

Lifestyle for boom years

Omega SeniorCare is one of the companies ready to ride the swelling waves of the incoming boomer retirement tide. The company develops retirement complexes offering independent living or complete care. Managing director Bill McClurg says Omega aims to deliver quality and service equal to the world's best.

RIGHT: Bill McClurg with his dog Rusty, a regular in the office.

Pictures, cover and this page: SARAH REED



TRACIE MCPHERSON
EDITOR CAREERONE

Bill McClurg sells lifestyle to one of Australia's fastest growing markets. As the managing director of Omega SeniorCare, his philosophy is to make sure that seniors are able to remain independent with the freedom to enjoy life.

"We don't just care for people, we care about people," he says.

A director and immediate past president of the Retirement Villages Association of Australia, Mr McClurg recently unveiled stage one of The Ashbrook - South Australia's largest aged-living apartment development.

The \$90 million, 219-apartment complex, being developed on the seaward side of Ashford Hospital in Syme St, off Anzac Highway, will offer luxury, independent apartment living and complete care in the western suburbs for people aged over 70.

Omega already operates Leabrook Place at Leabrook and The Glenbrook at Glenside. Both were founded on independence and choice for residents.

Mr McClurg says Omega's aim is to be a "great little company on the world stage".

"That is to say, while Omega does not aim to become large enough to be a global player, it does aim to

deliver quality and service equal to the world's best," he says.

Mr McClurg predicts SA's ageing population will drive an influx in the development of accommodation for seniors over the next 40 years.

For example, from 2006 until 2011, the number of people aged 70 and over will increase from 174,200 to 189,600. There will also be major market changes from 2010 when the baby boomer generation starts to reach 65.

Mr McClurg says the ageing pop-

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ulation will also provide a major increase in employment opportunities.

He says Omega SeniorCare is seeking an operations director to "take us into the next stage of the growth of our business".

"The operations director will be responsible for ensuring residents are offered the best possible value for money in a sustainable way," he says.

Omega is also looking to fill two other key positions - a systems documentation manager and a training manager. Both are senior positions "of a 75 per cent of fulltime basis".

"These positions are ideally suited for Xers and Yers looking for work/

life balance or boomers looking to use their skill but who have more time to themselves," Mr McClurg says.

"Ideally, we are thinking about people who want to work school hours and school terms.

"This makes the role ideal for good people with children."

There also will be a strong demand for highly professional staff such as chaperones, personal carers, maintenance people and housekeepers.

Mr McClurg is passionate about providing residents with independent living and traditional family values.

"The world has changed - people no longer feel confident sending their children down to the local shops, neighbours are less likely to borrow that cup of sugar and home invasions mean that people don't always feel safe in their own homes," he says.

"However, individually, people haven't really changed - especially older people who can remember what life was like when people still had time to care for each other, and you didn't feel that you had to lock the back door.

"Life in Omega apartments is characterised by a return to traditional family values.

"It's life as residents remember it, and believe it should be."

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