

“COTA SA is powered by 590,000 older South Australians to boldly reframe the way we age in SA.”

#ReframingAgeing



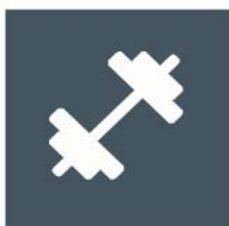
3,660

Older people participate in **PEER EDUCATION** delivered by 34 peer educators



12,000

COTA SA MEMBERS regularly engaged



151,680

STRENGTH FOR LIFE attendances per week across SA



40,000

Older people involved with **COTA SA MEMBER CLUBS**



50,000

People participate in the **EVERY GENERATION FESTIVAL**



4,120

Hours contributed by 102 **COTA SA VOLUNTEERS**

#ReframingAgeing

COTA SA CONTINUES TO CONNECT AND ENGAGE WITH OLDER SOUTH AUSTRALIANS



Jane Mussared,
CE COTA SA

590,000 South Australians are aged over 50 and they are vigorously redefining the way we age. They are challenging the community and themselves to think differently about what possibilities and opportunities they might create to influence, contribute and connect to their South Australian community.

We have focused on important new opportunities to reach more people.

Our regular seminars ensure that we are having frequent conversations with older people about topics that matter including about health, housing, transport, technology and road safety.

ONECOTA Facebook, Twitter, eNews and new quarterly online magazine provide further opportunities to connect.

Strength for Life is spreading still further throughout SA, our peer education approach is covering new topics, and the Every Generation Festival is making more of a splash than ever.

Importantly too we are creating new ways that older people can make their voices heard not just through our advocacy but in their own right including as partners in the emerging living laboratory movement.

The COTA SA Policy Council leads our policy and advocacy work assisted by volunteers who represent COTA SA on as many as 40 different influential councils and committees.

COTA SA is an older people's movement, run for, by and with older people. We are about modern ageing, challenging ageism and creating new possibilities for modern older lives.



Prof Anne Edwards
President COTA SA

While the number of older people is significant, so too is the diversity, and COTA SA reflects a rich tapestry of incomes, health, culture, family relationships, sexual orientation, beliefs and attitudes through our activities.

COTA SA thanks its partners, sponsors and supporters including:

OFTA
SA Health
Department of
Planning, Transport
and Infrastructure
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Oztrain
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Alliance (HCA)
Our Every Generation
Festival sponsors –
KeyInvest, SA Water,
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Turner Real Estate,
Adelaide PHN, Country
PHN, FIVEaa, 5MU,
5AU, 5CS, 5RM, 5CC.



POLICY & ADVOCACY

COTA SA is an older person's movement, run by, for and with older people.

We influence policies and actions of government, private sector and the community.

We have focused our advocacy on health, housing, age discrimination and mature employment, but also respond to emerging policy issues. COTA SA is changing the way we think and do ageing.



ENGAGEMENT

COTA SA continues to connect and engage with over 40,000 older South Australians on a regular basis through social media, newsletters, programs and ONECOTA.

2016 saw the development of a volunteer-led promotions and engagement team, community connections, and an Information Access team.



EVERY GENERATION FESTIVAL

The statewide Every Generation Festival (EGF) continues to grow each year, with over 270 events and 50,000 attendees.

The EGF is breaking new ground each year offering a challenging and varied program all over SA.

It is rightfully taking its place back amongst Adelaide's leading cultural events – simply through 'people power'.



VOLUNTEERS

COTA SA has highly skilled volunteers who drive the work we do. In 2016, 102 volunteers contributed 4,120 hours.

New opportunities for volunteers have been developed in Information Access, Information Technology, Promotions and Project Support, Marketing and Communications, Engagement and Publications.



PEER EDUCATION

COTA SA peer educators continue to share practical and useful information with older South Australians.

In 2016, 34 peer educators delivered 171 sessions to 3,660 people on topics such as aged care, fitness to drive, falls prevention and medicine management and wellness.



STRENGTH FOR LIFE (SFL)

Since 2004, Strength for Life has increased the strength, health and well-being of over 50s across SA.

In 2016, SFL delivered 316 sessions a week to 3,160 older people, with 151,680 sessions attendances across 87 sites around the state.

our people



'My interest in volunteering began when I was looking to make a change in my career. I volunteer, as I think it is important to give something back to society. I have met lots of new and interesting people and I have a sense of being and doing something worthwhile.'

Sandy Mudie, COTA SA Volunteer



'Life beings at 73 - a new life and well-being, walking with less effort, my family amazed at the change in a short time.'

Strength for Life Participant

'Everyday living has improved. A most definite measurable physical well-being to allow me to undertake outside activities.'

Strength for Life Participant



'COTA SA continues to provide excellent information, through a clear and comprehensive presentation by a gracious, thoughtful and friendly peer educator'

Peer Education Participant, Consumer Directed Care

'I will definitely set up a driving assessment after today. It has been really helpful to me.'

Peer Education Participant, Moving Right Along



'COTA SA is to be highly commended for continuing lively conversations about positive ageing, and reinvigorating the former 'Seniors Week' as the Every Generation Festival'.

Every Generation Festival attendee

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For older Australians



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