

**Media Release – 19 August 2010**

**Ageing well in Victoria – We all look forward to that**

Council on the Ageing welcomes the *Ageing in Victoria framework* released by the Victorian Government yesterday and congratulates Minister Neville on achieving a whole of government focus, which will ensure many of the current issues experienced by people as they age will be dealt with.

“In particular, we welcome the focus on creating an age friendly society, and a framework which seeks to address ageism and systemic age discrimination” Sue Hendy, CEO, Council on the Ageing (COTA) Victoria said.

The framework focuses government attention to the three outcome areas of *Good Health & Wellbeing; Age-Friendly Communities; and Economic and Social Participation*, which are important pillars of a society in which all people can age well, and will benefit older people and the broader society.

“People want to participate in society as active contributors through work – paid and unpaid, as well as more broadly in civic society, and we want to be valued for what we do. Government needs to provide the leadership to ensure required change occurs; eradicate age discrimination and support the understanding and application of the Victorian Human Rights charter toward older people, ensure policies and programs of government are exemplars in this; and that the corporate and community sectors are brought into the action on creating age-friendly communities.” Ms Janet Wood, President, COTA Victoria said.

“We look forward to working with the State Government on the implementation of its framework and look forward to a society that enables everyone to age well and lead a fulfilled and meaningful life”, Ms Hendy said.

Ageing well in Victoria framework – [www.seniors.vic.gov.au/](http://www.seniors.vic.gov.au/)

**Media enquiries:** Sue Hendy CEO. COTA Victoria  
Mobile: 0413 80 20 54