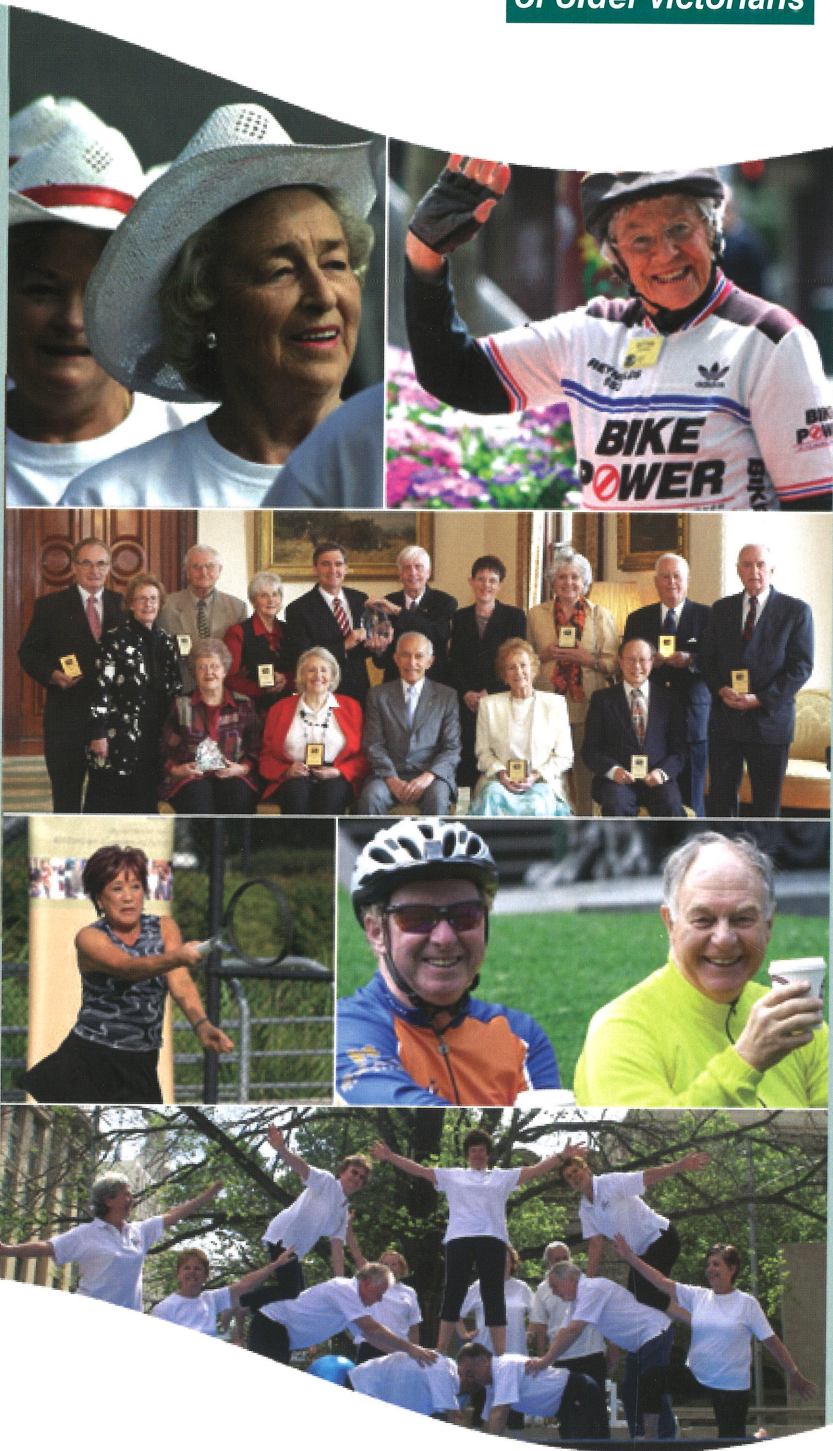


COUNCIL ON THE AGEING

**COTA**

*victoria*

*the voice  
of older victorians*



ANNUAL REPORT 2007



## Vision

Council on the Ageing (COTA) Victoria's vision is to contribute to a just, equitable and humane society in which older people are able to age with dignity and purpose.

