



## **Ben Rogers appointed as new COTA Victoria, Seniors Rights Victoria CEO**

**Melbourne, 3 September** – International advocate and policy specialist Ben Rogers has been appointed Chief Executive Officer (CEO) of Council on the Ageing (COTA) Victoria and Seniors Rights Victoria (SRV), its Board of Directors has today announced.

Mr Rogers started as Policy and Advocacy Manager at COTA Victoria and SRV back in 2022, and has been Acting CEO of the organisations since 3 May 2024.

He began his career focussed on the health and wellbeing sector, including work in the UK and locally within Victoria. During his time as Policy and Advocacy Manager, he has spearheaded the efforts of the organisations to ensure that ageing and older Victorians are considered and supported by all levels of government.

COTA Victoria President, Robert Caulfield, said Mr Rogers' dedication, passion, and efficacy since taking on the role of Acting CEO made him the ideal candidate for the permanent position.

"Ben has hit the ground running since starting as Acting CEO and already has delivered demonstrable change within our organisations," said Mr Caulfield. "COTA Victoria and Seniors Rights Victoria are front of mind within the state, refining and delivering programs, services, and advocacy work that is focussed on the elevation of the lives and wellbeing of older Victorians.

"Ben's leadership will ensure that our organisations provide premium services, assistance, support – and most importantly, a voice for those we represent – that reflect the high standards expected by our community." said Mr Caulfield.

Key accomplishments at COTA Victoria and SRV under Mr Rogers' direction include:

- the rollout of COTA Victoria's new individual membership framework, including hundreds of new members in recent months,
- the launch of the Warm Safe Home campaign and exhibition alongside the State Minister for Ageing as part of World Elder Abuse Awareness Day 2024, and
- securing representation for older Victorians through membership of the Victorian Government Public Health and Wellbeing External Sector Advisory Group (ESAG).

Mr Rogers said he is excited to take on the permanent role and is committed to ensuring the peak body truly delivers for the older Victorians the organisations represent and directly support.

"I am overjoyed to be appointed as CEO," Mr Rogers said. "Backed by an amazing team, including social workers, advocates, and lawyers, COTA Victoria and Seniors Rights Victoria are strongly placed to promote opportunities for, and protect the rights of, older Victorians.

"I look forward to building our reach within all parts of this state – [including the offering of free membership to all those within it](#) – and cannot wait to lead our strong presence within the Victorian Seniors Festival over October of this year."

Mr Rogers will commence his duties as CEO from 9 September 2024. Interviews with Mr Rogers are available upon request.

– ENDS –

#### **Further information**

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#### **About us**

[Ben Rogers](#) has honed his policy and advocacy skills in the health and wellbeing sector in both the UK and Australia, and brings extensive experience in one of the major policy areas that impacts older people.

Beginning his career with a pharmaceutical company in the UK during a period of legislative upheaval, Ben later joined Victoria's public health peak body. These roles gave him key experiences across a range of policy issues, including delivering a state election campaign to support community health, developing a range of submissions and reports and supporting the organisation's responses to the aged care and mental health Royal Commissions.

Ben has been a strong advocate on the need for reform to ensure that people receive the care and support they deserve – and is keen to bring this focus and energy to advance the interests of COTA Victoria, its members, and all older Victorians.

[\*\*Council on the Ageing \(COTA\) Victoria\*\*](#) is the leading not-for-profit organisation representing the interests and rights of people aged over 50 in Victoria. For over 70 years, we have led government, corporate and community thinking about the positive aspects of ageing in the state.

Today, our focus is on promoting opportunities for and protecting the legal rights of people 50+. We value ageing and embrace its opportunities for personal growth, contribution, and self-expression. This belief drives benefits to the nation and its states alongside communities, families, and individuals.

[\*\*Seniors Rights Victoria \(SRV\)\*\*](#) is a program of COTA Victoria and the key state-wide service dedicated to advancing the rights of older people and the early intervention into, or prevention of, elder abuse in our community.

SRV has a team of experienced advocates, lawyers, and social workers who provide free information, advice, referral, legal advice, legal casework, and support to older people who are either at risk of or are experiencing elder abuse. SRV supports and empowers older people through the provision of legal advice directly to the older person.