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“

For residents, family members, developers, government, if you are partnering, you want to know these places are going to be around for the long term. OCAV can point to 150 years of extraordinary contribution, a healthy mix of benevolence and business acumen.

”

- Housing Industry Representative

LIVING COMMUNITIES AGE WELL

This study was undertaken using the Social Return on Investment (SROI) method. SROI is a framework for measuring and accounting for the broader concept of social value.

SROI is underpinned by seven principles which ensure that analysis represents the changes that take place and additional value that would not have happened without the activities being delivered.

It tells the story of how change is being created for the people and organisations that experience or contribute to it, by identifying and measuring social outcomes. Monetary values are then used to represent those outcomes.

While values are stated in dollars, value is experienced as social significance and does not equate to financial return.

The SROI evaluation was conducted in accordance with 'A Guide to Social Return on Investment' (the SROI Guide) published by the SROI Network in 2012 (now known as Social Value UK).

This report is intended to provide only a summary of the evaluation. For the full report visit ocav.com.au

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ACKNOWLEDGEMENTS

We thank everyone who was involved in the development of the report.

thinkimpact

Executive Summary

The ageing of the Australian population presents a significant challenge for the housing and care of older people. For example, the demand for affordable, age-appropriate housing across Australia is expected to increase dramatically in the coming decades. The supply of retirement village residences in Australia will need to increase from 184,000 to almost 400,000 by 2025 to meet projected demand.

As the longest established provider of secure and affordable housing for older Victorians, the Old Colonists' Association of Victoria (OCAV) is uniquely placed to respond to this challenge.

OCAV has been providing 'affordable, safe and dignified homes for older Victorians in need, and care when it is required', since it was founded in 1869.

Thanks to its extraordinary operating model, established by its founders, OCAV has been able to expand and operate sustainably for almost 150 years.

Embedded in the model is the commitment to provide at least 50% of housing to residents who cannot afford to contribute a one-off, means-tested donation on entry; treating all residents equally regardless of ability to pay the donation; and the commitment to the quality of life and dignity of the residents.

Today, OCAV provides housing and support to around 500 older Victorians, and has a waitlist of over 1,000 people. Before arriving at OCAV, many of its residents experienced, or were at risk of, homelessness, and without the financial means to meet rising housing and living costs.

In 2017, the Old Colonists' Association of Victoria commissioned Think Impact to measure the economic and social impacts of the operation of its villages and to support the vision and strategic direction of OCAV.

The Social Return on Investment analysis found that for every \$1 invested in OCAV, \$7.41 of value is created for residents, the community, and the Federal and State Governments.



OCAV is seeking contributions from government, private industry and philanthropic sources to establish additional villages in Victoria.

The evidence clearly demonstrates that partnering with OCAV will contribute substantially to reducing the number of homeless older Victorians.

Significant Findings

A SOCIAL RETURN ON INVESTMENT ANALYSIS HAS FOUND THAT:

For every **\$1 invested in OCAV, \$7.41 of value is created** for residents, the community, and the Federal and State Governments.

An **investment of \$14.7 million** by OCAV and other contributors to provide housing and care creates additional net present **value of \$109 million** for OCAV residents, the community and governments.

Residents experienced 54% of the value, almost **\$60 million**.

Most of this value is created from **peace of mind and dignity** in their older years.

Family members **experienced 30% of the value, just over \$32million**.

Additional value to the Australian Government of **\$9 million each year** occurs due to **reduced health care expenditure** associated with the improvement in the mental and physical health of residents; avoiding or delaying entry into aged care.

Providing housing to people who may otherwise require public housing provides the Victorian Government with a **value of \$1.6 million per annum**.

These findings demonstrate that OCAV's model of housing with a **continuum of care delivers much more** than just housing security for its residents.

With housing as the platform, OCAV residents experience greater **independence** and **inclusion**, a stronger sense of **belonging**, and **improved health**.

The approach of OCAV is **aligned with the policy and fiscal objectives** of both the Victorian and Australian Governments. OCAV is **delivering outcomes that benefit governments**.

