

Vasey.

The growth and change  
from war widows  
housing to the  
retirement living market.

“Now don’t forget,  
look after the war widows because the bloody  
government won’t.”

George Vasey.

Vasey.

Vasey creates communities within communities.

Vasey.

# Community.

It is not just a group of villages, it is so much more.

It is a community focused on:

- Quality
- Respect and
- Wellbeing.

# Vasey Villages.

5 vibrant villages in metropolitan Sydney including:

- Lane Cove
- Hunters Hill
- Epping
- Maroubra
- Waitara

Total 309 ILU's in the Vasey portfolio.

# 60 years.

In 2022 Vasey Communities reached such a significant milestone creating, providing, and supporting affordable accommodation for older Australians for over 60 years.

**Vasey.**





# Jessie Vasey.

Jessie Vasey was formidable.

War widows today have much to thank Jessie for.

Jessie would be immensely proud of  
Vasey Communities today.

# Care.

As fully independent retirement villages,  
Vasey provides care  
for each of the residents.

# Care.

It is not just about providing clinical care,  
a person is more than their clinical care needs.

We approach things differently,  
we view care holistically.

Retirement villages are part of the solution  
to the challenge of ensuring there  
enough affordable homes  
for Australians of all ages.

# Continually evolving.

Vasey are continually evolving and seeking new opportunities to provide diversity to the portfolio.

# Crossroads.

Many businesses are at the crossroads.

Renovate an existing village?

Sell the village?

Redevelop the village?



---

**KOKODA**  
RESIDENCES

# Redevelopment.

- Experienced board members were recruited
  - Appointed a new CEO
- Appointed a highly experienced team – internal and external.



# Financial model.

Encourage others to consider and adopt financial self-sufficiency.

Vasey is 100% self funded and operates a cross subsidiary financial model.

# Challenges.

- Planning approval
- COVID 19 – launched 1 week prior to lockdown
  - Impacted Sales
  - Impacted the construction team.

# Key learnings.

- Know your residents better than they know themselves
- Do not try to be all things to all people
- Many decisions to be made – make all the decisions with the residents needs and wants at the forefront.

“If I had asked my customers what they wanted  
they would have asked  
for a faster horse”.

Henry Ford.

# Board.

Vasey has a supportive board that made the decision to continue construction and marketing of Kokoda Residences through COVID.

Many projects throughout this time were paused –  
courageously we continued,  
and achieved strong sales results.

# Strong community.

For a retirement village 9 months old,  
we have an exceptionally  
strong sense of community already at Kokoda Residences.

**Vasey.**



# Additional learnings.

- Know your customer
- Readily take external advise
- Do not neglect the internal team
- Appoint a team that delivers and works collaboratively
- Share the 'wins' with the entire team.

# What is next for Vasey?

- Continue to offer affordable housing
- Continue to deliver premium projects
- Develop a rental model
- Continue to provide assistance to war widows and crisis funding.

Vasey Communities strives to deliver  
all residents with a meaningful life,  
where each resident has a strong purpose,  
and each resident feels valued.

**Vasey.**

Vasey Communities will continue to evolve and adapt.

**Vasey.**

Vasey.