## Mission

COTA Victoria's mission is to mobilise older people and those who work with them to age well in a just society.

## Board of Management

John Wise	President
Bob Barron	Vice President
Anne O'Shaugnessy	Chair - Policy Council
Eddie Paulsen	Treasurer
Sue Healy	
Patrick Moore	
Alva Purkiss	
Delys Sargeant	
Janet Wood	

## President's Report

It is pleasing to report again that Council on the Ageing (COTA) Victoria, as a significant consumer focused organisation, continues to provide positive and energetic leadership in its field of interest. The last year has seen growth in existing programmes and activities as well as a number of new endeavours.

The Board has over the year strengthened its governance structures and has maintained a healthy partnership with the organisation's administration. As the financial report demonstrates COTA, in a difficult and challenging environment, has maintained a strong range of services and programmes within a prudent financial framework. Credit for this situation should be given to the overall team with Board and management all playing a responsible role.

I would particularly like to highlight a number of areas:

- The organisation continues to maintain a professional relationship with the State government at both the political and public service levels. We have greatly appreciated the support of Gavin Jennings and Lisa Neville, as Ministers for Seniors Victorians, for their commitment to older Victorians and the role of COTA.
- The establishment of the collaborative partnership with the Ethnic Communities Council of Victoria will enhance the capacity of both organisations to provide leadership in our field. We look forward to a long and positive relationship.
- One of the strengths of COTA has been the involvement of volunteers in its wide range of activities. The core of volunteers continues to grow and much of our success is due to their energy and enthusiasm.
- COTA is a member of COTA Over50s Ltd, which as a national body provides policy leadership for older Australians. It is pleasing to report that COTA Over 50s Ltd has established itself as the key policy adviser to the federal government and has secured sufficient funding continuity to ensure it can maintain a position of strength at the national level. COTA has played a significant role in the consolidation of the national body.

In conclusion I would like to express my appreciation firstly to Sue Hendy and her staff for the tireless work they do to ensure our organisation maintains its work output and leadership in the sector. We have also been particularly well served by the Board which has made an outstanding contribution over the year and made my final term as President so rewarding and fulfilling.

John Wise





## Treasurer's report

This financial year has been a time of consolidation. We continued to review areas of expenditure with the aim of reducing the administrative overheads, thus enabling us to release funds for other aspects of our work. Our grants have been relatively stable this year with many of our existing programs being funded for three year agreements, which provides a greater level of stability for the organisation.

Peter Sexton of WHK Greenwoods again audited COTA Victoria's financial affairs for the year ended 30 June 2007.

### Key results

	2006-07	2005-06
<b>Ordinary Activities</b>		
Revenue	\$1,550,298	\$1,622,035
Expenses	\$1,566,192	\$1,660,057
Net	(\$15,894)	(\$38,022)
<b>Net Assets</b>		
Reserves	\$458,690	\$474,586
Cash	\$392,165	\$385,662
Fixed	\$ 66,525	\$ 88,724
<b>Total Assets</b>	<b>\$811,107</b>	<b>\$859,078</b>
<b>Total Liabilities</b>	<b>\$352,417</b>	<b>\$384,492</b>

### Bequests & Donations

COTA Victoria has been fortunate to receive funds through the generosity of people who have remembered COTA in their wills. The support we receive through bequests and donations will ensure that the voice of older Victorians will continue to be heard for many years to come. Donations of \$2 and over are allowable tax deductions for income tax purposes as we have Deductible Gift Recipient status under Australian Taxation Law.