CASE STUDY

PATRICIA'S NEW LIFE IS IN FULL SWING

When Patricia Benedict moved into her unit at Currie Park in Euroa, her new life began. Free, after 48 years of abuse and harm, Patricia changed her name and settled into her new life in the country. Within days she knew she would never go back to Melbourne.

Even though she had escaped a lifetime of domestic violence and found a safe home at OCAV's Currie Park, Patricia kept looking over her shoulder, frightened that she would be found.

"I started my life over again when I moved here. The OCAV people made it easy and it happened very quickly. I left with nothing, not even any identification and on my first night I only had enough money to buy a blanket and a stretcher bed," Patricia said.

Now Patricia volunteers regularly at the community second-hand book shop. Within the village, she runs an armchair exercise class each week and along with fellow resident and friend Ellen Doyle she runs DVD afternoons and takes Currie Park residents to hospital visits, doctors' appointments, shopping trips or out for afternoon tea.

"Everyone has a story to tell and so does the village. I love it and the life here is wonderful. I have a lot of life to catch up on and I am enjoying each day as it comes along," Patricia said.

The Challenges

HOMELESSNESS AND VULNERABILITY

OCAV contributes to addressing housing affordability and homelessness in Victoria in two ways - by providing older people in need with safe and affordable housing, and providing age-appropriate and affordable housing which enables older people to downsize and free up housing stock.

Australian Census statistics and evidence from homelessness services demonstrate that homelessness is increasing, with the hidden homelessness amongst older women a particularly disturbing trend.

Strongly linked to homelessness, housing affordability is one of Australia's most significant societal challenges. Reducing the pressure on housing affordability was a major focus of the 2017 Australian Government Budget, with funding provided for initiatives designed to stimulate the supply of affordable housing, as well as improving outcomes in social housing and homelessness.

Homes for Victorians, the Victorian Government's housing strategy released in March 2017, seeks to increase the availability of social housing and provide homeless and vulnerable Victorians with more options that are affordable, safe and secure.

Due to its commitment to providing housing for older Victorians 'in need', OCAV residents were particularly vulnerable before moving into an OCAV village.

While 73% of all older Australians own their home (Productivity Commission 2015, p9), only 47% of OCAV residents owned their home before moving into an OCAV village. The remaining 53% of OCAV residents were either homeless or vulnerably housed while living with family or friends, in private rentals or in temporary accommodation.

Renting in older age is associated with potential risks, including poverty, homelessness and adverse impacts upon mental health and wellbeing. Older people are likely to be disproportionately affected by the insecurity of tenure associated with private rental, with uncertainty and the requirement to relocate taking both a physical and emotional toll. For most older Australians who rent, it is a necessity rather than a desirable choice (Productivity Commission 2015, p9).

Social housing could provide a lower cost and secure tenure option for older renters, however the supply of social housing has been static while demand and waiting lists have increased (Productivity Commission 2015, p10).



53%
of OCAV residents
were either
homeless or
vulnerably housed



73%
of all older Australians
own their home



47%
of OCAV residents
owned their own
home before moving

OLDER WOMEN

Homelessness Australia states that there are a growing number of older single women who are experiencing homelessness for the first time later in life (Homelessness Australia 2016).

Older women are particularly vulnerable to homelessness due to structural issues including being forced out of the workforce early, having insufficient savings/superannuation to fund the costs of living, the death of an income earning partner, poor health or separation/divorce.

Older women's homelessness is frequently not characterised by rough sleeping. Vulnerable and homeless older women are more likely to be staying with friends, living in a car, living under the threat of violence in their home or physically 'hiding' (ISSR 2014, p18).

The housing provided by OCAV allows elderly women to avoid homelessness at a particularly vulnerable time in their lives and to continue to lead independent, engaged lives.



79%
of OCAV residents
are **women**



81%
of these **women**
were single when
they moved in



39%
of female OCAV
residents **owned**
their home before
moving in



45%
were in **private rentals**



Our Solutions

THE OCAV OPERATING MODEL

OCAV has a unique operating model which has existed since its foundation. The model is made possible through a mixture of philanthropic support, means-tested donations on entry from residents who can afford it, and the affordable monthly fees.

