

STRATEGIC PLAN

2022 - 2026



STANDING WITH OLDER SOUTH AUSTRALIANS

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The COTA SA 2022-26 Strategic Plan charts our course for the future. COTA SA is focused on standing with older South Australians as we embrace our longevity, promote ageing well and reject the ageism that thwarts the full enjoyment of older lives.

The Strategic Plan 2022-26 is our roadmap for the next 4 years, providing a framework for COTA SA about what matters, where we will put our best efforts and where we will make a difference.

We will not succeed without collaboration and partnership. We acknowledge our individual and Club members who join us as much to progress our cause as for personal benefit. We thank our COTA SA Supporters made up of a growing number of South Australian businesses and organisations that share our passion for ageing well in SA. The community of COTA SA including our volunteers, stakeholders, staff and advisory group members will be part of delivering our new plan.

OUR VISION

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

OUR PURPOSE

We advance the rights, interests and futures of South Australians as we age.

OUR VALUES

RESPECT

We respect and value the contribution and lived experience of South Australians as they age and support each person's right to make choices and to participate in their community.

DIVERSITY

We value the great diversity that characterises South Australians of all ages and are committed to genuine exchange and engagement with older people.

EQUITY

We are aware of and committed to reducing the impact of inequality, disadvantage and discrimination on South Australians as they age.

COLLABORATION

We work collaboratively with older people, with our COTA colleagues, with our partners, and with the South Australian community to achieve the vision and purpose of COTA SA.

INTEGRITY

We operate ethically, openly, honestly and with accountability in all our interactions.

INDEPENDENCE

We understand the value and trust that older people and the community place on our independence as the voice reflecting and representing older South Australians.

OUR 2022 - 2026 STRATEGIC PLAN

1. Engagement with, by and for older South Australians

1.1 Engagement	Promote and increase the influential engagement of older people across the breadth of South Australian life
1.2 Diversity	Be champions for the diversity of older South Australians
1.3 Partnership and Community	Build the COTA SA community and leverage relationships that will transform ageing and create new possibilities for older South Australians

2. Leaders of ageing well programs and services

2.1 Services and Programs	Develop and deliver services and programs for older people that enable them to age well
2.2 Communication	Use communication channels that reach across the COTA SA community and inspire ageing well
2.3 Consumer Engagement	Lead new approaches to harnessing the lived experience of older South Australians to influence policy, products and services

3. Credible, trusted and independent policy and advocacy

3.1 Ageism	Use every opportunity to reject ageism and build a South Australia for all ages
3.2 Policy and Advocacy	Lead fresh policy insights and strong advocacy to promote ageing well in South Australia
3.3 Inequality and Disadvantage	Pursue opportunities to reduce the impact of inequality and disadvantage on ageing well
3.4 Research	Promote research and increase opportunities for older people to influence priorities and directions for research about ageing

4. Building value, effectiveness and sustainability

4.1 Governance and Quality	Be known as a contemporary organisation with transparency, excellence and vigour
4.2 Staff and Volunteers	Harness and nurture the talents and contributions of the COTA SA community including staff and volunteers
4.3 Viability	Ensure COTA SA's long term viability and sustainability including through new partnerships and revenue sources
4.4 Social and Environmental Impact	Ensure that COTA SA is a socially and environmentally responsible organisation.
4.5 COTA Federation	Play our part in promoting and extending the reach and influence of COTA across Australia through collaboration with our COTA colleagues

ABOUT COTA SA



COTA (Council on the Ageing) SA is an older people's movement engaging every day with older South Australians all over our state. We are independent and non-partisan, we have our sights firmly set on calling out ageism, we are focused on overcoming disadvantage and inequality, we champion the diversity of ageing across our state and we offer programs which create new possibilities for and with older South Australians.

COTA SA is also the peak body representing the rights, interests and futures of more than 633,000 South Australians aged over 50, who together make up more than a third of our population. We were established in 1957 and continue to evolve and develop to reflect modern South Australia.

COTA SA is a proud partner in the COTA Federation, made up of COTAs in each state and territory along with COTA Australia. Together, our COTA reach and influence is felt both locally and nationally.

COTA SA connects with 100,000+ older South Australians each year including -

- Our **advocacy** on issues such as employment, housing, health, aged care, climate change, cost of living and transport to improve older lives.
- **The Plug-in**, our consumer engagement and insights social enterprise that provides opportunities for researchers, government and business to connect with, and better understand, older people.
- **Strength for Life**, offers an affordable way for older people to get and stay fit at more than 100 sites throughout South Australia.
- Our **Rainbow Hub**, with its influential Advisory Group, provides support and enables a voice for LGBTI elders.
- Our **Let's Talk Aged Care** team offers programs, services and opportunities to understand and access aged care and other services.
- Our **COTA SA advisory groups** and round tables offer representation, contribute to policy advice and provide lived experience across topics that matter to older people.
- Our **peer to peer programs** connecting older people to one another for information, friendship and support.
- Our **staff and volunteers** provide information by phone, email and face to face, and contribute to expos, presentations and webinars.
- Our **social outreach program** can be deployed in times of need to reduce social isolation and loneliness including with older people who live alone and are not online.
- Our contribution to **research, universities, reviewers and investigative bodies** to better understand and engage with the needs and interests of older people.
- With 26% of older South Australians living outside metropolitan Adelaide, our ongoing focus on older people in **rural and regional SA** including through the Goolwa Victor Harbor and Yorke Peninsula Advisory Groups.
- **COTA SA Members, Member Clubs and Supporters** represent thousands of older South Australians and organisations across the state.
- Partnerships with organisations and people who represent the **diversity of older South Australians** including CALD and First Nations Elders.

SNAPSHOT OF OLDER SOUTH AUSTRALIANS



More than 633,000 South Australians are aged 50+



26% of older South Australians live in country SA



About 1% of South Australians aged 50+ are Aboriginal



About 11% of Australians, including older South Australians, identify as LGBTI+



14% of older South Australians are migrants from culturally & linguistically diverse backgrounds



Life expectancy has increased by about 14 years over the last 60 years

73% of older Australians rate their quality of life highly. This has declined over the last two years



More than half of older people say the rising cost of living is leaving them behind



About 1/3 of older workers have experienced age discrimination resulting in unemployment or underemployment



25% of Jobseeker recipients are aged 55 years and over



Almost 10,000 older South Australians are experiencing housing stress



More than half of older people undertake unpaid work



1 in 5 people aged 50+ live in single person households



58% of South Australians aged 50+ engage in the recommended amount of exercise per week, but it declines as we age



80% of people aged 65+ find it difficult to keep up with tech changes

COTA SA

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The Plug=in.

 **Strength for Life**