## Executive Director

This has been a year of continuing the work developed in 2006, with all work contributing to achieving our strategic priorities, as detailed below. The staff and volunteers continue to make an outstanding contribution to the achievement of our work, and we are making a difference. As the size of the older population continues to grow, so the range and number of demands upon us increases, and this is, and will be, an ongoing aspect of our business. We will need to be strategic in managing and responding to these growing demands. This enhanced longevity of our community is a great challenge, as many sectors in our community see this as a burden. Thus we need to ensure that all aspects are explored and issues dealt with, as well as there being a celebration of ageing and making sure older people are able to fully explore life in the new world of extended longevity.

The key priorities have been:

### *Represent the View of Older Victorians*

Many older people participate in our processes of policy development and representation. Our representations are based on research and the development of realistic policy recommendations that we present to governments and other key stakeholders. Our research focuses on the conditions under which older Victorians are living, and the issues about which they feel most strongly.

### *Information Provision and Community Education*

We seek to provide timely and accurate information that will enable older Victorians to make informed decisions. We develop and conduct educational programs that challenge negative stereotypes about ageing and empower older people.

### *Membership and services for older Victorians*

Membership is one way in which individuals and seniors and community organisations support our mission. Members contribute their expertise to all our activities and enable us to develop good products for seniors.

### *Confronting ageism*

We create and organise programs that contribute to positive social change for older Victorians. For example, COTA's Older Men: New Ideas (OM:NI) groups of older men, and the Living Longer Living Stronger program that promotes progressive strength training for all people over 50.

### *Organisational sustainability and continuous improvement*

We strive for constant improvement to COTA Victoria itself, in terms of evolving services and updated organisational practice to ensure effectiveness and long-term financial viability.



## **Representing the View of Older Victorians - Policy Development and Advice**

### **COTA Victoria's Policy Council, comprising interested seniors, governs our policy directions and activities.**

At its annual planning meeting for 2007 the Policy Council identified seven strategic priorities that were accepted by the Board as our primary focus for work for the year:

Poverty – with a focus on the pension  
Housing Options  
Social Justice  
Ageism  
Healthy Ageing  
Older Men's Health  
Community Care

While some of these issues are subject to ongoing work, a number of initiatives have been commenced and progressed in 2006/07. Some of the major achievements in these and other areas of policy development and advice include:

### **Issues facing older people from non-English speaking backgrounds**

To further our existing work in enabling the voice of older people from non-English speaking backgrounds to be heard by governments and decision-makers more broadly, we signed a Memorandum of Understanding with the Ethnic Communities Council of Victoria (ECCV) to work collaboratively in practical ways to achieve this end. Our initial focus is exchange of information and the development of strategies for action with particular focus on policy outcomes.

### **Credit Options for Older People**

Over recent times COTA Victoria has become increasingly concerned about credit issues affecting older Victorians. Through Seniors Information Victoria (SIV), the increasing incidence of queries relating to credit and restructuring of finances in older years, has been identified as an emerging theme. COTA Victoria was successful in receiving funding from the Consumer Credit Fund to undertake a project on the Credit Preferences and Credit Traps for Older People. The project was designed with a specific focus on the uptake and attitude towards reverse mortgages. Older people participated in a survey and there were focus groups about attitudes to reverse mortgages and the factors that did or may influence decisions to take up a reverse mortgage. This project adds to the body of material that has arisen in response to the growing reverse mortgage market, and increasing concerns about consumer protection and the need for regulation of brokers.

## **Abuse of Older People**

COTA Victoria has continued to closely monitor the Government's response to abuse of older people, following the Inquiry undertaken in 2005, and the subsequent report and allocation of funds committed by the State Government for a range of initiatives. These initiatives included an "Elder Abuse Prevention, Community Education and Older Person's Legal Service". COTA Victoria has provided input into the development of this service by:

- attending stakeholder seminars
- consulting with older people on their views on the service, and
- presenting these views in a submission to a consultation paper on the development of the service.

