

**MEDIA RELEASE**  
**22 March, 2023**

## **COTA SA ANNOUNCES NEW LEADERSHIP**

The Board of COTA SA is pleased to announce the appointment of Miranda Starke as the new Chief Executive.

Miranda took on the Acting role last August, following the seven-year tenure of Jane Mussared as Chief Executive.

COTA SA President Emeritus Professor Anne Edwards AO said, "Since Miranda stepped into the Acting role last year she has shown clear capacity for leadership in ensuring that COTA SA maintains our commitment to advance the rights and interests of older South Australians, so that ageing really can be a time of enjoyment, influence and continuing activity."

"The Board has every confidence in her capacity to provide the leadership into the future that COTA SA needs," Anne continued.

Having joined the organisation in early 2019, Miranda lead COTA SA's social enterprise The Plug-in, a specialist market insights operation that gives older people an influential voice to help industry, innovators and researchers better meet the future needs of the growing 50+ market, before assuming the role of General Manager.

Now as Chief Executive, Miranda is excited to commence this new phase in her professional career saying, "I am thrilled to be taking on the role of Chief Executive of COTA SA and for the opportunity to continue to lead this extraordinary organisation."

"I am looking forward to working closely with our experienced Board, wonderful staff, dedicated volunteers and supportive stakeholders to lead our challenge against ageism and to represent almost 700,000 South Australians aged 50+ through COTA SA's policy and advocacy work, and through our programs and services we provide to over 100,000 people each year."

"My initial focus is to meet with Government decision makers to advocate for prioritising older South Australians in the next State budget. I'll also be accompanying President Anne Edwards to the Yorke Peninsula for a special regional engagement event in Moonta on 5 April, where we look forward to a discussion about the positives and negatives of the ageing experience in one of the state's oldest demographic regions, as part of our ongoing focus on regional South Australia."

"For me the strength of COTA SA comes from regular connection with older South Australians and understanding their real life experiences. It's important to me to prioritise connecting with older South Australians across the state; the team and I are all looking forward to getting out there as much as possible to meet with the huge diversity of supporters, do a lot of listening, and act on what we hear, to advocate for positive change for all older South Australians."

Before joining COTA SA, Miranda held senior Executive and Board roles in the education, arts and social sector, including Deputy Chair of Westside Housing Company, Director of Development at Westminster School, and Marketing Communication & Development Manager at the Art Gallery of South Australia for over eight years.

Miranda is also a Churchill Fellow and is the current Chair of the Adelaide Festival Centre Foundation which is fundamental in supporting the development of the state's emerging artists and ensures that the arts is accessible to all South Australians.

Miranda commences the position immediately.

-ENDS-

#### ABOUT COTA SA

COTA (Council on the Ageing) SA is an older people's movement and the peak body that represents the rights, interests and futures of the more than 698,000 South Australians aged 50+. COTA SA stands with older South Australians to create new images and new expectations for the older years. Understanding the diverse views and experiences of older South Australians is core to achieving COTA SA's purpose to advance the rights, interests and futures of South Australians as we age. The organisation helps to reframe the way we age and values ageing as a time of possibility, opportunity and influence.

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