



For immediate release
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COTA Tasmania appoints Brigid Wilkinson as permanent CEO

COTA Tasmania has appointed a strong and passionate advocate for positive ageing, Brigid Wilkinson, as its new Chief Executive Officer.

Chair of the Board and COTA President Ingrid Harrison said Brigid brought a wealth of experience and a deep commitment to advocating for positive ageing, making her an exceptional choice to lead the organisation.

“With a background in social work, and with previous roles leading our advocacy, policy and engagement areas as well as extensive experience as a former Director on the COTA Board, Brigid is extremely well-equipped to steer our organisation towards achieving its mission,” Ingrid Harrison said.

“Her advocacy for positive conversations about healthy ageing and dedication to enhancing the lives of older Tasmanians have earned her the respect and admiration of our stakeholders, her peers, sector professionals, and our COTA team members.”

“Brigid’s appointment comes at a pivotal time for the not-for-profit sector and peak bodies in Tasmania. As they navigate the complexities of securing funding under the new government, strong and effective leadership is essential. The funding pool is becoming more stretched as priorities in all areas heighten. Brigid’s proven ability to build relationships, advocate for vital causes, and lead with vision will be instrumental in ensuring the continuity and growth of COTA work in Tasmania.

“People over 50 represent more than 40 per cent of Tasmania’s population and they face important challenges including access to appropriate health services, housing, aged care navigation and the rising cost of living. These issues impact everyone but older people are no less in those needs. These issues, coupled with the necessity to have the over 50 cohort heard in policy-making processes, highlight the critical role COTA Tasmania plays and its need to have strong and effective people at the top. Brigid’s leadership will be crucial in addressing these challenges and advocating for planning and solutions on their behalf,” Ingrid Harrison said.

Brigid Wilkinson said she was delighted to lead COTA Tasmania at such an important time.

“I look forward to continuing my journey with COTA Tasmania and leading our highly skilled and passionate team. I have been involved with the organisation for 10 years now, and my

enthusiasm for advocacy and generating a new conversation about ageing has only grown in this time.

"I strongly believe we all have a role to play in creating an age-friendly Tasmania, alongside changes to systems, policy and infrastructure. There is a strong need to consider and talk about how we want to be treated, viewed and supported as we age. Part of this is also celebrating older Tasmanians and their experiences, contributions and ideas," Brigid said.

Ingrid Harrison said Brigid was the ideal leader for COTA Tasmania.

"We are confident that under Brigid's guidance and competent hand, we will continue to make significant strides in improving the lives of older Tasmanians," Ingrid Harrison said.

For more information

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