

01/07/2025

Pride Aged Living – Announcement

A new leadership structure for continued growth

We are thrilled to announce a number of key management changes that will strengthen Pride Aged Living as we continue delivering outstanding advice and support under the New Aged Care Act. While we had planned to align these changes with the Act's commencement, the delay hasn't stopped us - we're still on track and moving forward as planned.

While Bruce Bailey, James Saunders, and Katrina Ong have led the firm to date, we will be implementing the following changes effective 1 July:

James Saunders will assume the role of Managing Director.

Megan White will become a Director and join James in leading our Finance and Operations consulting division, which includes responsibility for our HELF consulting services.

Stephen Rooke will join the practice as a Director, leading our Strategy and Governance consulting division.

Katrina Ong continues as a Director, leading our Quality and Compliance consulting division.

After leading Pride Aged Living since its inception in 2016, Bruce Bailey is passing the baton for day-to-day operations to the next generation.

Bruce told staff at the announcement of the changes,

"Succession is a key element of the long-term sustainability of any business. Now is the right time to pass the responsibility for developing the practice onto those with the required energy, drive and most importantly, demonstrated capability, to ensure the continued growth and prosperity of the practice, its staff and our clients."

Bruce will continue with the firm in a reduced capacity, remaining a Director with a focus on strategic growth, exploring new ways the practice can support its clients, and advising providers seeking to merge or expand through acquisition. And yes, Bruce will probably do more of those charity bike rides and enjoy more time with his family, including his young grandchildren.

Commenting on his new role, Bruce said,

"Pride Aged Living has always sought to be a thought leader and innovator in how it looks at the sector. The fundamental changes flowing from the new Act and underlying policy settings only increase the need for this approach. Relieving myself of day-to-day responsibilities will allow me to focus on driving strategic growth, helping Pride Aged Living continue to be the leading consultancy in the sector."

James shared the following thoughts with staff,

"I am honoured to take on the role of Managing Director, and I want to extend my congratulations to Bruce for his exceptional vision and leadership over the last nine years. I'm pleased that Bruce will continue to be part of Pride Aged Living and will assist with the transition. We are thrilled that Megan and Stephen are

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joining the executive team, ensuring a promising future for Pride Aged Living. We look forward to assisting providers as they transition to the new Aged Care Act.”

About Pride Aged Living

Established in 2017, Pride Aged Living is a leading aged care consultancy supporting providers across residential aged care, home care and retirement living. The team brings together senior management experience, clinical expertise and CEO-level capability to help providers strengthen services, navigate change and build sustainable operating models.

The name ‘Pride Aged Living’ reflects the consultancy’s belief in ageing with dignity, the close-knit nature of the team, and the strength and confidence that underpins its work.

Visit our website: <https://prideagedliving.com.au/>

Pride Aged Living Leadership Team

James Saunders – Managing Director

Katrina Ong – Director

Bruce Bailey – Director

Megan White – Director

Stephen Rooke – Director

Jason Howie – Partner

JC Yap – Principal Consultant

George Suharev – Principal Consultant