We also liaised with the Department of Human Services which has responsibility for the development of protocols to better enable community organisations and service providers to meet the needs of older people who are experiencing abuse; and with the Office of Senior Victorians on the development of a community awareness campaign.

## **Poverty and Financial Disadvantage**

Many people who receive the full pension are struggling to make ends meet due to rising costs which are above CPI, in areas such as public transport, food, utilities and health care. Health and pharmaceutical costs have increased by more than twice the inflation or CPI rate since 1990. COTA Victoria has been involved in the issue of financial disadvantage of older people on a number of fronts:



- Fair Go For Pensioners Coalition – in collaboration with Ethnic Communities Council Victoria (ECCV) and other organisations are concerned about the level of pensions, and COTA has been instrumental in mobilising older people to take action on this issue.





- In May, COTA Over50s held a national forum on Poverty of Older People, which brought together researchers, Government representatives, and other stakeholders to discuss the issue of poverty and financial disadvantage of older people

### Submissions

COTA Victoria developed and provided input into submissions on a number of State and Commonwealth policy initiatives and inquiries, including:

- Review of Subsidies and Services in Community Aged Care Programs – this review was undertaken by the Commonwealth Department of Health and Ageing, to identify areas of concern in the current structure and funding arrangements of its community aged care programs.
- Older People and the Law – this Commonwealth House of Representatives Inquiry is investigating the adequacy of current legislative regimes in addressing the legal needs of older Australians. COTA Victoria contributed to a national COTA Over50s submission focusing on Financial Abuse, General and Enduring Power of Attorney provisions, and Family Agreements.
- Residential Accommodation Strategy – COTA has previously lobbied the State Government in relation to the Retirement Villages Act (RVA) being amended to cover residential parks and rental villages, as they are both advertised, and seen as, accommodation options for older people with limited assets. COTA worked with Housing Action for the Aged Group (HAAG) on this submission and supported its work in raising the issues for people living in residential parks and rental villages.

### Older Men's Health

The issue of Older Men's Health as a problem area has been identified over the past three years through our work in establishing the *Older Men: New Ideas (OM:NI)* project. However, this project work has been difficult to develop due to the lack of a conceptual or policy framework on the broad aspect of older men's health in Victoria, either in government or the community.

Evidence shows that older Australian men have more serious health problems, such as cancer, than Australian women. The poor health status of Australian men is complicated by the fact that men are less likely than women to seek medical treatment of any kind. Despite this evidence, little is being done to strategically tackle this issue in the broader policy context.

We hold the belief that the health and wellbeing of older men in our community is a matter in need of urgent attention and action. A greater focus on the needs of older men is long overdue, and a policy framework will enable the different sectors to work towards the desired outcomes for older men's health.

In collaboration with the YMCA, we held an Older Men's Health Forum with the aim of developing a policy framework to address the physical, emotional, psychological and social wellbeing of older male Victorians.

### Representing the View of Older Victorians – Consumer Engagement

We have undertaken research with older people on issues that affect their lives, and held forums on local issues. Over 1,000 older people have been directly involved in these consultations to date. This was done through the "Have Your Say" sessions in local communities, including western and southern metropolitan Melbourne and Geelong. This work was also linked with the World Health Organisation (WHO) Age Friendly cities project.

COTA Victoria with the Department of Human Services (DHS) is developing a Consumer Engagement program, which will input directly into Aged Services planning processes, including the Regional Home and Community Care (HACC) Planning Process for the North and West Metropolitan Region and to engage consumers across the North and Western suburbs, including the Cities of Hume, Brimbank, Moreland and Melbourne. Participants include people over 50 years of age – individuals, participants and members of seniors', service and recreational clubs and activity groups.

