

# 2024 RESIDENTS SATISFACTION SURVEY RESULTS



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**OCEAN GARDENS INC.**



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## Overview and Purpose

The Resident Satisfaction Survey is conducted annually at Ocean Gardens. Resident feedback is crucial for our ongoing efforts to enhance the experience for both new and existing residents.

The survey was undertaken over August and September of 2024 to ascertain satisfaction levels in the following areas:

- a. Staff
- b. Services
- c. Lifestyle
- d. Security
- e. Financial
- f. Net Promoter Score

The results indicate that a significant majority of residents are satisfied, as evidenced by "agree" or "strongly agree" responses in almost all categories.

The following data presents the results.

The management of Ocean Gardens would like to express their gratitude to everyone who took the time to participate in this year's survey.



## Survey design, implementation, and analysis

### Development of survey

This year the survey questions were issued via a new online format, with paper options available for those more comfortable completing manually. The questions were guided by previous years' questions along with standards taken from the ARVAS (Australian Retirement Village Accreditation Scheme) from the Retirement Living Council.

Village Manager, Alison Rogers, ensured the questions were relevant to residents' needs and worded to reflect their requirements for continuous improvement.

The 24-question survey consisted of multiple-choice questions.

### Survey distribution and data collection

An email was sent on August 26, 2024, to all residents who had provided their email addresses to Ocean Gardens. Residents without email addresses received a paper copy of the survey. The survey was available for completion until September 15, 2024. To encourage participation, Ocean Gardens held a raffle for those who completed the survey. A total of 204 surveys were distributed, with 138 responses received (67%) for data analysis. This is an increase on last year's response rate of 60%.

Responses on the multiple-choice answers were collated and are as follows.

## Survey results

The survey utilised a 5-point scale ranging from strongly disagree to strongly agree, and excellent to very poor.

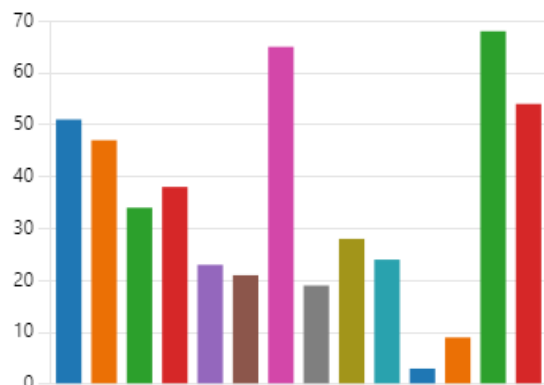
### The top 5 amenities residents would look for in an ideal new retirement village

To assist Ocean Gardens in its long-term planning for future services and amenities, residents were asked to pick from a list of 14 options, including a cinema, an indoor pool, and a yoga and Pilates studio.

A broad range of choices were made, showing we have a healthy group of residents enjoying both an active and social lifestyle.

The most popular amenity was the yoga and pilates studio, followed very closely by the activities/art room, games room/sports bar, cinema and bar/lounge.

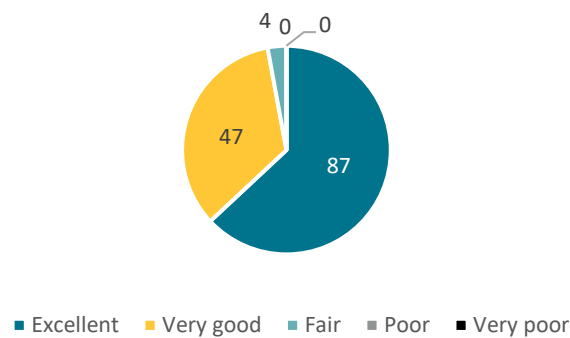
Cinema	51
Bar/Lounge	47
Yoga & Pilates studio	34
State of the art gym	38
Sauna	23
Golf simulator	21
Activity/Art room	65
Concierge	19
Private dining rooms	28
Business hub/workspace and m...	24
Wine storage/cellar	3
Pet exercise area	9
Indoor pool	68
Games room/sports bar (billiard...	54



