



COTA VICTORIA STRATEGIC DIRECTION 2018-2021

Promoting opportunities. Protecting rights. For people 50+

13 AUGUST 2018

ABOUT COTA VICTORIA

COTA Victoria is the leading not-for-profit organisation representing the interests and rights of people aged 50+ in Victoria. For 70 years in Victoria, we have led government, corporate and community thinking about the positive aspects of ageing.

Today our focus is on promoting the opportunities and protecting the rights of people 50+.

We see an ageing population as a time of opportunities for personal growth, contribution and self-expression. We believe there are obvious National, State, community, family and individual benefits from this approach.

We are also focussed on protecting the rights of people 50+.

Victoria - and Australia in general - has an enviable record of establishing and regulating rights. We believe it is important that these hard earned rights are not compromised or reduced through deliberate or unconscious public policies and individual behaviour. That is why we have taken the lead in bringing serious issues such as elder abuse to the attention of government and the public.

We are a not-for-profit, community organisation and fund our activities and services through the support of government, members, philanthropic trusts, businesses and the public. As a member based organisation we are run by, for and with older Victorians.

We have an experienced Board, highly qualified, permanent staff located in a central Melbourne office location and contact with Victorians 50+ across the State. We also have over 100 community volunteers throughout Victoria with skills in community education, provision of information, languages, group facilitation, policy development and advocacy.

Our work is conducted in collaboration with the State Government and Local Governments and a broad range of seniors groups and community organisations.

STRATEGIC DIRECTION

VISION

Ageing in Australia is a time of possibility, opportunity and influence

PURPOSE

COTA advances the rights, interests and futures of Australians as we age

VALUES

Respect, Diversity, Collaboration and Integrity

STRATEGIC PRIORITIES

1. Policy

Maintain our leadership in policy development and advocacy on behalf of people 50+ in Victoria and Australia in general.

2. Health and Wellbeing

Continue to successfully manage and increase a portfolio of physical, mental and financial health projects and services designed to benefit and improve the quality of life of older Victorians.

3. Rights

Maintain the position of *Seniors Rights Victoria* (a COTA program) as Victoria's leading provider of information, legal aid and support, advice and education to help prevent elder abuse and protect the rights of older people.

4. Organisation

Build COTA organisational efficiency and sustainability in Victoria through improvements to public awareness of COTA Victoria's impact, knowledge management, income generation and increased volunteer involvement.