- Ministerial Housing Task Force
- Taskforce on Elder Abuse
- Victorian Oral Health Alliance
- Victorian Community Care Coalition



- Working Together forum of Consumer Affairs Victoria
- Older Person Reference Group – Housing Aged Action Group
- Body Corporate Review
- Victims of Crime Charter
- Health & Social Services Access cards
- Companion Card
- Central Region Water Sustainability Strategy
- Yarra Water Community Consultative Committee
- Home & Community Care Advisory Committee
- Presentations to many conferences and seminars
- Public Transport Users Advisory Committee
- Accessible Transport & Accessible Taxis working group
- Fairer Victoria
- Victoria Council on Social Services joint discussions and action on ageing

## Information and Education

### Seniors Information Victoria

Seniors Information Victoria (SIV), COTA's information service, has answered over 23,000 enquiries, via phone, email and in person, at our Flinders Lane Shopfront. The service has increased from 8,000 enquiries in 2002/3 to 17,000 in 2005/06. This service is an essential service to enable seniors, and those interested in them, to make informed decisions.

This work is possible due to skilled staff and volunteers and supported by a valuable database of over 15,000 entries. The service also undertakes promotion of service the service, facilitation of monthly information sessions, maintaining stocks of publications and resources, assisting users of our public access computers, contributing information and data to the policy team, and attending speaking engagements.

The "Need to Know" information sessions including Considering a Retirement Village, Making a Will, Powers of Attorney, and Costs of Aged Care all drew great attendances, and we are very appreciative of the various speakers who have offered their expertise on these topics, at no cost. We were pleased this year to hold a 'partnered' information session with the Victoria Law Foundation, on "Older Residents and the Law". Information sessions were also run in conjunction with Maroondah City Council and Barwon Leisure Networks.

## Community Education

Peer Education continues to be a powerful vehicle to deliver effective messages and we have developed considerable expertise in this area. Three new topics have been introduced this year; 'beyond maturity blues', 'Getting Connected' and 'Brand name or generic medicine? – choosing wisely'.

- *beyondblue* the national depression initiative is partnering COTA to raise awareness of depression and to empower older people to access necessary support and treatment.
- *Telstra* is funding COTA Victoria to pilot a program to enable older people to "get connected".
- The *National Prescribing Service* launched a new topic on generic medicines, which compliments the existing medicine sessions on offer since 2004.

This year has also seen the introduction of a 2-day volunteer orientation program to enable volunteers to understand the work that COTA undertakes and to be informed of the opportunities for their involvement in COTA. These were conducted in March and May and were well attended.

Our peer educators and volunteers have also been presenting across the state on other topics, such as memory, Myths & Stereotypes of Ageing, and assisting in getting COTA's messages out to the community through expos and forums in many locations.

**Community Quality Use of Medicines** has consolidated its work over the past year and our focus is now on reaching a target of 500 sessions presented in the community by June 2008. This will be in addition to the 320 that were delivered in our first contract with the National Prescribing Service, whom we have been working in partnership with since 2003. The impact of these free sessions is to reduce the potential illness and admission to hospital as a result of medicine misadventure.

In recognition of the Peer Educators' contribution to the program, the National Prescribing Service invited all involved to participate in a 2-day forum in Sydney in May this year. The Victorian group included 25 volunteers who enjoyed meeting and sharing knowledge and expertise with Peer Educators from all COTA's around Australia. This event proved to be a great success and was the first time that the work of our volunteers has been celebrated, with 150 attending.

Other developments have included the launch of a new topic to compliment our general medicines presentation – 'Brand name or generic medicine - Choosing wisely'. COTA has also supported the launch of a National Awareness Medicines campaign and the design of associated resources





**'beyond maturity blues'** Since the commencement of *'beyond maturity blues'* in May, 23 peer educators have been trained in the Melbourne Metropolitan area. Twenty-six sessions have been conducted at a range of seniors' groups including: Royal Children's Hospital Auxiliary, Community Health Services, Planned Activity Groups and Senior Citizen Clubs. The feedback from the sessions has been extremely positive with an obvious increase in the understanding of depression and awareness of it being a treatable illness.

