



Places to People

a new era in delivering care
for older Australians



From 1 November 2025, the implementation of the Aged Care Act 2024, heralds a new era for the aged care sector.

Places will now be directly assigned to older people, approved to access residential care services. This is a world of opportunity for aged care providers who can now choose to grow their business when and where they want to. However, making these business decisions requires considered forethought and planning.



Our Places to People framework outlines our product ranges in three core domains:

- **Market & Service Analysis**
- **Asset & Operations**
- **Feasibility & Decision Support**



If your business is thinking about capitalising on the opportunity this reform offers, **Johnstaff is here and ready to help.** We are respected experts across the planning, advisory and building spectrum.

From small to large scale projects, we are trusted partners with an enviable reputation on delivering high quality outcomes.

Johnstaff has one of the largest advisory teams in Australia and New Zealand, dedicated to delivering innovative, integrated solutions and providing thought leadership for clients operating in the public, private and for-purpose, health and aged care sectors.

Market & Service Analysis

- Strategy
- Demand & supply
- Competitor analysis
- Workforce

Asset & Operations

- Asset review
- Model of care
- Clinical governance
- Options analysis

Feasibility & Decision Support

- Business case
- Commercial modelling
- Investment support
- Project management

We deliver these services across Home Care, Senior Living and Residential Aged Care.

No matter how big or small, we love discussing the power of opportunity.

Market & Service Analysis

Helping clients grow in the right place is what we do. To be best in class requires a thorough understanding of the market conditions and aspirations. We assist with:



Strategy:

setting aspirational goals and priorities to achieve ongoing business success. We also support clients in strategy execution.



Demand & supply:

assessing market capacity for business growth. As expert health and aged care planners, we access layers of demographic and other specialist datasets melded with market and health research data to demonstrate the evidence for growth.



Competitor analysis:

when we conduct demand and supply analyses for clients, we look closely at each geographic catchment to understand where other providers are operating and/or considering growth options.



Workforce:

we help clients with workforce planning and considerations in growth markets. We can also integrate workforce predictions into demand analyses.

Asset & Operations

We are committed to helping our clients achieve optimal business success by maximising their assets. We assist with:



Model of care:

to describe the delivery of care across the service continuum and document the required people and process resources to deliver on the client's promise of care.



Clinical governance:

ensures that the organisation (from the point of care delivery through to the Board) understands the infrastructure required to deliver high quality, safe and co-ordinated care to every client, every day. Our approach also ensures that the Board is discharging its legal obligations.



Asset review:

undertaking site, fabric and building assessments to maximise best use and optimise life of assets.



Options analysis:

taking the client's strategy as a guiding source, we help clients identify options and opportunities to enliven their strategy and build on business success.

Feasibility & Decision Support

Sound outcomes are achieved when businesses build on the right foundation. We assist with:



Business case:

an analysis of options, costs, benefits and risks, associated with a proposed investment in line with the strategic objectives of the investor, providing clear and measurable targets, timelines and responsibilities.



Commercial modelling:

considers and assesses the commercial and economic drivers including impact assessment and cost-effectiveness analysis, using econometric modelling.



Investment support:

Provide expertise and advice to evaluate the best options for the client to achieve agreed service, business and financial expectations.



Project management:

we work with clients and help them manage and deliver building, digital, service integration and improvement projects.



Contact us

info@johnstaff.com.au
www.johnstaff.com.au

Melbourne | Naarm
Sydney | Gadigal
Brisbane | Meanjin
Perth | Boorloo
Auckland | Tāmaki Makaurau
Christchurch | Ōtautahi
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