



Older Voices for Change Advocates, Judy and Francene

2024
2025

COTA Tasmania

*Advocating
for older
Tasmanians for
over 60 years*



Rethink ageing

Impact Report

For more than 60 years, COTA Tasmania has served as the peak body representing older Tasmanians, championing respect, inclusion and equality. We operate as a registered not-for-profit organisation, funded through grants from the Tasmanian Government, Primary Health Tasmania, and other strategic partnerships.

We are committed to making Tasmania an age-friendly island; working with the Tasmanian Government to shape and deliver recommendations from the *Respectful, Age-Friendly Island: Older Tasmanians Action Plan 2025-2029*.

COTA Tasmania challenges ageism and advocates for the rights, interests and value of all Tasmanians as they age.

Our organisation is guided by our values:

- Respect
- Diversity
- Collaboration
- Trust

OUR PEOPLE



**Ingrid Harrison,
COTA President and
Chair of the Board:**

Raising our profile, amplifying our message

As I look back on the past year, I am proud of what we have accomplished together as COTA Tasmania. This has been a year where our collective voice has resonated more powerfully than ever before, carrying the concerns and aspirations of older Tasmanians across our island State.

I believe our team has achieved something quite remarkable this year. We have successfully elevated COTA Tasmania's profile through our statewide events and community engagement that have brought older Tasmanians together while showcasing our strength and vitality to the broader community.

Seniors Week celebrations demonstrate the diversity and valuable contribution of older citizens. Our Walks Against Elder Abuse draw community members, key stakeholders, and politicians together in solidarity, sending clear messages that we won't tolerate the mistreatment of our seniors and that they have lifelong respect. The successful statewide Intergenerational Days create connections between young and old, breaking down barriers and building understanding across generations.

Behind these successful events is consistent, strategic media engagement that has ensured our message reaches every corner of Tasmania. As someone with a professional communications background, I am particularly proud of our team, led by CEO Brigid Wilkinson, for its collective approach to getting our message heard across the political and social spectrum.

We have not been shy when it comes to engaging with government and community leaders. Our regular conversations with the Minister for Community Services and his departmental staff along with key staff in the Premier's department, reflects our commitment to being a constructive but persistent voice for older Tasmanians.

We continue to repeat our essential message wherever we can and that is that older Tasmanians deserve sustained, long-term funding that allows us to continue our vital advocacy work without the constant uncertainty of year-to-year budgets.

Our advocacy has extended beyond funding to tackle the pervasive issue of ageism in all its forms. We have called out discriminatory practices in workplaces, challenged ageist attitudes in community settings, and confronted the casual ageism embedded in everyday language. This work is never easy, but it is essential if we are to create a Tasmania where people of all ages are valued and respected.

One of our key campaigns this year has been our strong advocacy for a dedicated Minister for Ageing. This is not just about political representation. It's about ensuring that the needs and rights of older Tasmanians have a permanent seat at the decision-making table.

This has been an extraordinarily full year, and I am proud that our share of voice in Tasmania's public discourse has been strong. But this success belongs to all of us. Each person has had an impact. Our dedicated administrative and operations team, our committed Board Directors, and our passionate volunteers on the Tasmanian Policy Council.

What we have achieved demonstrates the power of unified advocacy. When older Tasmanians raise their voices together, when we support each other's efforts, and when we refuse to be silenced or sidelined, we create real change.

As we move into the coming year, we do so with confidence, knowing we have built a strong foundation. We have shown that COTA Tasmania is a force to be reckoned with. It's a voice that cannot be ignored and that will continue to grow stronger.

To every member, volunteer, supporter, and advocate who has contributed to this year, thank you. Your efforts have made a difference in the lives of older Tasmanians, and together, we will continue to build a state where ageing is celebrated, not stigmatised, and where every older Tasmanian is valued and can live with dignity, respect, and hope.



**Brigid Wilkinson,
Chief Executive Officer:**

How we make a difference

Core to our work as a peak body is engaging with older Tasmanians, their families, community organisations and local groups to listen and amplify the issues impacting them. Statistics only form part of the story. Our staff are committed to connecting with people across the State to learn the true meaning from people themselves – the real storytellers.