The program is state-wide and training will take place in Geelong and Wangaratta to reach rural communities where depression rates are particularly high.

Future seniors' groups that *'beyond maturity blues'* will be promoted to, are: carers' support groups, returned service men and women's groups and chronic illness support groups. A target has been set to deliver 200 sessions by October 2008.

### **COTA Computer and Internet Training (CCIT)**

This Peer Educator team enabled senior Victorians to gain confidence and understanding in managing the ever evolving aspects of Information Technology. The program's goal is to break down the barriers for older people to accessing and using technology, including internet, mobile 'phones and emails. The needs of our learners are changing, and as a result of this our peer educators have adapted their training modules. Despite the growing number of IT education programs on offer, this program continues to be popular because of the one-on-one peer facilitation. This year 296 people accessed this service.

**Getting Connected** is a pilot program funded by Telstra. The goal of this program is to get the message out to the seniors' community about the benefits of mobile 'phones and why the internet is fun, helpful and can be beneficial in everyday lives. The talks are fun, interactive and informative and we endeavour to break down the fears and barriers that some of the senior community feel toward technology.

### **Educating Professionals**

#### **Enhancing Practice Program**

This program was developed and is presented by COTA in partnership with Northern Health. The program provides a constructive way of challenging attitudes and behaviours held about older people. A wide range of health service workers participated in the program where the key themes of ageing, ageism, person-centred care and interdisciplinary practice are explored. Reflective practice, role-plays and group activities are used to encourage improved service delivery to patients and their carers.

A total of 58 programs (more than 600 participants) will have been completed throughout Victoria by the end of 2007. COTA facilitators have undergone extensive training in order to be able to deliver this program. Currently 6 COTA facilitators are involved in the Enhancing Practice Program. Regular professional development supports staff to be effective Enhancing Practice facilitators.

Overall, written evaluation of the program has been very positive from participants, managers and health services. The range of "action plans" developed by each of the participants as the quality outcome of the program results in tangible improvements in patient care. The program is well aligned to other COTA programs with outcomes including: a better understanding of ageing and ageism; patient empowerment leading to better health outcomes; increased awareness of COTA and broader representation of older people on health service consumer advisory committees.



## Home and Community Care (HACC) Training Program

COTA Victoria auspices the Home and Community Care (HACC) Regional Training Program of the Western Sector of the North West Metropolitan Region (NWMR), which is funded by the North Western Department of Human Services.

The HACC Training Co-ordinator works with the HACC Training Advisory Committee (HACC TAC), which is chaired by COTA and has representation from all the HACC funded agencies in the west. Activities include:

- Identification and analysis of training needs of HACC staff and relevant support/auxiliary staff in conjunction with HACC service providers on an ongoing basis.
- Establishment of priorities for training programs to be provided with HACC training funds, in conjunction with HACC service providers.
- Development of an annual calendar of training courses, for the HACC Workforce.

In 2007 the HACC Training Program sponsored the first *Innovations in Planned Activity Groups Conference* in the Western Metropolitan Sector. It was a highly successful event with 80 Planned Activity Group workers attending from across metropolitan Melbourne, also from regional areas.

In total, 55 courses were delivered in 2006/07, with 30 courses provided in Semester 2 of 2006 and 25 in Semester 1 of 2007. Almost 700 staff and volunteers participated in the training courses.

## Aged Services Network (ASN)

Since the amalgamation of DHS Western Metro Region with the Northern Metro Region to form the North West Metro Region (NWMR) in 2005/06, COTA has been having ongoing discussions with DHS about the future direction of planning for Aged Services in the NWMR, including moving towards one single planning process for the NWMR in HACC Regional Planning. Many of the important roles of the ASN have passed to new centres of activity, such as the Primary Care Partnerships, and the great work implemented by Local Government, such as the 'Positive Ageing' strategies.

