

# Village life makes for heart-warming work

WHEN Bill McClurg arrived in Australia from Ireland in 1970, he had two suitcases, no money and knew no one. All he had going for him was a desire to work hard and succeed.

Initially, he worked for Myer but then read that salespeople made the most money so he changed careers and became a real estate salesman.

He wasn't very good at it until he changed from a weekly wage to a commission, forcing him suddenly to learn how to sell.

More than 40 years later he has progressed to the world of retirement villages and owns three in Adelaide under the Omega SeniorCare Group with partner John McMahon.

They were two of the founding partners in the Goldleaf Group in 1990 and together founded the Omega SeniorCare Trust in 1995 with the aim of developing high-quality retirement facilities for seniors.

Together they have built nine retirement villages in the past 20 years and today own three.

They are Leabrook Place at Leabrook, The Glenbrook at Glenside and Langton Park at Campbelltown, one of the earlier retirement villages in South Australia.

Mr McClurg said Langton Park would always be special as it was the

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pair's first project together and was developed in partnership with long-time friend Bruce Golding. It was here that they first developed their philosophy of providing retirement living with an emphasis on quality of life.

Mr McClurg, Omega's managing director, got into retirement villages by accident but immediately knew it was a business for the rest of his life.

"It is a very heart-warming business to be involved in because 85 to 95 per cent of the people are happy to be in retirement villages, a higher approval rating than for most businesses," he said.

"It's a good steady business, not susceptible to highs and lows."

Mr McClurg is a national director of the Retirement Village Association and has been the body's national president.

He is now a mentor to a dedicated RVA executive to help build closer relationships between residents and retirement village owners.



**SATISFYING:** Bruce Golding, Bill McClurg and John McMahon aim to provide quality retirement living. **Picture:** BROOKE WHATNALL

## Amazon beating the iPad

NEW YORK: With the publishing industry wrapping up four days of digital talk at its annual national convention in the US, Amazon.com's Kindle is seen as the clear, if not dominant, player in the growing e-market; Barnes & Noble's Nook is considered a pleasant surprise and Apple's iPad, surprisingly, an underachiever.

"They had a respectable launch, but we think Apple can do better," Penguin Group's US chief executive David Shanks said at BookExpo America.

"They still haven't moved their e-books into their iTunes store, and they can have a much better search capability in their iBookstore."

Literary agent Richard Curtis added: "The iPad offers so many audiovisual applications that reading is not given as much priority as it is in dedicated (reading-only) devices like the Nook and Kindle."

More than 20 million iPads and iPad 2s have been sold over the past year, and the iBookstore is also available on more than 160 million additional devices through the iPhone and iPod. But publishers and agents say Apple is not yet equal to Amazon.com.

They estimate that Apple sales are around 10 per cent of the e-market, with Amazon believed to be at 60 to 65 per cent.

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