

# Media Release

25 February 2025

## VMCH Sales Manager named best in state!

VMCH is proud to announce our Retirement Living Senior Sales Manager Anne Lewis has been crowned Salesperson of the Year (Vic/Tas) in the [2025 National Retirement Living Awards](#).

Anne leads the sales team for our world-class \$250m retirement precinct [St. Clare](#) in Kew, currently under construction and set to open in early 2026.

She was among a high-calibre group of six sales professionals vying for the title at a [Property Council of Australia](#) event at Federation Square on Tuesday 25 February.

The Salesperson of the Year recognises those who “achieve outstanding results in leading and driving sales of retirement living units/apartments”.

“I’m filled with gratitude to VMCH for entrusting me with this role to sell St. Clare – a legacy project for our organisation,” Anne said upon receiving her award.

Anne’s unique ability to build genuine, lasting connections with prospective residents, coupled with a steely determination to succeed in sales, has seen her achieve groundbreaking success. This includes an average of four apartment deposits per month – double the industry standard in the space.

“I put our great success down to an amazing project team, which has been unwavering in our commitment to collaboration, putting the customer first all the way through the journey,” Anne says.

“We’ve been courageous and innovative, departing from a ‘business as usual’ sales approach, which I’m so proud of. As a result, we’re in a strong financial position, which as a not-for-profit, means we can support our mission-based services for those in need, such as affordable housing.”

VMCH Chief Marketing Officer Kym Molineux says Anne is “extremely deserving” of the recognition.

“One of the hallmarks of Anne’s success with St. Clare has been a ‘whisper campaign’, which created significant word-of-mouth referrals very early on. Almost 50% of St. Clare reservations have come from referrals, a testament to Anne’s rapport building skills and strategic sales mindset.”

Kym also thanked Anne, who has 14 years of sales experience, for her dedication in training and mentoring sales team members, empowering them to excel.

VMCH Chief Retirement Living Officer Liz Hickey describes Anne as an “absolute asset”.

“Since joining us around four years ago, Anne has had an incredibly positive impact on our organisation. One of her standout qualities is her genuine passion and transparency to help prospective residents achieve the right outcome, reflecting VMCH’s values of joy, love, hospitality and courage,” Liz says.

“Anne’s humble approach and gratitude for the opportunities afforded in her career thus far drive her to be a voice of experience and knowledge for the next generation of salespeople.”

Anne extends her sincere thanks to the Property Council of Australia and award sponsor [Person Centred Software](#) for the recognition, along with congratulations to her fellow nominees.

The national winner of Salesperson of the Year will be announced at the Retirement Living Summit in June.

## Media enquiries

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## About VMCH

Here at VMCH, our services are as diverse as the people we support.

Our values underpin the work we do. As a Catholic, for-purpose organisation, love, joy, hospitality and courage aren't just words to us, they guide us in everything we do.

While we've been around for over a century, we're always moving forward. Always staying true to who we are by supporting people and families to live their best lives; providing a place to call home and spaces to learn and grow.

Our professional and compassionate teams are with you on your life journey; helping you with a wide range of support from early learning and therapy, specialist education, disability services, affordable homes, residential aged care, retirement living and at-home aged care.