

ANNUAL SNAPSHOT 2019



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FOREWORD 2019

A key priority this year was to develop relationships with older people in rural and regional South Australia. While continuing to offer our programs beyond metropolitan Adelaide, we undertook Country Listening Posts between July and October. The "listening posts" saw us "pop up" in country shopping centres, main streets and libraries. We went to 20 towns and centres across rural SA and spoke to about 400 older people. We asked what mattered most for older people in the community, what was working and what was not and what the priorities for COTA SA's advocacy should be.

COTA SA's social enterprise, The Plug-in, is growing from strength to strength in enabling older people to influence very directly the future of ageing. The growing Plug-in community, drawn from older people throughout South Australia, has now completed 20 projects with business, aged

care, technology and university and research sector clients. They have explored a wide range of products and services such as health service design, technology and applications, electric barbeques, nutrition options, the future of aged care and financial literacy.

COTA SA is a proud and active part of the COTA Federation which is made up of the 9 COTA organisations which operate in every State and Territory as well as in Canberra through COTA Australia. The 2018 landmark national survey of older people - State of the (older) nation - was undertaken as a Federation initiative and offered for the first time a comprehensive picture of what matters to older Australians. Importantly the responses of older South Australians were consistent with respondents elsewhere in Australia. The survey will be held on a regular basis with the next one scheduled for 2020.

As part of the COTA Federation, COTA SA is trialling the Aged Care System Navigator service in country SA and collaborating to roll out Strength for Life on a national basis. New SA Government funding means there are now 100 Strength for Life gyms located throughout SA, while our new federally funded Community Visitors program is buddying isolated older people with volunteer visitors.

ZestFest 2019 was headlined by Ita Buttrose AC, OBE who delivered our annual oration to a packed Adelaide Town Hall. Each year we push the boundaries of modern ageing and this year featured new offers including our racy Nature Strip Calendar with its bare older bodies and the first ever Seniors Poetry Slam.

We continue to build the Rainbow Hub, guided by the LGBTI Advisory Group, and home to a number of programs that

support older members of the LGBTI community of SA. Our Silver Rainbow training is in great demand, our community visitors are getting out and about, our advocacy continues to be respected, strong and clear and we are supporting more and more people with opportunities and information to age well.

Our contribution to policy, advocacy and representation continues and we facilitate opportunities for older people to influence policy and service development. The COTA SA Policy Council is a hardworking and diverse group of older people who consult, workshop and provide advice on a wide variety of issues – adult safeguarding, the State Government's Ageing Well Strategy, the Aged Care Royal Commission, transport, road safety, health, employment, cost of living, age discrimination and housing.

COTA SA enjoys strong support from thousands of older South Australians who are members, from 140 active volunteers and from more than 100,000 other older people who take part in ZestFest, Strength for Life, our peer education, events, aged care support and navigation and other programs. Our mission to reflect the diversity of contemporary South Australia is gaining momentum and is driving our leadership of new attitudes and opportunities that are part and parcel of modern ageing.

Emeritus Professor Anne Edwards, AO
President (Right)

Jane Mussared
Chief Executive (Left)

October 2019

COTA SA advances the rights, interests and futures of more than 633,000 South Australians as we age. We are an older people's movement, reflecting the diversity of modern older lives.



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OUR PROGRAMS



POLICY & ADVOCACY

It is a priority of COTA SA to extend our reach and presence in country South Australia. Our 2019 Listening Post program visited 20 country centres and engaged in conversations with over 400 older people in shopping centres, libraries and main streets. The COTA SA Policy Council, made up of older people from a wide range of backgrounds, focuses on issues such as transport and mobility, digital access, ageism, housing, health and cost of living. COTA SA has an active advocacy program, often in partnership with other stakeholders, channelling older voices including through written submissions, representation, presentations and workshops and through the media.



PROGRAMS & SERVICES

COTA SA has launched its Community Visitors Scheme connecting companions to older people who find themselves isolated. Strength for Life, our bespoke strength and balance program, has enlisted its 100th provider in South Australia, offering opportunities for older people throughout SA to get and stay fit. COTA SA's volunteer peer educators and supporters offer free guidance to assist older people to use aged care and to think through their transport and mobility options. In addition, a new pilot is informing older people about planning ahead and the value of Advance Care Directives.



DEDICATED VOLUNTEERS

140 volunteers contribute about 4,600 hours each year as part of our COTA SA team. Volunteers contribute in many ways including as community visitors, through our customer services, as our expo and events team, in offering guidance to older people in need, as peer educators and in a range of administrative support roles.



ZESTFEST CELEBRATION

Our annual festival for modern ageing offers more than 250 events reaching well over 100,000 older people. The two-week program celebrates our longevity, connects older people to new opportunities and challenges stereotypes about what our ageing could be. ZestFest relies on partnerships with a wide range of organisations offering chances to dance, sing, paint, learn and enjoy the environment. Through the support of valued sponsors, COTA SA compliments this with a handful of edgy, fresh curated events designed to stretch our imagination about the possibilities of modern ageing.





