



VILLAGE GUIDE

2023 Village Guide Wrap Up

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As we bid farewell to 2023, we reflect on a year marked by extraordinary growth, unwavering dedication to our core values, and the expansion of our team. Together, we have navigated the dynamic landscape of New Zealand's retirement and aged care sector, solidifying our position as a leading provider of comprehensive resources and support.

The numbers

2023 has witnessed an exponential surge in our engagement with our valued audience, clients, and partners. Our website traffic has soared to record numbers, with over 1.2 million pageviews and 500,000 website sessions. This remarkable growth is further underscored by a staggering 20,000 enquiries and an expanding subscriber base of 13,000 individuals seeking guidance and support in the realm of retirement and aged care.



1.2 million
Pageviews



20,000
Enquiries



500,000
Website sessions



13,000
Subscribers

Core values

At the heart of our success lies an unwavering commitment to our core values of credibility, caring, and curiosity. These principles guide our interactions with every stakeholder, from our team members to our clients and partners.



Credibility

We believe in the importance of building trust and rapport with all of our stakeholders – our team, audience, clients and partners. We do this through being candid about our objectives, dependable on our word, and clear in our communication.



Caring

We believe that a high-quality offering is essential, but not enough. Our approach goes beyond a transaction to genuinely understand and meet the unique needs of our audience and clients. Through attentive service and compassionate interactions, we aim to build long term relationships based on empathy and respect.



Curiosity

We believe in the importance of asking questions, intelligent problem-solving and the ability to adapt and grow in a fast-paced, ever-changing environment.

Meet the Team

Our team is the heart of our success, and we are so proud to have expanded our group to 10 members in the past year. Each individual brings a wealth of expertise and passion, contributing to our collective mission of providing exceptional guidance and support.



Paula Bishop

Managing Director + Founder

A visionary leader with an unwavering commitment to excellence.



Alistair Helm

Key Accounts Manager

A seasoned professional with expertise in building and nurturing client relationships.



Chelle Brown

Operations Manager

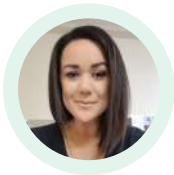
A strategic thinker with a keen eye for streamlining processes and maximising efficiency.



Kate McMaster

Campaign Manager

A creative force driving innovative marketing campaigns that engage our target audience.



Courtney Walker

Bookkeeping & Administrative Support

A dedicated team player providing seamless administrative support and sales assistance



Melissa Chapman

Marketing Manager

A retirement and aged care marketing expert with a knack for crafting compelling content and executing strategic campaigns.



Rachael Devcich

Graphic Designer

A talented designer bringing visual appeal and brand consistency to our communications.



Ishan Jayamanne

Website Developer

A skilled developer ensuring the seamless operation and functionality of our digital platforms.



Jess O'Connor

Content Writer

A wordsmith crafting engaging and informative content that resonates with our audience.



Paul Sutherland

SEO

A search engine optimisation expert ensuring our digital presence remains prominent and accessible.