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COTA 
For older Australians

**COTA SA
ANNUAL SNAPSHOT
2018**

REFLECTING ON 2018

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COTA SA's 2018-21 Strategic Plan emphasises the many relationships, partnerships and collaborations which enable us to extend our reach and support the active participation of 633,000 older South Australians in the future of SA.

At the centre of these partnerships is COTA SA's participation in the COTA Federation representing 7 million older people across Australia and comprising all the State and Territory COTAs and COTA Australia.

The Federation shares a vision, mission and values and offers both a strong and unified national presence and a strong program of engagement and representation with older people in every state and territory. This year for the first time the Federation is conducting a nationwide survey of Australians over the age of 50 which will give us invaluable information to help direct our efforts to respond to the needs of older people.

COTA SA has continued to enjoy strong support from thousands of older South Australians who are members. They join the COTA cause to promote the rights, interests and futures of people as they age. But well beyond our members, COTA SA connects with many other older people every day from a great diversity of backgrounds – from inner city to most remote, from all cultures, of different genders and sexual orientations, living in varying financial and personal circumstances and experiencing differing levels of health.

An important vehicle for COTA SA to facilitate the power of older people to contribute to innovation, research, policy and service development has been the continued growth of The Plug-in, our unique social enterprise which supports the ongoing influence and contribution of older people. The Plug-in has already enabled older people to contribute directly to new thinking and to co-design new solutions for health, aged care, advanced care planning and neighbourhood

redevelopment.

ZestFest 2018 delivered an arts and community program that celebrated modern ageing, challenged old thinking and introduced new opportunities for thousands of older people to connect all over SA. Headline events included the annual ZestFest Oration delivered in the Adelaide Town Hall by broadcaster, Dr Norman Swan and a new Writer's Prize which inspired us with fresh takes on "So that's what old is!"

We have continued to partner with the SA Rainbow Advocacy Alliance and our LGBTI Advisory Committee to improve our reach and appeal. We have been chosen to deliver Silver Rainbow training for the next 2 years, where older members of the LGBTI community will use their lived experience to teach aged care providers.

A new COTA SA rural and regional strategy is underway to extend our reach well beyond metropolitan Adelaide in everything we do. A quarter of our 110 volunteers, and many of COTA SA programs are already regularly available in country SA – Strength for Life, Aged Care Support, Maximising My Independence and Moving Right Along. We are working with partner organisations and friends of COTA SA to ensure that the voices of older South Australians living in country areas are well and truly heard and influential.

COTA SA campaigned strongly in the March 2018 State Election based on the results of conversations and surveys of older people throughout SA. We have focused on the importance of access to the fundamentals of ageing well – employment, health, cost of living, countering age discrimination and housing. But we also use every opportunity to underline the importance of new thinking about our ageing – COTA SA stands for the opportunities offered by our longer lives and the new and exciting possibilities that we are only just beginning to explore.



OLDER LGBTI PEOPLE

We undertook the LGBTIQ People Ageing Well Project, the first of its kind in South Australia, to find out what matters most to older LGBTIQ people as they age to better inform government and sector policy. The strength of this project's findings saw us become South Australia's Silver Rainbow training project partners, delivering training to aged care services, assessment teams, allied health services, and other aged care stakeholders to promote the inclusion and wellbeing of older LGBTI people.

THE PLUG-IN

COTA SA's social enterprise continued to expand in its first year of operation. The newly-formed Plug-in Team focused on developing its business model for the new social enterprise, creating strong connections within industry, and promoting the opportunity for older people to get involved in projects. In 10 months, The Plug-in established a community of more than 300 Influencers and successfully engaged and delivered 5 social innovation/research projects for a range of clients.

POLICY AND ADVOCACY

We engaged with over 4,200 older South Australians and 70 stakeholder groups including government and sector organisations. We went to eight regional centres for our Tell Us What Matters conversations. 20% of the people we engaged with lived outside greater Adelaide. Over the next 2 years we will increase our reach and work with older South Australians living outside metropolitan Adelaide.

PROGRAMS AND SERVICES

We continue to offer a range of programs and services. Our peer support programs match older volunteers with older people seeking information about topics including health, road safety and aged care. Strength for Life, COTA SA's tailor-made strength and balance program, has continued to offer opportunities for older people to be physically active all over SA. We also offer assistance – often by phone, email or letter - to an increasing number of older people who need help to connect to services or find out about what is available to solve issues that trouble them.

ZESTFEST

Our annual festival for modern ageing held over 200 events all over South Australia, including in rural and regional areas. Approximately 115,000 South Australians aged 50+ attended events that celebrated the zest in modern ageing. We also strengthened and developed our relationships with festival partners, securing several key financial sponsors, and increased our in-kind support to facilitate the festival's growth. Approximately 25,000 ZestFest programs were distributed around SA.

A YEAR IN REVIEW

MEMBERS

8,805 members aged 50+



STRENGTH FOR LIFE

4,600 weekly participants at 92 sites around SA



CLUBS

101 member clubs reaching 13,973 people



CALLS

4,046 phone calls to COTA SA reception



NEWSLETTERS

4,200 subscribers sent 40 separate updates via email



SOCIAL MEDIA

2,189 followers across all COTA SA channels



VOLUNTEERS

110 people with 4,400 combined hours of service



PEER EDUCATION

230 sessions educating 5,060 people



VISITORS

457 drop-ins or attendees at Hutt Street events



ONECOTA

33,200 South Australian readers each quarter



