

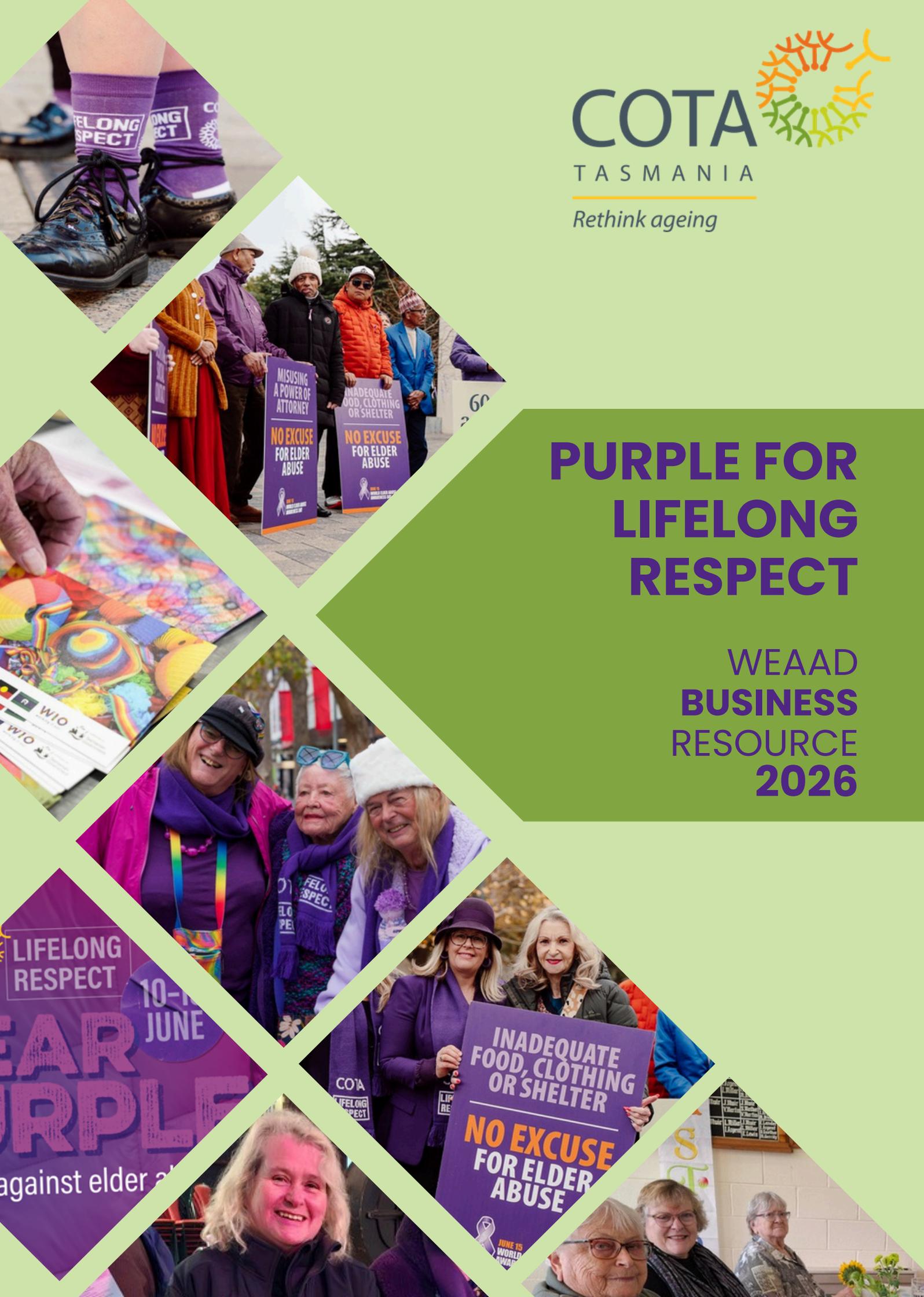
COTA
TASMANIA



Rethink ageing

PURPLE FOR LIFELONG RESPECT

WEAAD
BUSINESS
RESOURCE
2026



Acknowledgements

Acknowledgement of Country

COTA Tasmania pay our respects to the traditional owners of lutruwita, Tasmania, the palawa people.



Inclusion Statement

COTA Tasmania values the diverse voices of older Tasmanians and contributions of people from all cultures, genders, sexualities, abilities and ages, and we learn from their experiences.



Contributors

This resource has been developed in consultation with COTA Tasmania's Older Voices for Change lived expertise Advocates.



Funder

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About World Elder Abuse Awareness Day (WEAAD)

The United Nations General Assembly, in its resolution 66/127, designated 15 June as World Elder Abuse Awareness Day (WEAAD).



WEAAD is celebrated each year, globally, providing an opportunity for communities to stand together against the abuse, mistreatment and neglect of older people.



Lifelong Respect Walk Launceston

The Importance of Lifelong Respect

COTA Tasmania (Council on the Ageing) is the leading voice for Tasmanians as they age. We promote change to our systems and culture so that all Tasmanians can age well. We are committed to our strategic goals to rethink ageing, be a leading and sustainable voice and a thriving organisation.

COTA Tasmania's Lifelong Respect program is a commitment to raising awareness, inspiring action and impacting long term change to help eliminate the abuse of older people and contribute to Tasmania being a place where all people are treated with respect, kindness and dignity throughout their lifetime, including on World Elder Abuse Awareness Day (WEAAD).

