissions Manager and the Facility Manager with the assistance of the Business Development team and its external marketing agencies.

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## DPG Marketing Activity *continued from page 1*

Richard Ings, GM of Business Development for DPG said that these community days are important in building lasting relationships between facilities and the local communities where they provide care, “keeping each community day simple ensures that we can balance off having a fun program but not place excessive demands on the facility, staff and residents with complex and costly organization.

Here is the calendar of community day and allied health events through to the end of March.

### Schedule of Community Days

Domain Facility	Community Event Date	Allied Health Event
Florence Tower	26/02/11	23/02/11
Coffs Harbour	26/02/11	18/02/11
Paynesville	27/02/11	03/03/11
Burpengary	05/03/11	
Kirra Beach	TBC	23/02/11
South Valley	12/03/11	10/03/11
By The Bay	19/03/11	17/03/11
Varsity Rise	19/03/11	16/03/11
Raffin Place	26/03/11	26/03/11

## Staff Profile – Tracey Keown, Administration Officer, Domain Paynesville

My family and I moved to East Gippsland from Melbourne 19 years ago.

During the construction of Domain Paynesville, eight years ago, I would drive past the site on my way to work at the local Tafe wondering what new building was being constructed next to the Nursing Home. Once the signs started to appear that an Aged Care Facility would be opening soon, I decided to give them a call to see if there was a vacancy for a receptionist.

When I started as the new receptionist I was overwhelmed by the size of the home and the facilities that were on offer to residents. As well as the usual communal areas, there was a hair salon, a heated pool, even a bar, and huge flat screen televisions.

On my first day whilst unwrapping the furniture from its plastic and placing it around the facility, I thought to myself this is where I want to come when the time comes.

I have seen and been through many changes here at Domain Paynesville. We were initially owned by Ellis Residential Care then Ramsay Health Care and then the Domain Aged Care Group took over in 2008, which of course is now the Domain Principal Group. Through these changes I have seen new processes and systems implemented but the biggest change for me was going from being a receptionist to the administration officer. With all the training that Domain offered I found my feet and confidence and settled into the role comfortably.

During this time, I was desperately trying to persuade my father, who



lived in Melbourne, to move to Paynesville and into the facility so he would be closer to me.

Dad was initially resistant but when he finally decided that he was ready to make the move he was amazed at what Domain Paynesville had to offer and how beautiful it was. I remember him saying to me “it’s a palace, I should have done this a long time ago”.

I was very fortunate and thankful that I could move my father into Domain Paynesville and have him so close and be able to see him everyday.

## Together 65 years and counting

Jack Ingle looks fondly at his wife Evelyn and comments on how fortunate he is to be with her after 65 years of marriage.

The couple met in Oakleigh, Melbourne when they were just 15 years old and married at St Mary's church in Sydney in 1945.

Jack and Evelyn currently live together at the Domain aged care facility in Paynesville. They have five children (four daughters and a son) and a handful of grandchildren, who still live locally in areas such as Raymond Island and Mt Taylor.

Jack and Evelyn have spent most of their lives living in Miranda, Sydney and Carrum, Melbourne. During a visit to a friend who lived on Raymond Island in the early 1970s

they fell in love with the peaceful, tranquillity of the place and decided to buy a block of land there.

They moved to Raymond Island in 1978 on Eight Avenue and stayed there for 13 years. You can still see the tea-tree seedlings that were planted in the 1970s by Jack today and how they have grown.

Jack believes that the trick to a successful marriage is to be realistic, maintain faith and have a strong love for one another.

"Marriage is not a one-way street. There are ups and downs and we've had quite a few. But you stay together. Life wasn't meant to be a bed of roses," he said.

Being in the Navy for many years, Jack was often away from home



Evelyn and Jack Ingle in their room at Domain Aged Care Facility in Paynesville will celebrate this Valentine's Day together like they have done for the past 65 years.

for great lengths of time. It was the thought of his wife and family back home that helped him through those difficult times.

"Live life for today, one day at a time. Accept and don't expect. You've got to ride the waves together and share everything. We are just thankful to have each other," Jack said.

*Story taken from **Bairnsdale Advertiser**, 7 February 2011, page 10.*

## Macquarie Place launches more beds

Due to overwhelming demand, Domain Macquarie Place opens its new accommodation – Archer House.

Since the official opening of Domain Macquarie Place near Newcastle in September 2010, demand for beds at the facility has been considerable with the initial opening allocation of beds now filled. The opening of the new Archer House accommodation in January was greeted with pleasure from all those waiting for a bed at this first class facility. Domain Macquarie Place under the watchful eye of Facility Manager Darran Paul, has already created a homely and welcoming

environment for those needing low, high and dementia care for the 120 residents already settled in there.

Nestled in the tranquil 'Northlakes Estate' in Cameron Park, part of the New South Wales' Hunter region, Macquarie Place is surrounded by lush trees, gardens, and convenient local amenities. An onsite gourmet café provides a great meeting place for friends and family to get together and the playground provides a source of fun for visiting children.

