

# Gallagher Jeff's

## Prelude

Gallagher Jeff's is an independent property advisory and project management practice who engaged Mkt. Communications to drive broader awareness of its offering in key circles and position the brand as leaders in property advisory and project management in their focus sectors; aged care and tertiary education. Mkt. Communications partnered with the Gallagher Jeff's team from 2017-2019 to support in crafting and executing an internal and stakeholder communications program as well as branding and graphic design – facilitating a content creation and copywriting hub for the brand.

## Stories told

Mkt. coordinated an internal and stakeholder communications program that included the innovation, development and design of a quarterly print/digital publication, The Blue Paper, covering expert and opinion editorial on key sector/industry issues, project announcements and updates as well as internal announcements and industry news. This was distributed to 2000 team members, stakeholders and new / existing client relationships each quarter.

In addition, Mkt. supported with content creation for the brand's website as well as managing the copywriting, design and send-out of its bi-monthly eDM. Mkt. assisted with strategy and implementation of the brand's database growth and management, seeing an 85% growth of the database during this time with an increase in eDM open rate from 2-10% during our work together.

## Happily Ever After

- The internal and stakeholder audiences reached: **5,800+**
- The addition of two communications channels for stakeholders
- Internal audiences gained: **1,750+**
- Feature editorial shared:
  - **From McMansions to mini mansion: the evolution of the luxury residential market**
  - **Learning through the built environment**
  - **Deciphering Design: What's Next for Hospitality**
  - **Gallagher Jeffs appoints new directors in next wave of unparalleled leadership**

**Gallagher Jeffs**  
Property Advisory and Project Management

Having managed the delivery of 7,500 keys with a capital works value of \$700M+, Gallagher Jeffs leads the industry with independent development and project management advice.

We are proud to support TAA and the Australian hotel industry.

Visit [gallagherjeffs.com.au](http://gallagherjeffs.com.au) to learn more

Pictured: Sheraton on the Park, Sydney

Gallagher Jeffs

## The Blue Paper

Retirement & Aged Care

Market Trends & Insights



### The Future of Aged Care: What does it look like?



By 2050, the worldwide population over 65 is forecast to double, while the 'silvered' – those over 80 – is set to triple. The United Nations states highlights the importance of strategic development to help prepare and care for our 'third age' population.

This discussion paper explores the elements that must be considered for project integration to find access and help shape better communities, through key themes: affordability, choice & flexibility for residents.

**Encouraging Investment:** Improved efficiency, and the proven success of new models, will encourage businesses to invest and further grow the sector.

Below, we take a look at some of the key driving forces currently influencing the future of aged care in Australia.

**Current Trends & Drivers**

It is important to note that 'Retirement Living' and 'Aged Care' are distinctly different products.

**Retirement Living:** This is a lifestyle product with residents living independently. It is also a user pays model, which is not subsidised by government 'able to purchasing a home, there is an up front cost.

**Aged Care:** Previously split into two categories (low level & high level), aged care is now approached on an 'aging in place' basis to allow for more flexible, simple and transparent care arrangements. This type of product often up to 24-hour nursing assistance and can be partially or wholly subsidised by the government, pending eligibility.

To initiate the conversation on aged care for future generations, we have highlighted key trends and drivers currently influencing the sector, including:

- The convergence of care: CCRC model
- Head in the clouds... Going vertical
- Technology as an aged care enabler

**'Up to 40 per cent of aged care residents get no visitors.'**

- Aged Care Minister Ken Wyatt

We believe Australia's aged care sector requires some fundamental changes to ensure a system that embraces:

**Choice & Flexibility:** Maximising potential will become imperative as the elderly population continues to expand. It is no longer sufficient to view the aged care & retirement ecosystems as individual areas, but as one.

Developing solutions that allow residents to choose from a range of transport packages will be crucial, with new offerings to integrate affordability and flexibility for movement between needs.