



## Media release: COTA Victoria celebrates 75 years of service to older Victorians

**Melbourne, 29 April** – COTA Victoria will celebrate 75 years of service to Victorians as they age in a special event held at the Melbourne Town Hall’s Portico Balcony on the afternoon of 11 June 2026.

Doors open for the event at 1.00 pm on 11 June, with short, formal proceedings led by COTA Victoria President Robert Caulfield taking place from 1.30 pm. A small number of free tickets to the celebration are available to the public, [exclusively through the Humanitix ticketing platform](#).

COTA Victoria began as the Old People’s Welfare Council of Victoria back in 1951, then evolving into Victorian Council on the Ageing in 1968. The organisation renamed itself one final time in 1991, becoming part of the larger, national Council on the Ageing alliance.

“We’re very pleased to gather and celebrate such an important milestone: 75 years of service, advocacy, and leadership working for, and with, older Victorians,” said Mr Caulfield. “While our name has changed over the course of our efforts, our core purpose has not.

“For three-quarters of a century, we’re proud to stand for a simple, yet powerful purpose,” Mr Caulfield continued. “Older people deserve to be heard, respected, protected, and empowered.”

“COTA Victoria has helped redefine ageing through its long-standing work,” added CEO Ben Rogers. “Not as decline, but as a time of contribution, growth, and opportunity.

“We’re proud to act as the voice for older Victorians, and with constantly evolving initiatives, services, and programs including Seniors Rights Victoria.” Mr Rogers continued. “Since 2008, it has been the only statewide community legal centre dedicated to protecting older people from elder abuse, and vital for the wellbeing of older Victorians.”

### COTA Victoria

Level 1, 420 St Kilda Road  
Melbourne VIC 3004

P: +61 3 9655 2100  
COTA WISE: 1300 135 090

E: [askcota@cotavict.org.au](mailto:askcota@cotavict.org.au)  
W: [cotavict.org.au](http://cotavict.org.au)

The celebration follows another event held at the Melbourne Town Hall that same day. Between 10.00 am and 12.00 pm on 11 June, COTA Victoria and Seniors Rights Victoria will [host its World Elder Abuse Awareness Day 2026 showcase](#), which continues the successful Beyond Age anti-ageism campaign.

“None of our work would be possible without older Victorians,” Mr Rogers said. “As we celebrate seventy-five years of service, we implore Victorians to stand with us and amplify the voice of people as they age – [with free membership available to all](#), there’s never been a better time to do so.”

COTA Victoria and Seniors Rights Victoria will continue 75<sup>th</sup> anniversary celebrations through a year-long social media campaign that reflects upon its history.

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## For further information

**Steve Wright**

**Communications and Membership Manager**

COTA Victoria & Seniors Rights Victoria

Telephone: +61 3 9655 2159

Email: [communications@cotavic.org.au](mailto:communications@cotavic.org.au)

## About us

**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. Celebrating 75 years of service in 2026, 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. [We also offer free membership to those who wish to aid us in our work.](#)

<https://cotavic.org.au>

**Seniors Rights Victoria (SRV)** is 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. It is the only Community Legal Centre dedicated to preventing and responding to elder abuse within Victoria.

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.

<https://seniorsrights.org.au> | <https://elderabuseawarenessday.org.au>