## Staff and Service

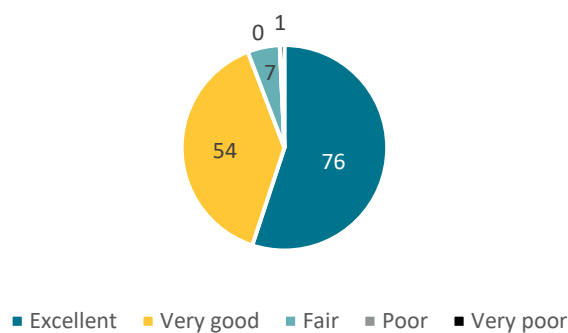
An overwhelming 97% of residents responded that the helpfulness, friendliness and respect from staff was excellent or very good. A similar result of 87% was achieved for the level of privacy and confidentiality within the village.

Level of helpfulness, friendliness and respect from staff



The services provided by our maintenance and gardening teams achieved an excellent result of 85%. The village environment (gardens and facilities) scored an exceptional 94% in satisfaction.

Village environment eg gardens and facilities

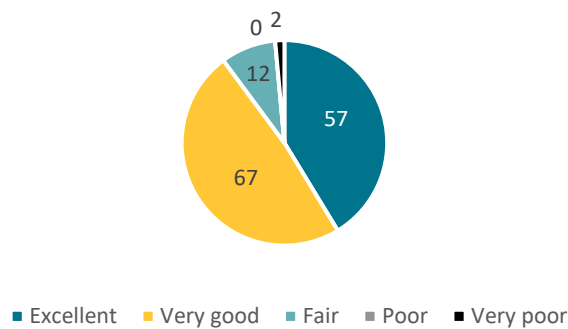


The satisfaction results for service from the care and support staff was 58%, bearing in mind that 33% of respondents responded N/A ( a total of a 91% of responders). Similarly, the satisfaction with the wellness staff was 67%

## Lifestyle & security at Ocean Gardens

Ocean Gardens prides itself on the sense of community that has evolved over many years. A strong majority of responders, 87%, agree this is continuing.

There is a great sense of community at Ocean Gardens

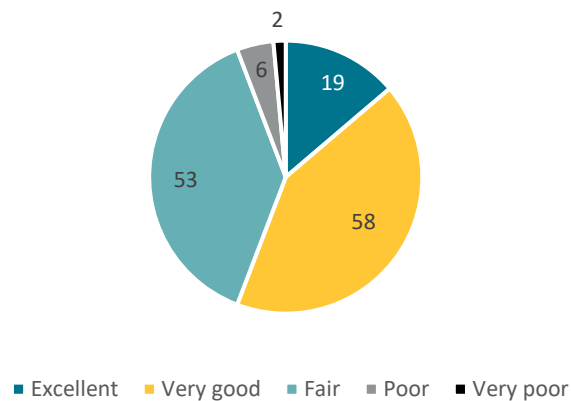


There continues to be a strong feeling of security in the village. 85% responded they felt the safety and security in the village was excellent or very good and 81% responded the same to their knowledge on the use of the emergency call system.

## Finances and communication at Ocean Gardens

The response to the knowledge of the financial process when leaving Ocean Gardens was mixed. While the majority of Residents responded favourably to both them and their families understanding the financial process, there was a 38% response rate as “fair”.

My knowledge of the financial process when I leave Ocean Garden is



Residents and/or their families are welcome to meet with the Village Manager or Sales Manager at any time to discuss the financial process that applies to their lease contract.

An impressive 86% of responders believe the access to village information and village news from management is excellent or very good.





## Further comments

Residents were asked to give comments or feedback on topics not covered in the survey.

### COMPLIMENTS

The compliments received were across all departments. Our housekeeping and support staff were highly praised, along with our dedicated team of gardeners and maintenance staff. The various areas of administration also received many thanks and compliments for making the lives of residents so enriched.