Through the model, all residents are able to access all levels of care as part of OCAV's continuum of care.

These arrangements provide a great deal of peace of mind for residents and their family members, particularly given the complexity of ownership structures and fees of other retirement villages and some instances of unfair practices.

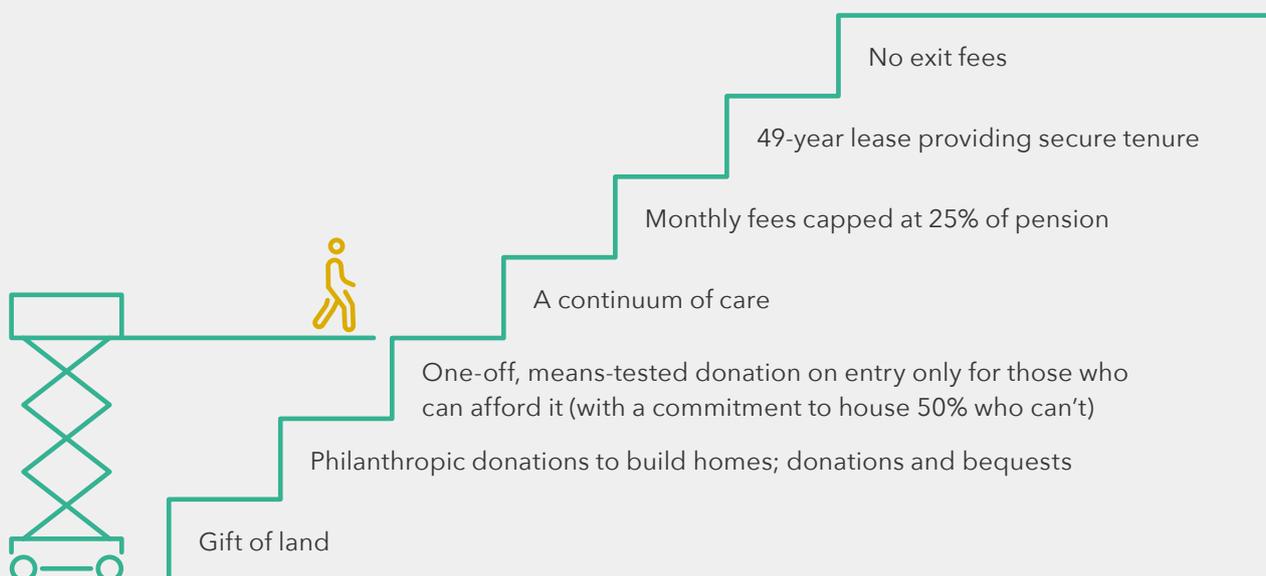
Even though the Federal Government residential care subsidy is received for each resident at Liscombe House, its Leith Park aged care facility, OCAV receives no government funding for residents in independent and assisted living.

Donations, bequests, grants and fundraising supplement the regular contributions of residents.

THE OCAV OPERATING MODEL

The operating model of the Old Colonists' Association of Victoria gives older people in need a lift on their way to better life outcomes.

Proven better life outcomes!



CONTINUUM OF CARE ENABLES AGEING IN PLACE

The cornerstone of OCAV's approach is a continuum of care for its residents from independent living through to assisted living, and onto aged care. This mix of accommodation allows residents to 'age-in-place' under the umbrella of OCAV.

Age-appropriate housing and access to services when they need them, such as meals, cleaning and wellbeing support, allow residents to live independently for as long as possible.

Residents in independent and assisted living are checked on daily through a non-intrusive 'I am well' turn card at their front doors. They also have a personal alarm for 24-hour assistance.

Through their close relationship with residents, OCAV staff can support residents to prepare for and transition into higher levels of care. Palliative care is provided on-site for residents, providing a familiar and comfortable environment for the resident and their family members.

While some other retirement and aged care providers offer a continuum of care, the seamless and supported approach to transition along the continuum is unique to OCAV, and wholly due to its operating model.