Given these many changes to the context and role of the ASN, discussions about the future of the Network were initiated by the ASN Committee in November 2006. A process of consideration and consultation across the network led to the ASN Committee's decision in March to close the network after 15 years of success. The ASN closed as of 30 June 2007 and an activity to formally mark the closure and celebrate the achievements of the network was held on 17 July 2007.

The ASN resource was redeployed into Aged Services Planning to develop a new platform for enhancing the consumer perspective in Regional HACC planning in the NWMR.

In 2007 this decision is being implemented by COTA, to develop and manage a model of Consumer Engagement that aims to:

- Increase consumer participation and input into Regional HACC Service planning and delivery
- Provide an interface for Service providers and consumers
- Potentially increase the capacity to undertake research and data analysis to inform planning and service delivery
- Build on experience and the reach of COTA to underpin good consumer participation practice.

All parties see the closing of the ASN as a positive decision that has created an opportunity for the consumer perspective to be more effectively harnessed in the regional development of the aged services system.

## Membership

We have continued to develop services and membership benefits with the ongoing development of COTA News, Ambassador Card discounts, and increasing the breadth of our healthy ageing programs, education and information services.

In addition we have been developing ways for members, and other seniors, to communicate issues and ideas into COTA's processes and decision-making. This has included emails from members via website, distributing out to people via media and our programs, as well as introducing a members meeting in Geelong on a quarterly basis. We will further develop our processes to hear directly from people about their issues.





## Confronting Ageism

### Physical Activity Unit

COTA continues to play a vital role in facilitating opportunities for participation in all aspects of physical activity for older Victorians. In 2006, we established a Physical Activity unit, with the goal of co-ordinating our approach to future work in this area, and appointed a Physical Activity Officer, who will undertake a range of projects.

### Living Longer Living Stronger™

The focus for Living Longer Living Stronger has been the development of a sustainable model that will enable COTA to maintain its leadership in the provision of high quality strength training for older people.

In October 2006, the Board approved a Business Model developed by consultancy firm Dench McLean Carlson that was subsequently engaged to develop a plan to guide the implementation of this model from 2007-2010. The plan, which will assist COTA in building on the momentum created in the first seven years of LLLS, was completed in August 2007.

As part of COTA's commitment to the evaluation of LLLS, in April 2007, the National Ageing Research Institute (NARI) in collaboration with COTA, commenced research into the impact of LLLS on participants' overall health, fitness and quality of life. This important project, funded by the Buckland Foundation, will further enhance our understanding of the outcomes of participation in LLLS.

During 2006/07, LLLS gained 12 new partners, bringing the total to 109 and further enhancing access opportunities for older people to participate in strength training.

Once again, a highlight was the *Forever Strong Awards* presentation, conducted during Seniors Week in Federation Square. The awards, presented by the Victorian Government Minister for Aged Care, the Hon. Gavin Jennings, recognised the outstanding achievements of LLLS' participants, instructors and partners. Winners in 2006 were:

- Participant: Betty Dawson (Broadmeadows Leisure Centre)
- Instructor: Pam Brown (Croydon Leisure Centre)
- Partner: Hawthorn Aquatic and Leisure Centre.

### Participation in Community Sport and Active Recreation

As part of our goal to expand the range of physical activity opportunities for older people, COTA has obtained funding from the Victorian Health Promotion Foundation (VicHealth) for an exciting four-year project, commencing in July 2007. The Participation in Community Sport and Active Recreation (PICSAR) project aims to increase participation by older people in recreational and sporting activities, including involvement in aspects such as coaching and administration.

During 2006/07, COTA also commissioned VicSport to undertake an investigation into the factors that motivate and act as barriers to older people participating in competitive sport. The report, to be launched later in 2007, will inform COTA's further work in this area, including the PICSAR project.

