Promoting opportunities. Protecting rights. For older Victorians.



Victoria's new Premier encouraged to make ageing well a priority for the state

Melbourne, 28 November – Council on the Ageing (COTA) Victoria and Seniors Rights Victoria (SRV) congratulate the incoming Victorian Government and look forward to working collaboratively so that Victorians from all walks of life can age well.

Ben Rogers, CEO of COTA Victoria and SRV, today welcomed incoming Premier Jess Wilson and expressed his keen interest to work together to ensure that older Victorians feel heard, supported, and empowered.

"Once Premier Wilson's new cabinet is announced, we look forward to meeting with the Minister for Ageing," said Mr Rogers. "A dedicated Minister for Ageing is vital to coordinate priority issues affecting older people across all portfolios, and we would welcome the chance to work together on the recommendations in our election platform."

Preparing for an ageing future, COTA Victoria and SRV's election platform, sets out key recommendations for the new government. It highlights the growing pressures associated with an ageing population, and the increasing numbers of older people who face barriers accessing healthcare or who experience insecure housing, financial hardship, ageism, and elder abuse.

"These challenges call for clear, coordinated action," Mr Rogers continued. "The best outcomes come when government, older Victorians, and the organisations that represent them work together through meaningful, ongoing dialogue."

Mr Rogers acknowledged that the Liberal-National Coalition's election commitments in areas such as healthcare, transport, community safety, and housing have the potential to improve the lives of

older Victorians, adding that the recommendations in COTA Victoria's election platform can help inform how they are delivered.

"We stand ready to support and advise the new government, drawing on the recommendations in our election platform, to ensure these commitments are delivered in ways that put the needs and interests of older Victorians front and centre, so that Victoria remains a great place to age well."

– ENDS –

Further information

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About us

Council on the Ageing (COTA) Victoria is the leading not-for-profit member 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.

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.