INCREASING CARE NEEDS OF RESIDENTS

HOUSING



INDEPENDENT LIVING



ASSISTED LIVING



AGED CARE LIVING

CARE

Services such as meals, cleaning, laundry, personal care and respite available to prolong independent living

Daily non-intrusive welfare check and personal alarm

Residents typically using external medical and service providers

Activities initiated by residents

Participation in outside activities and networks

Meals, cleaning and laundry provided

Option of personal care and respite

Personal support during business hours and personal alarm

Medical and personal service providers attend the village for residents convenience e.g. podiatrists, hairdressers

Activities provided by OCAV

Residents less able to participate in activities and networks outside the village

Contribution of volunteers to companionship for residents and enjoyment

Meals, cleaning, laundry and personal care provided

Nursing care

Palliative care

Personal care

Our Impact

SOCIAL VALUE BY STAKEHOLDER

For every \$1 invested in OCAV, \$7.41 of value is created.

An investment of \$14.7 million by OCAV and other contributors in the provision of housing and care creates additional net present value of \$109 million for beneficiaries of OCAV.

Investment by OCAV into providing housing and care

Description	Investment
OCAV contribution to the housing costs of residents	\$4,291,170
Expenditure on improvements to homes beyond OCAV provision and maintenance	\$45,000
Organisational operating costs	\$1,938,000
Employment costs	\$7,362,000
OCAV Council member contribution	\$175,500
Volunteer time (hours)	\$238,428
Home Care Package services used by residents in independent living or assisted living to live independently	\$630,186
Total Investment	\$14,680,284



For every \$1
invested in
OCAV, \$7.41 of
value is created.

SOCIAL VALUE TO RESIDENTS

Residents are the most significant beneficiary of the operation of OCAV, which demonstrates that the mission of OCAV to provide homes and care for older Victorians in need is being realised. 54% of the value, estimated at approximately \$60 million, is experienced by the residents.

The main motivation for residents moving into an OCAV village is to secure arrangements relating to housing and care for the remainder of their lives.

The most significant outcome for residents is the peace of mind and dignity that comes from having secure and affordable housing, and access to the care they need, for the remainder of their lives.

Dignity is another element of this outcome for residents, resulting from knowing they won't be a burden on their family and that there is less risk of experiences such as dying at home alone and not being found for some time.

Outcome	Value
Peace of mind and dignity from having housing and care arrangements for the remainder of their life	\$44.8M
Sense of inclusion and belonging to the OCAV community	\$7M
Improved physical and mental health	\$5.5M
Independence and lifestyle choices	\$1.4M

BEFORE MOVING TO OCAV



60%

of residents worried about **how they would take care of themselves** as they got older



57%

of residents worried they **would be a burden on others**



39%

of residents report a **reduction in experiencing symptoms of anxiety or depression**

SOCIAL VALUE TO FAMILY MEMBERS

Family members experience a significant amount of value from their loved one receiving housing and care from OCAV.

Thirty-one per cent of the value, estimated at approximately \$32.2 million, is experienced by family members.

Outcome	Value
Peace of mind	\$28.6M
Improved family relationships	\$2M
Avoided physical and emotional demands	\$1.6M



45%

of family members believe the **resident has enjoyed greater longevity**



95%

of family members are pleased their **family member is living at an OCAV village**



85%

of family members **feel relieved that arrangements are in place for the housing and care** of their family member



SOCIAL VALUE TO VOLUNTEERS

Volunteering with OCAV is a rewarding opportunity to make a difference to the lives of the residents. Meaningful activities such as volunteering or supporting older people can reduce the frequency and severity of social isolation and loneliness among older Australians (ACSA 2015b, p13).

The 171 volunteers with OCAV include residents themselves as well as people who are retired, looking for work, studying or stay-at-home parents. The volunteers are involved in many aspects of the village, including activities for residents, gardening and assisting residents to travel to appointments.