I'm proud that this year saw the confirmation of a further two years' commitment to our Care Finder program, funded by the Australian Government through Primary Health Tasmania. While we await the changes to the Aged Care Act, now delayed until November, this commitment means we can plan and secure our valued and experienced staff who continue to meet the needs of older Tasmanians struggling to navigate systems that are not accessible, walking alongside them at their pace to ensure their needs are met.

With the ongoing uncertainty of our funding by the Tasmanian Government and another State election this year, we await progress on the approach to longer term, consistent funding arrangements and continue to lobby strongly in this area. Without this certainty, we cannot plan or collaborate across the sector. Aligned with this, we continue to spend an inordinate amount of time negotiating and reporting on short-term grants. More sustainable and respectful partnerships need to be established with our funders to enable us to collaborate with other organisations, foster creativity, and provide adequate time for implementing new work practices.

As the State with the fastest growing ageing demographic, we have continued to call for a Minister for Ageing to be appointed, and we were pleased to see this happen in early August. Creation of a portfolio by the Tasmanian Government sees them commit to listening, to appropriate resourcing and to creating policies and initiatives that can address the unique challenges faced by Tasmanians as they age.

Without this, our State will not be able to proactively plan for and improve systems and infrastructure to meet the needs of our ageing population.

It has been a full year of media and representation and as you've likely seen, COTA Tasmania continues to build a solid reputation as a strong voice that provides evidence-based recommendations built on the experiences of people in our communities. Alongside this, we use this knowledge to advocate within political circles of all levels. Our regular Conversations for the Ages segment on ABC Northern Radio continues to push the positive ageing agenda, with regular interviews with local community members that are helping to flip the negative stereotype that continues to exist around ageing.

Our core engagement programs of Seniors Week, Lifelong Respect and Rethink Ageing, continue to grow in reach and impact and this year we have commenced our new pilot intergenerational project – Generations Connect: Tech Together. This project has seen us train young people to work with residents living in aged care homes to build their confidence and skills in using devices and technology. We cannot wait to see and hear the impact of this important program which will enable more older Tasmanians to safely connect online, while making friends with the younger generation whilst they do it.

Policy and systemic advocacy are core to our work at COTA Tasmania and during this year we have attended many forums, stakeholder group meetings and have provided submissions on a wide range of issues. I also continue to meet regularly with key Government departments and community partners.

**The message to Government
is clear. Let's get on with
the job of making Tasmania
truly age-friendly for all.**



OUR PEOPLE

We finished our 60th birthday year strongly with a Parliamentary afternoon tea in November, where we launched our new Strategic Plan and had the opportunity to meet directly with elected MPs and celebrate our important role in Tasmania.

Members of Board and sub-committees continue to provide strong oversight, advice and valuable reflections on our strategic focus and impact, as well as an encouraging ear for myself and the team.

Once again, thank you to all our staff and volunteers who passionately support our organisation and live by our mission – *that Tasmania is a place where all people are treated with respect, kindness and dignity, and where ageing is a time of opportunity, contribution and celebration.*

Ageing is not a decline; it's a journey filled with milestones and achievements that deserve recognition and celebration.

Brigid, CEO



COTA Tasmania staff out and about





Sue Wilson, Chair, Tasmanian Policy Council

The 2024/25 financial year has been a period of reflection for the COTA Tasmania Policy Council.

With the launch of the 2025-2030 strategic plan,

we took the opportunity to update our terms of reference and refocus the intent of our advocacy and policy work around the five core principles of:

- Maximising the social, economic and political participation of older Tasmanians.
- Promoting positive views of ageing, rejecting ageism and challenging negative stereotypes.
- Promoting sustainable, fair and responsible policies.
- Protecting and redressing disadvantage.
- Protecting and extending services and projects that are used and valued by older Tasmanians.

A sub-committee of the COTA Tasmania Board, the Tasmanian Policy Council is made up of volunteers from across the statewide community who meet with representatives of the Board four to five times a year. Members share their insights on issues impacting older Tasmanians and discuss recommendations for the Board and staff of COTA Tasmania to assist in developing policy to improve the lived experience of older people.

