

Dear David,

The National LGBTI Health Alliance (the Alliance) received notification of the ACCC consideration of the application to register a Certification Trade Mark (CTM) from Lifemark Village Pty Ltd (Lifemark) through our membership of the National Aged Care Alliance.

The Alliance is the national peak health organisation in Australia for organisations and individuals that provide health-related programs, services and research focused on lesbian, gay, bisexual, transgender, and intersex people and other sexuality and gender diverse (LGBTI) people and communities. Currently we have 200 members across Australia.

Our current priority areas are ageing and aged care; mental health and suicide prevention; and better health for trans and gender diverse people and people with intersex bodies.

The Alliance main concern with the proposed Scheme Standards for the Lifemark Village Scheme is that there is no mention of diversity or meeting the needs of diverse groups apart from recording staff gender diversity and other diversity analysis. It may be that diversity is meant to be implicit but it must be stated explicitly as often diversity needs get overlooked or are only addressed at the most basic level. In addition different diversity groups have issues and needs that often have to be addressed in very different ways. This is not reflected in the current document.

The Alliance recommends that there is either an additional category of performance or an additional standard under each category that address the needs of diverse people and communities in order for the Certification Trademark to address all the needs of retirement communities.

Please note that by diversity the Alliance is referring to Aboriginal and Torres Strait Islander people, people from Culturally and Linguistically Diverse backgrounds, lesbian, gay, bisexual, transgender, and intersex people and other sexuality and gender diverse people.

Please do not hesitate to contact me if you require any further information.

Kind Regards

Samantha

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