Outcome	Value
Sense of purpose and fulfilment	\$1.1M
Sense of belonging and being part of the OCAV community	\$0.2M
Development of professional skills and experience	\$0.02M



171

volunteers with OCAV include residents, retirees, students



91

of the **volunteers are residents**



83%

of volunteers reported that volunteering with OCAV **offers relationships that provide them with enjoyment and/or fulfilment**



100%

of the volunteers (17% of total) who are **seeking to develop new job skills** are achieving this objective

“

I used to worry when the phone rang. What does she want? What has happened? That doesn't exist anymore, 100% because of OCAV.

”

- OCAV Resident Family Member

SOCIAL VALUE TO AUSTRALIAN AND VICTORIAN GOVERNMENTS

Providing housing and care to improve the lives of residents has flow on benefits for both the Victorian and Australian Governments.

VICTORIAN GOVERNMENT

A high proportion of residents were experiencing or at risk of homelessness before coming to OCAV. For older people with limited financial resources, government-funded public housing is one of their only options. When OCAV provides a resident with housing, this reduces demand for public housing which is valuable as the supply of social housing has been static, while demand and waiting lists have increased (Productivity Commission 2015, p10).

Reduced demand for public housing

Description

Residents who would have relied on public housing if unable to live at an OCAV village	54
Cost of assistance (incl. cost of capital) per public housing dwelling (Productivity Commission, 2013, p6)	\$29,262
Estimate value to Department of Health and Human Services	\$1.6M

AUSTRALIAN GOVERNMENT

Reduced demand for health care services

Retirement villages play a crucial role in supporting residents physically and emotionally as they age.

Description

Government health care expenditure for over 65s (AIHW 2014, p10)	\$6,000 - \$13,000 (age dependent)
Estimated value to the Australian Government [^]	\$1.9M

Delayed or avoided entry to government subsidised aged care

Residents in independent and assisted living units can access assistance such as cleaning, meals and personal care to support them to live independently. This support can delay or avoid entry to aged care which is subsidised by the Australian Government. The savings associated with this are the cost to government of aged care minus the cost of a home care package which is used by some residents living independently.

Description

Annual government funding for an aged care bed (ACFA 2016) minus the cost of a home care package (Ansell Strategic) which is estimated to be used by 10% of residents	\$58,615
Number of residents who would be in aged care if they weren't receiving assistance	70
Change attributable to OCAV	85%
Estimated value to the Australian Government Department of Health	\$3.5M

[^] The estimated value is likely to be conservative because it only captures value associated with a reported improvement, and it is likely that there are benefits associated with maintaining or slowing the rate of decline in health.



62%

of residents reported **reduced symptoms of anxiety and depression**



42%

said they experienced improvement in their **physical and mental health** because of living in an OCAV village

Reduced Age Pension payments

The Productivity Commission identified the potential benefits of releasing home equity for government. In *An Ageing Australia: Preparing for the Future*, the Productivity Commission identified that government budgetary pressures could be alleviated when older people sell their home to release the equity, particularly if the pension age were to remain unchanged in the face of growing longevity (Productivity Commission 2015, p29-30).

47% of OCAV residents owned a home they were able to sell as a result of being provided housing by OCAV. These residents contribute a portion of the proceeds of the sale of their home as a one-off, means-tested donation to OCAV in exchange for a 49-year lease. The remaining portion is retained by the residents to supplement their retirement incomes.

Description

Number of residents who would receive a reduced Age Pension amount due to increased value of assets	20 singles, 19 couples
Average value of the reduction in the Age Pension payment to OCAV residents	\$17,983 singles \$24,765 couples combined
Estimated present value to the Australian Government Department of Human Services	\$3.7M



47%

owned a home they were able to sell

as a result of being provided housing by OCAV

The Australian Government has shifted its policy focus from residential aged care, to supporting older people to live independently in the community (Productivity Commission 2015, p16).

The continuum of care of OCAV which allows residents to age in place and delays or avoids entry to aged care is aligned with the governments' fiscal sustainability objectives as delivering home care assistance requires much less public funding than aged care (Productivity Commission 2015, p15-16).