Staff at Domain Macquarie Place are delighted with the demand for admission and excited to be working in the leading aged care facility in the region. Says Darran,



"it is so rewarding to be able to look after our residents in such a lovely environment and know that as well as the surrounds they are getting second to none care."

Archer House offers low care beds in a luxury low care environment.

# COOeee! From the COO – Part II

## An interview with the Chief Operating Officer, Ian Thorley

Ian Thorley, the recently appointed COO of DPG talks to DPGazette about his vision for the business and what he hopes to achieve in his first 100 days.

### **What are the current priorities for you as COO?**

With responsibility for the operational performance of all DPG facilities, my goal is to work in a collaborative manner with the SOM's and FM's to deliver our business priorities of high quality resident care, compliance and improved financial performance.

As you are all aware, aged care is a capital intensive business and we are required to upgrade our facilities and equipment on a regular basis. To achieve this, the financial returns must be appropriate to ensure our long term viability and so the need to operate the facilities in an efficient business-like manner is a very important part of my role.

Any success in business relies upon having an in depth understanding of the issues impacting on the business. This involves getting out into the facilities so a key priority is visiting as many homes and talking to as many people in the shortest possible time.

### **How will your background help in the delivery of these goals for DPG?**

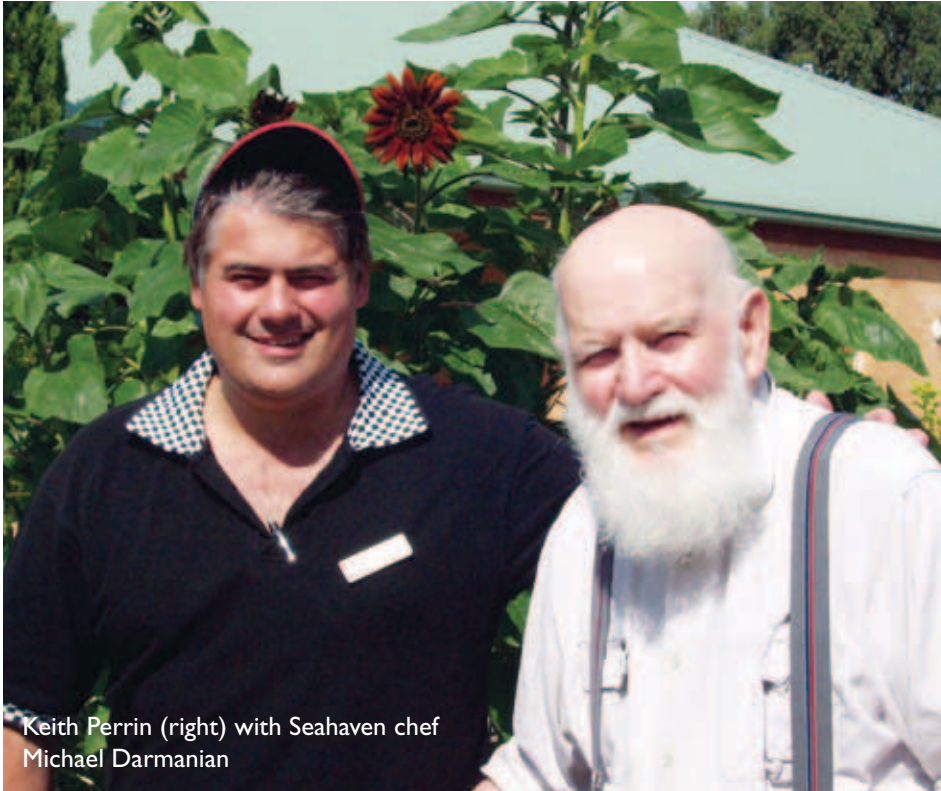
What I bring to DPG is the experience of managing large health networks across large geographies. I have a deep understanding of the culture of

health and aged care and although the care models and funding streams are very different between aged care and acute care services, the strategic planning and multi-site leadership disciplines are very similar. I have experience across the aged care sector including independent living, residential aged care and community care. I have also been involved in the successful launch of new builds and the merger and acquisition of community care into existing businesses.

### **What changes would you like to see in the aged care sector?**

We are all waiting with anticipation on the finding of the Productivity Commission that is to report in early 2011. I hope that the Government will bring about changes that will provide a sustainable economic model for the industry. Clearly there are many issues to be addressed including workforce planning and pay, affordability for the population, a payments structure that provides appropriate returns for the investors in the industry and so on. I believe the current regulatory framework is about right for leading high quality providers so it is really the overall economic model that needs attention and because most of the parts are interrelated, tinkering at the edge of reform would be a disappointing outcome.





