

# ANNUAL SNAPSHOT 2020



# FOREWORD 2020

2019 and 2020 were dominated by events that have stretched the resources and resourcefulness of our community. This extraordinary period has reminded us all of our reliance on one another with older South Australians playing their part in both giving and needing support.

While more than 630,000 South Australians are aged over 50, COTA SA has led a myth busting exercise in recent years, opposing the one size fits all view of ageing and replacing it with an appreciation of our diversity in terms of our health, income, ambitions, culture, location and circumstances.

The important work of COTA SA in connecting to people across the spectrum of older South Australia is very much in sync with the vision of South Australia's Plan for Ageing Well 2020-25. Together with our partner COTAs around Australia, we make up the COTA Federation with both national clout and local relevance.

We have kept our finger on the pulse of topics like the bushfires, COVID-19, digital technology and climate change through The Plug-in, our specialist insights team. The Plug-in enables older South Australians to have their say and gives business and researchers unique access to the opinions and preferences of older people.

We use every opportunity to shine a light on the contributions and needs of 165,000 older South Australians who live outside metropolitan Adelaide. More than a quarter of our volunteers live in rural areas, with COTA SA now active in the South East, Mid-north, and the Yorke, Fleurieu and Eyre Peninsulas. We are thrilled that a quarter of our COTA SA Policy Council also live in rural regions.

COTA SA's Rainbow Hub is the home base for older people identifying as LGBTI to connect and participate. The Hub's growing influence and reach occurs through COTA Visitors, Let's talk aged care and through its advocacy and policy contributions including about the draft religious discrimination laws, the review of power of attorney provisions and advice about historic offence expungement.

Volunteers have reached out to thousands of members of the COTA SA community who are not digitally connected through telephone calls to keep in touch. COTA Visitors, involving the careful matching of a volunteer friend and an older person using aged care, is growing as a remedy for social isolation and as a way of building connection and purpose.

Physical activity is literally a lifesaver and 90% of COTA SA's Strength for Life programs, operated in partnership with gyms and centres across SA, are back up and running. We continue our mission to increase the take up of exercise as we age.

COTA SA is an older people's movement connected by our passion for ageing well, rethinking ageing and stamping out ageism. We value our many partnerships as we forge a new view of ageing that is fit for purpose in our modern world.

*Emeritus Professor Anne Edwards AO*  
**President**

*Jaue Mussared*  
**Chief Executive**





# ANNUAL SNAPSHOT

## OUR PROGRAMS

COTA SA is an older people's movement, working to advance the rights, interests and futures of more than 630,000 South Australians as we age. Along with providing a platform to ensure that older people are part of decision-making by government and industry, we also offer a range of independent supports and services.

### POLICY AND ADVOCACY WORK

We work closely with older people to inform and influence policy and public opinion through our policy advice, communications and advocacy.

### LET'S TALK AGED CARE

We support older people, their families and networks to navigate and access aged care services and explore the options available, including My Aged Care.

### ADVANCE CARE DIRECTIVES

We provide support for older people needing information about Advance Care Directives.

### COTA VISITORS

We match volunteer visitors with older people who could do with a friend. We are always on the look-out for both volunteer visitors and for people wishing to be visited.

### THE PLUG-IN

**The Plug=in.**

We provide a platform for older people to have an influential voice to innovate and improve products, services and policies for the growing older market.

### STRENGTH FOR LIFE

 **Strength for Life**

Strength training programs run by accredited fitness providers, specifically designed for older people.

### ZESTFEST

**ZEST FEST**

Our festival for modern ageing held over two weeks in October every year.

### RAINBOW HUB

 **rainbow hub**

A one-stop-shop for policy, programs, services, events and activities for older members of the Lesbian, Gay, Bisexual, Transgender and Intersex (LGBTI) community.





## INFORMATION ACCESS

We offer volunteer assistance to help find information or complete forms or documents.

## MEMBERSHIP

COTA SA offers individual, household and club membership to older people who want to support and assist our work.

## LEGAL SERVICE

Free advice for COTA SA members on wills and general matters.



# OUR ENGAGEMENT

COTA SA is the peak body for 633,000 older South Australians and we have engaged with them in various ways over the past 12 months

## Website

**53,155**

Visits



## Social Media

**3,485** Followers



**739** Posts



**309** Facebook

**192** Twitter



**238** LinkedIn

## E-News

**6,213** **27** Sent

Subscribers



## Calls to Reception

**5,117**



## The Plug-in.

**3,500** **17**

Participants

Projects

## ZEST FEST SA

**115,000** Attendees

Over **200** Events

## My Aged Care Support Programs (Regional SA)

**294**

People Engaged



## Aged Care Navigators Trial - Info Hub

**531**

People  
Engaged



## Aged Care Navigators Trial - Specialist Support Worker

**343**

People  
Engaged



## Maxisimizing My Independence

**26**

Information  
Sessions

**575** People Engaged



## Strength for Life

**382**

Classes  
Per Week

**3,727**

Participants Per Week



## rainbow hub



**12**

Lunches Held

**206**

Event Attendees

**11**

E-News Sent

**2,246**

Readership

## COTA Visitors

**158**

Participants

(Volunteer Visitors,  
New Applicants  
and Recipients)





The Plug-in.

Strength for Life

ZEST FEST SA



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