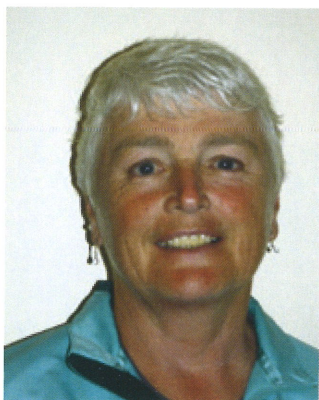
### Leaders in Fitness Education Special Interest Group

In 2007, COTA welcomed the return of Leaders in Fitness Education (L.I.F.E.) Special Interest Group. COTA will support this group of qualified fitness leaders, who have an important role in increasing the range of safe, non-competitive, and enjoyable exercise programs and classes available to older adults.



## Keen-Agers

In the first half of 2007, COTA undertook a six-month pilot project, supported by VicHealth, to build on the work of Keen-Agers Recreational Table Tennis, which is recognised as a good practice model in providing effective and sustainable physical activity opportunities for older people. An independent evaluator was contracted to identify and document the effective elements of recreational sports participation for seniors, and work is underway to expand the number of Victorian Keen-Agers' groups.



## COTA Cycling

The cycling team continue to offer an ever-expanding group of riders a wide range of cycling and social experiences. The weekly rides, across metropolitan and country Victoria, cater for all levels of ability and experience.

## Older Men: New Ideas (OM:NI) – Men's Discussion Groups

COTA is the auspice of OM:NI Groups in Victoria and is committed to the continued growth and development of the OM:NI program in metropolitan and regional areas of the state. Although there has been an increase in the growth of the OM:NI program since its introduction in 2004, COTA was unsuccessful in securing on-going funding for the program at the end of 2006, resulting in the loss of the OM:NI program co-ordinator. Despite this, there has been continued interest in the establishment of OM:NI groups across the state, with the 13th OM:NI Group in Victoria established in March 2007.

With the support of participants in the OM:NI groups, a number of opportunities and processes were identified for implementation, and further development in 2007:

- Quarterly OM:NI Groups Representatives Meeting. Representatives from each OM:NI group have been participating in these meetings convened by COTA. The meetings provide a valuable opportunity for groups to share information with each other and with COTA.
- Challenging Ageing course for men. COTA's peer educators conducted a Challenging Ageing course for men in the City of Casey in February 2007. This course resulted in an on-going men's discussion group being established, with the intention of it joining the OM:NI group network. Another course is in the planning stages.

- OM:NI Volunteer Program The Challenging Ageing course for men has provided the basis for a peer education model that will be developed to establish new OM:NI groups. A number of OM:NI participants commenced volunteer training with COTA in 2007 to assist with the promotion of OM:NI and the continued development of the network of groups.

## Municipal Association of Victoria (MAV) COTA Positive Ageing Project

A partnership between MAV and COTA, to work with the Office of Senior Victorians, to encourage and facilitate the development of planning, program development and attitudinal change at the local government level, to create age friendly communities. The project has had three key facets of influence; grant schemes, resourcing Councils through a Project worker, and the World Health Organisation project on "Age Friendly Cities", which was undertaken in Melbourne as one of 33 cities in 22 countries.

## Organisational sustainability and continuous improvement

We are committed to the ongoing development of the organisation and have been focusing on the completion of our Policies and Procedures, volunteer orientation and training, and improving the evaluation of our activities. This work is important to ensure COTA is a great place to work, is clear in its mission and knows where it is most effective.





Council on the Ageing Victoria  
Level 4, Block Arcade  
98 Elizabeth Street, Melbourne Vic 3000

Tel: (03) 9654 4443  
Toll Free: 1800 136 381  
Fax: (03) 9654 4456  
Email: [cotavic@cotavic.org.au](mailto:cotavic@cotavic.org.au)  
Web: [www.cotavic.org.au](http://www.cotavic.org.au)

Incorporated Association Registered No. A022312N  
ABN 81 960 500 420