CASE STUDY

LIFE IS GOOD FOR IAN VINNICOMBE

Life for Ian Vinnicombe has improved since he secured housing at OCAV's Rushall Park village. He now has access to services and city life, and daily meals that he only ever 'dreamt about'.

Ian, 67, moved into a serviced apartment at Rushall Park after two years of insecure and difficult housing in supported accommodation in Eltham and before that, a rooming house in McLeod.

"They were very disturbing places to live. Lots of noise and yelling day and night and no privacy at all," he said. "It wasn't the sort of place where you would want to live."

Living close to the city also means Ian can access health checks required after his laryngectomy surgery for throat cancer three years ago.

Though he likes his own company, Ian has already encountered the friendliness of the Rushall Park village and the many opportunities for getting involved. Each day he collects his meals from the dining room and enjoys them in his room.

"I can eat my dinner when I like. At the last place I lived, the kitchen was locked after a certain time and you couldn't even have a cup of tea. Here the meals are great. I never dreamt I would be served meals like this."

About OCAV

The Old Colonists' Association of Victoria (OCAV) is a not-for-profit provider of independent living, assisted living and aged care in Victoria. From its beginnings almost 150 years ago, OCAV has been committed to meeting the needs of older Victorians in need.

OCAV is one of the oldest institutions in Australia and was formed in 1869 by a group of prominent Melburnians wanting to provide older Victorians with somewhere secure and affordable to live, support if they needed it, and a community in which they felt engaged.

In 1869, a gift was made by the Victorian Government to establish Rushall Park, the first of OCAV's four villages.

This extraordinary story of government and philanthropic contribution has been central to the establishment of OCAV's other three villages:

- The Estate of Mr A C Leith provided funds for the purchase of land in St Helena to establish Leith Park.
- The Estate of Mr H G Liscombe provided funds for the establishment of Liscombe House, OCAV's aged care facility.
- The Estate of Ian Rollo Currie gifted land to establish Currie Park to meet the needs of older country Victorians.
- Mr and Mrs C A Morris and Mrs A.J Ripoll, descendants of the Richardson family who first settled in Berwick in 1860, gifted the land upon which Braeside Park was built.



North Fitzroy,
RUSHALL PARK



Berwick,
BRAESIDE PARK



St Helena,
LEITH PARK



Euroa,
CURRIE PARK

Invest in Our Future

With a long track record of meeting the needs of older Victorians in need, using a proven and sustainable business model, the Old Colonists' Association of Victoria is well positioned to expand its current operations to provide affordable, quality housing and care for older Victorians.

Since 2014, OCAV's wait list has grown from 800 to over 1000, and the waiting period to enter independent living can be as much as seven years - a demonstration of the increasing need of older Victorians for affordable housing, and the desirability and reputation of OCAV.

One platform of OCAV's Vision 2020 is to assist more older Victorians in need.

To that end, OCAV has invested \$46.1 million of its own financial reserves to create 188 new homes in its existing villages. No public investment has been sought. However, even with expanded capacity, unmet demand remains. Further, the current expansion plans exhaust potential for infill within its existing four villages.

OCAV is now seeking support from government and the corporate and philanthropic sectors to establish additional villages using its model of affordable housing and a continuum of care - which has proven to be effective and sustainable over its 150-year history.





A lot of living happens between 60 and 100. It's about living. It's a long period of time that some people will be living here. Live in the world as it is now instead of looking behind you.



- OCAV Resident



OUR VISION

To be the benchmark provider of affordable, independent community living for elderly Victorians.



OUR MISSION

The Old Colonists' Association of Victoria is a charity serving elderly Victorians needing affordable, safe and dignified independent community living, together with appropriate and practicable continuing care.

Rushall Park

20 Rushall Crescent
Fitzroy North VIC 3068
T: 03 9481 9300

Braeside Park

19 Clyde Road
Berwick VIC 3806
T: 03 9707 3700

Leith Park

339 St Helena Road
St Helena VIC 3088
T: 03 9433 1100

Currie Park

58 Weir Street
Euroa VIC 3666
T: 03 5795 1822

www.ocav.com.au