

Property Council Retirement Census

Frequently Asked Questions

What is the Retirement Census?

The Property Council Retirement Census is a repository of information contributed by retirement village operators. It covers a wide range of information about the sector including information about existing villages (e.g. average tenure, facilities, fees, sales data, residents, and occupancy rates), sales, and information about planned developments (e.g. village style, facilities, and development pipeline).

The data collected by the Property Council is analysed by a consultant and reports are published periodically.

How do I participate in the Retirement Census?

Any Australian retirement village operator can participate in the Retirement Census.

- **Property Council members who are village operators**
An email will be sent to you on 1 February 2023 with the Retirement Census spreadsheet and full instructions. This email will be sent to your organisation's "Property Council Member Rep".
- **Non-members who participated in the last Retirement Census**
An email will be sent to you on 1 February 2023 with the Retirement Census spreadsheet and full instructions.
- **Other village operators**
Email RetirementCensus@propertycouncil.com.au to participate.

What are the benefits of participating in the Retirement Census?

- **Benchmark your business**
Organisations who contribute data receive a complimentary comprehensive analysis report. It enables retirement village operators to benchmark their performance against sector averages, which helps them to identify their strengths and weaknesses and remedy areas of underperformance. This report is the most comprehensive report created and cannot be purchased.
- **Keep up with sector trends**
Now in its 9th year, the Retirement Census is a valuable tool that reports trends over time and how the sector is performing today.
- **Improve knowledge about the sector**
The Retirement Census helps increase the transparency of the sector in order to promote investment.
- **Assist Property Council advocacy and research**
The Retirement Census provides the Property Council with reliable data upon which to base policy decisions and lobbying efforts in order to increase the understanding of regulators and politicians of the scale and nature of the retirement living sector. It also assists in research projects about the sector.

How often is the Retirement Census conducted?

The Retirement Census is conducted annually.

Which retirement communities are covered by the Retirement Census?

The Retirement Census covers Australian retirement villages which are governed by state Retirement Villages Act. It does not cover other forms of accommodation.

Will my data remain safe and confidential?

Yes. Please refer to the confidentiality statement available [here](#). Reports created from the Retirement Census data do not identify individual villages or operators.

How do I access the Retirement Census data?

The raw Retirement Census data is confidential.

- **Data Contributor Report**
Organisations who contribute data receive a complimentary comprehensive analysis report. This is the most comprehensive report created and cannot be purchased.
- **Snapshot Report**
We publish a free shorter Snapshot Report showing aggregated key data to enable operators to keep up with industry trends and benchmark performance. The Snapshot Report is available to everyone.
- **Investor Report**
Aimed at investors, a report can be purchased which includes more detail than the free Snapshot Report, but is not as comprehensive as the Data Contributor Report.
- **Commissioned analysis**
The Property Council may engage a consultant whom businesses and individuals can commission (for a fee) to undertake further analysis work using the Retirement Census data.

How does the Property Council use the data?

The Property Council may use the data in their work to promote the sector and government advocacy. This may include: market intelligence reports, media releases, presentations by the Property Council or our representatives at conferences, or advocacy with government (including advocacy submissions which may be published online by the Property Council or governments).

The Property Council may use the Retirement Census data where relevant in research projects commissioned or entered into for the benefit of members and the industry. The Property Council can share information and results of the Retirement Census with researchers/consultants it engages for other projects, and the researcher/consultant will be subject to a confidentiality agreement and only be able to use the data for the specific project they are engaged for.

Further Information:
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