The staff at Ocean Gardens feel a strong sense of satisfaction when they receive such positive feedback as was given from residents and families in the survey. They take pride in their work, aware that their efforts not only enhance the village's appearance making it a pleasure to live in, but also include taking the time to engage in meaningful conversations with residents.

Many positive comments on residents' experience living in the village were received, and that almost 90% of responders are happy with their move to Ocean Gardens.

Some of the comments received were:

"All the staff I have encountered are very caring, friendly and welcoming which has made our transition to village living very satisfying"

"All the residents are friendly and go out of their way to make me feel at home. It is truly a lovely community. We are so glad to call Ocean Gardens our home"

"Ocean Gardens is our resort! I feel fortunate to be a resident at Ocean Gardens"

"It's important to have a strong Residents Committee that works well and is listened to by management"

"I like having a coffee and a chat in the café or out on the deck. I enjoy the various events and the Sunday lunch"

"Care staff are lovely and gentle. Maintenance staff are helpful & polite"

"We are very appreciative of having access to the Community Garden group and Workshop. Because of the popularity of the Art and Craft group, we feel it is essential that it continues to have a dedicated area"





## AREAS TO IMPROVE

Suggestions for improvement from residents is a very important tool for management to ensure the village is kept at the highest standard possible.

Multiple comments received this year on areas to improve centered around parking, building renovations, understanding the financial process when leaving the village and pets.

Other suggestions received are:

"Would like to see more input into vision impaired residents"

"The painting looks dated. Bright colours on exterior walls would be nice"

"Could the fitness programs be available 5 days a week. Already more people are turning up for strong gym than can be accommodated"

"Could the swimming pool could be enclosed so as to encourage more use in the winter"

"More washing line space for villas without their own lines. Especially needed in summer to dry bathers and towels"

"Increased security of the whole village would make me feel safer"

## Net Promoter Score

Residents were asked to rate on a scale of 1 – 10 (1 being the lowest, and 10 being the highest) how likely they would be to recommend Ocean Gardens as a place to live. This produced a net promoter score.

Net promoter score (NPS) is a customer (in our case "resident") loyalty and satisfaction measurement that gauges how likely one is to recommend a product or service (in our case "Ocean Gardens"). The score is calculated by deducting the detractors scorers (6 or lower) from the promoter scorers (9-10).

- Above 0 is good
- Above 20 is favourable
- Above 50 is excellent
- Above 80 is world class

## OCEAN GARDENS NET PROMOTER SCORE

NPS = 71 (9 to 10 score promoters) – 8 (0 to 6 score detractors) = **63**

This result is slightly lower than last years of 64.



## Overall results and Recommendations

Once again, the results have shown an outstanding level of satisfaction of living at Ocean Gardens across all categories, which corresponds to the Net Promoter Score of 63. Based on the results, the following observations and recommendations are made:

- Parking is an ongoing issue in the village and management is seeking ways to improve this with the help of residents.
- Building renovations has caused inconvenience and annoyance to residents throughout the village during the year and management at Ocean Gardens acknowledges this. When a village is nearing 40 years of age, there will be certain residences what need major renovations in order to maintain a standard of accommodation that ensures Ocean Gardens is a premium choice for retirees. Unfortunately, this does not come without disturbance.

We work closely with builders to ensure they comply with our rules and expectations and keep residents informed ahead of time where possible of any works to be undertaken.

- The financial process when leaving the village has been identified as something that some residents feel they do not have a strong understanding of. The various lease contracts throughout the village contain different termination calculations. If any residents or their families would like to make an appointment to discuss their lease contract with the Village Manager or Sales Manager, please contact reception.
- Pets, mainly dogs, have been an issue in the village. The village rules are clear stating that the pet owner must keep the animal on a lead in any common area and are not permitted in the café, restaurant or function room (except for certified service dogs) and the pet must not interfere with the rights and quiet enjoyment of other residents. This has been addressed many times and will continue to be done so if official complaints are issued to management.