COTA SA IN COUNTRY SA

In addition to Country Listening Posts, our programs across regional South Australia include the national programs Community Visitors Scheme, My Aged Care Support, The Aged Care Navigator Trial and the Advance Care Directives pilot. These programs address social isolation and provide older people with the information they need to make the most of available services. With funding support from the SA Country Primary Health Network, My Aged Care Support is available in the Fleurieu and Yorke Peninsulas, Murray Mallee, the Mid-North and the Lower Eyre Peninsula and the Advance Care Directive pilot is in the Yorke Peninsula and the Mid-North. The Aged Care System Navigators Trial is available in the South East. The trial is part of a consortium led by COTA Australia and funded by the Australian Government.



RAINBOW HUB

The Rainbow Hub is a COTA SA initiative supporting Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) elders aged 50+. A community of peers supports the older LGBTI community to connect to My Aged Care, link with community visitors, enjoy regular social events, receive a dedicated newsletter, and to offer forums that promote the inclusion and wellbeing of older LGBTI people in our community. In addition, the Hub delivers Silver Rainbow Aged Care Awareness Training to aged care providers. The Hub contributes actively to COTA SA's policy and advocacy in relation to things that matter to the older LGBTI community.



THE PLUG-IN

COTA SA's social enterprise, The Plug-in, is a specialist market insights operation which connects older people with business, industry and researchers. A rapidly growing community of older influencers is working closely with business and research clients on a wide variety of projects to innovate and improve the products, services and policies for the growing 50+ market. The Plug-in is a member of the Association of Market and Social Research Organisations.



A YEAR IN REVIEW COTA SA



2,907

Followers across our social media platforms. We shared 536 posts (315 Facebook posts 57 tweets and 164 LinkedIn posts)

5,015

Weekly Strength for Life participants at 100 sites around South Australia



875

Drop ins or attendees at Hutt Street events



8,023

Members aged 50+

7,808

Phone calls to COTA SA reception



4,600

Combined total hours of service by our volunteers



SUBSCRIBE



5,885

Newsletter subscribers. We sent 72 communications across the various areas of COTA SA's work

140

Skilled volunteers



84

Member clubs reaching 12,516 people



279

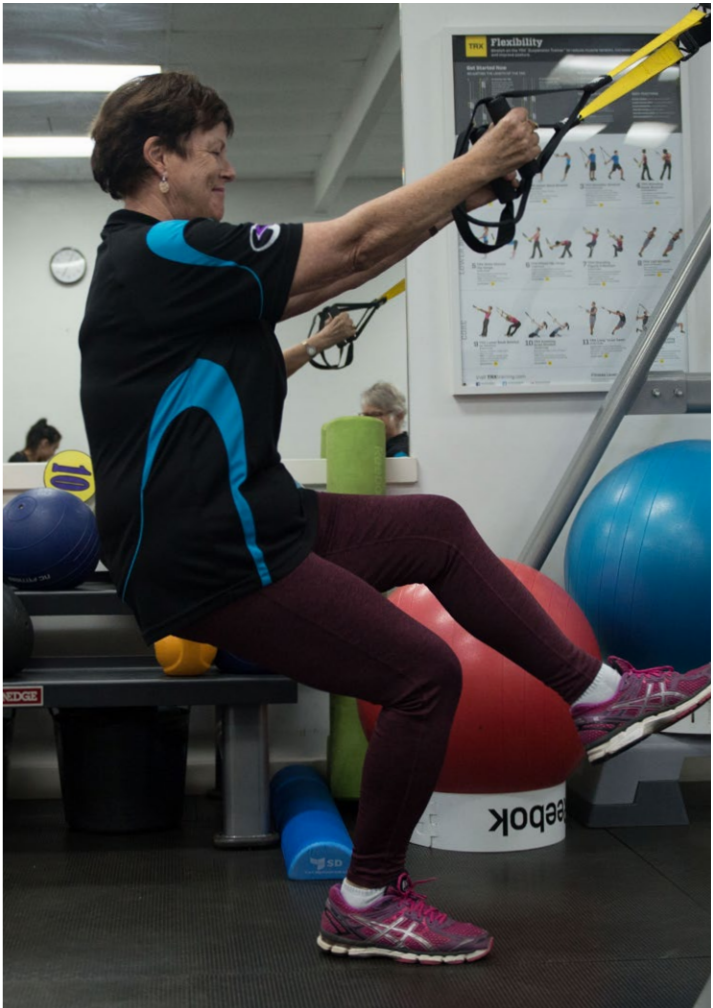
Peer education sessions teaching 5,859 people



30,000

SA ONECOTA readers each quarter

**TOGETHER WE
ARE FIGHTING
AGEISM...**



**... AND DEFINING
MODERN AGEING.**



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