**LIFELONG
RESPECT**

"Respect is more than just a polite gesture or courtesy – it is a basic human need that fosters equality and ensures that people are valued for who they are, regardless of their background, identity, or status."

Respect involves:

- Listening actively to others, showing that their voice matters.
- Being open-minded, accepting differences in opinions, cultures, and lifestyles.
- Treating people equally, regardless of their race, gender, age, ability, sexual orientation, or background.
- Setting healthy boundaries, where both parties feel safe and valued.

Lifelong Respect involves putting into practice these elements in all areas of life over the course of a person's life.

Impacts of respectful behaviour:

- People feel valued regardless of age or differences.
- Stronger relationships are built.
- People are more socially included and able to speak up more for themselves.

When people are disrespected and their rights and views are not heard or considered injustices and abuses are more likely to occur.

To find out more about **Elder Abuse**, please see COTA Tasmania website at www.cotatas.org.au

WEAAD Campaign Theme



The official colour of WEAAD is purple which represents:

- wisdom
- dignity
- independence
- creativity

Building on its Lifelong Respect Program, COTA Tasmania has created the World Elder Abuse Day (WEAAD) theme of Purple for Lifelong Respect.

Raising awareness, getting involved and creating change doesn't only have to happen on the 15 June each year.

Purple for Lifelong Respect is a campaign theme that can run at any time during year and ramp up in the months leading into and after the 15 June.



Join Us

What can you do to make a difference?

Your business can make a big difference during WEAAD and every day of the year by taking a stand for Lifelong Respect.

Using the campaign theme of **Purple for Lifelong Respect**, you can raise awareness and take practical action in many ways.



WALK TO RECOGNISE

Join us at one of our walks across Tasmania.

Devonport Tuesday, 9 June

Launceston Thursday, 11 June

Hobart Friday, 12 June



Lifelong Respect Walk Devonport



ENGAGE TO RESPOND

Collaborate with others and get involved to raise awareness in your workplace and community. See our tips on the following pages.



UNITE TO PREVENT

Join us in a call to action pledging to eliminate elder abuse.



How to raise awareness

IN THE WORKPLACE

- Organise a workplace Purple for Lifelong Respect Morning/Afternoon Tea or Lunch.
- Wear Purple clothes as a conversation starter.
- Start a discussion group or chat board about what Lifelong Respect means to staff.
- Get in touch with COTA Tasmania to request training for staff on elder abuse or ageism awareness and prevention.
- Arrange a purple display in your workplace to draw attention. It could be purple flowers, clothing, footwear, produce or lighting.



Purple Cupcake Morning Tea – St Mary's Community Health Centre

How to raise awareness

ONLINE

- Promote your use of this business resource.
- Share content created by your business, COTA Tasmania and other businesses and community organisations.
- Consider developing a place on your website dedicated to Purple for Lifelong Respect activities or events that your business is supporting.
- Use the resources provided for easy and manageable social media posts.
- Showcase the four short videos created by COTA Tasmania. Don't forget the purple popcorn!
- Host an online facilitated discussion with COTA Tasmania and the TCCI for staff. Example topics can include:



- What is coercive control?
- What is ageism?
- How can we encourage more respectful relationships across the ages?
- Where can you get help and support?
- Why is Lifelong Respect to end the abuse of older people good for business?

**LIFELONG
RESPECT**

Webinar

How to raise awareness

IN THE COMMUNITY

- Organise a local community event or activity at your business. Some examples include:



- discounted purple products during the month of June.
 - a special sale on shoes - walking for lifelong respect!
 - a purple window display.
 - lighting up entrances or windows purple.
 - wearing purple.
- Design and order your own personalised WEAAD purple ribbons for your events or activities.
- Help your local council strengthen or develop community safety plans that recognise and include elder abuse, lifelong respect and ageism awareness as significant drivers of community disharmony.



Long Table Lunch
St Mary's

Connect with Us – share your story

Promoting the different ways that your organisation is taking a stand for lifelong respect helps raise awareness. Your actions make a difference.

By connecting with COTA Tasmania, we can help acknowledge your contributions and share your story.

Let us know what you are planning or have done by:

- Share your stories via our website: [Click Here](#)
- Calling COTA Tasmania to have a chat.
- Tagging us in your Social Media posts.
- Emailing us.
- Using our website to log activities, events and pictures.

Don't forget to share your feedback and insights with us on how it all went!



Lifelong Respect Reception Government House Hobart

share your event photos with us!

[Click Here](#)

Your Resources

COTA Tasmania has developed these resources to make it easier for you to use in the workplace, online and in your community.

WEAAD Campaign Theme logo



Event/Poster Template



Social Media Tile



The resources are available on COTA Tas Website. Please click below link to access the resources

[Access the resources](#)

Beyond WEAAD

COTA Tasmania is committed to raising awareness, inspiring action and impacting long term change to help eliminate the abuse of older people.

We thank you for considering your contribution to Tasmania being a place where all people are treated with respect, kindness and dignity throughout their lifetime.

Awareness raising is important all year around and many of the suggestions in this resource guide can be implemented at any time. We would love to know about your suggestions and ideas!

For more information about this resource or to connect with us:



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www.cotatas.org.au

References

Dr Kristen Lovric 2025 – Everyone Deserves Respect: Understanding the Right to Be Treated with Dignity.

World Elder Abuse Awareness Day – Council on the Ageing Queensland – COTA QLD