Keith Perrin (right) with Seahaven chef Michael Darmanian

## Seahaven – growing their own vegies and loving it!!

Greg Roder, Domain Principal Managing Director, recently caught up with Keith Perrin 86 year old resident of Domain Seahaven Residential Aged Care facility (Inverloch, Victoria), who has spent the last 12 months devoted to the vegetable garden at Seahaven. He has lovingly conditioned the soil with his own special process, digging into the soil profile, offcuts and vegetable waste. Keith soaks the vegetable waste in water to ferment, then waters the garden with this mixture. This is obviously a recipe for success as the vegetables are thriving.

“It is wonderful to see the passion and effort that Keith puts in to this vegetable garden and it’s not only Keith who

enjoys the benefits this thriving vegetable garden brings – all the residents at Domain Seahaven are winners.” Says Greg.

Resident chef, Michael Darmanian, makes great use of Keith’s produce, cooking up a storm for all. Residents enjoy fresh corn on the cob; vegetable lasagne with a layer of creamed silverbeet; bean and tomato salad; pumpkin scones and soup; apple and rhubarb crumble and the crisp nashi pears add to a healthy fruit platter. With such great variety Chef Michael can bring some wonderful homestyle cooking flavours to the table.

Thanks so much Keith for your unstoppable passion and dedication to the Domain Seahaven vegie patch!

## In the News

### Birthday girl turns 102

Birthday celebrations were held on January 17 for a special resident at Domain Coffs Harbour.

Now that she has blown out the candles on her 102 birthday cake, Evelyn Shaw has the title of ‘Oldest Resident’ at the facility. Evelyn had a lovely day celebrating with many family members from Coffs Harbour, Dubbo, Sydney and Queensland. Married in 1927, Evelyn first arrived on the Coffs Coast with her husband, Christopher, in 1947. They raised six children Margery, Laurie, Ron (dec), Marlene, Barbara and Pam. Marge and Barbara attended the celebration together with some of their extended family.

Evelyn enjoys excellent health and is often heard to remark: ‘I can’t remember the last time I even had a headache’.

## Farewell to Mildura

DPG would like to wish all the staff and residents at Principal Mildura best wishes for their new future with the highly regarded Regis Group. We are confident that the transition period will be smooth for both residents and staff under the guidance of manager, Jan Williams.

All staff at Principal Mildura have been a great asset to the facility and are highly regarded by residents, their families and the wider Mildura community. We would like to thank everyone for their dedication to creating a lovely facility at Mildura and all the best for the future.

## In the News

### DPG in the wake of the floods

As Australia suffered from one natural disaster to the next how did the DPG properties fare?

We asked managers from some of the fire and flood stricken regions for their stories...

#### WA

Rose Farrell, Manager of Principal Armadale in WA reported that all ended being well at their home. "We were not in danger of fire or smoke – the fires were located in the hills – along the Darling Scarp to the north east of us where there was very heavy bush which fuelled the fires. There was no immediate threat to the nursing home and I kept up to date with the FESA on line alerts and the local radio. We were worried about issues with smoke but fortunately the fires didn't get close enough to us for smoke to have an impact. During the blaze I kept in regular contact with staff on night shift to ensure that all was well."

However, others were not so lucky with around thirty five houses in the district lost to the fires.

Most of our staff live closer to Armadale but there are a few who live in or close to the threatened areas. Thankfully evacuation warnings were put out early and two staff member's families were

evacuated from their homes early. The impact on our staffing levels was minimal and we were able to cover for those who needed to be away looking after their homes."

#### QLD

In Queensland, none of the sites have been majorly impacted by either flooding in Brisbane/ Rockhampton or cyclones in the North. However a number of sites suffered indirect impacts such as supply lines being cut or challenges to staff availability as they tended to their family homes.

Despite the trying times, many at DPG entered into the spirit of community!

Residents, volunteers and friends from Domain Abbey Gardens have begun knitting, crocheting and sewing to donate to Aged Care Facilities affected by floods in Queensland.

Many of the residents are involved from sorting wool and colours to knitting, crocheting and sewing



including teaching skills to other residents.

Domain Abbey Gardens is well known for giving back to the community with donations of things they make. The project was decided after many discussions from seeing on the news and reading in the newspaper how many people and areas had been affected in Queensland.

#### VIC

Staff in East Gippsland Victoria reported that the fires fortunately did not put any of the Domain Principal properties in danger with no threat to property or life. However, say reports, "there was considerable smoke in the Lakes Entrance area and we are monitoring that closely to ensure that no residents in our Lakeview facility are affected."

Mildura was affected by torrential rain during early February but Principal Mildura escaped pretty much unscathed. A few leaks and interruptions to services such as water were the extent of the damage reported.

Congrats to everyone who has helped either to hold the fort or helped those in need during these dramatic times.

**We want to hear from you!** If you are planning a local event or local activity drop us an email and we'll see what we can do to support it. We would also like to hear from anyone around the Group so please send us any comments, stories or feedback. All feedback and enquiries should be sent to [communications@domainprincipal.com.au](mailto:communications@domainprincipal.com.au)