Some of the priority issues discussed this financial year included aged care, health care, digital inclusion and ageism. This year Council members were invited to contribute to COTA Tasmania's response to the National Preventive Mechanism and the Tasmanian 20-Year Preventive Health Strategy. As we contemplated our response, we also began exploring ideas on how Council might streamline our processes in the future to support the timely development of policy statements. Summary statements encompassing our position on a particular issue, our rationale and recommended actions or outcomes that COTA Tasmania can draw upon when responding to requests for comment are being developed.

In April 2025, we also reflected with gratitude, the remarkable tenure of John Pauley. Although he continues his membership, after almost a decade guiding policy discussions, John resigned as Chair of the Council. His extensive experience in public policy has been invaluable to our work. His service to COTA Tasmania and his advocacy for older Tasmanians has been exemplary – he leaves very big shoes to fill. On behalf of the COTA Tasmanian Policy Council, we acknowledge, and extend our thanks to John for, both his commitment and the legacy of his leadership.

World Elder Abuse Awareness Day walk, Devonport



OUR PRIORITY AREAS

Peak body

COTA Tasmania is part of the COTA Alliance network that is represented in every Australian State and Territory and at a Federal level through COTA Australia. As the peak body for older Tasmanians, COTA advocates at all levels of Government particularly for the vulnerable and disadvantaged and to highlight systemic issues impacting older Tasmanians wellbeing that require policy change.

Media and influence

COTA Tasmania has significantly strengthened its media presence across the State over the past 12 months, continuing to establish our organisation as a trusted voice on issues affecting older Tasmanians. Our advocacy efforts have reached audiences through multiple mainstream channels, radio, television, and newspapers, as well as social media platforms.

Five comprehensive opinion pieces by our CEO and Board President have been published in major newspapers addressing COTA Tasmania's key policy issues and community concerns. We have maintained an active presence with newspaper readers through eight published letters to the editor, ensuring older Tasmanians' perspectives are represented in public discourse.

Our radio engagement has been particularly successful, with more than 12 interviews conducted across various timeslots to reach diverse audiences throughout the day. A highlight of our media strategy has been our CEO's regular participation in the ABC's statewide Morning Program with Leon Compton, where we've provided expert commentary on issues affecting older Tasmanians. Additionally, we've established Conversations for the Ages, a dedicated regular segment on ABC Northern Tasmania with Kim Napier, creating a consistent platform to discuss topics relevant to our community. Developing these key relationships with statewide radio is particularly important for our future advocacy work, ensuring our voice can be heard quickly when we need to respond to emerging issues affecting older Tasmanians.

This expanded media presence has enabled COTA Tasmania to effectively advocate for older Tasmanians, raise awareness of important issues, and contribute meaningfully to public policy discussions. Through these varied media channels, alongside our positive and collaborative working partnerships within the community sector, we continue to amplify the voices and concerns of older Tasmanians while positioning COTA as the authoritative source on ageing-related matters across Tasmania.



Opinion Piece, The Mercury, 29 January 2025

We must recognise that ageing well isn't just about services and infrastructure – it's about fostering a society that values and respects older people's contributions.

Brigid, CEO



Talking Point

The hot topics that have Tasmanians talking
Have your say, email talkingpoints@themercury.com.au

Older people have much to offer society

It's time to change the narrative around ageing, writes **Ingrid Harrison**

The recent National Press Club address by Age Discrimination Commissioner Robert Fitzgerald and World Health Organisation consultant Dr Marlene Krasovitsky calling out ageism and the treatment of older people was a powerful reinforcement of the reasons behind this week's Ageism Awareness Day, and as we celebrate seniors through events like Seniors Week next week in Tasmania.

Without doubt, ageism, discrimination based on age, particularly against older people, is widespread and insidious.

Its effects permeate many areas of our lives, from the workplace to healthcare, and lead to social exclusion, diminished quality of life, and profound economic disadvantages. Indeed, ageism is a barrier to ageing well.

As a communications professional I'm conscious that raising awareness about days like this one is a vital step to address ingrained biases older people face. Ageism is often subtle, but its effects are damaging. Older Australians are frequently overlooked for employment opportunities, experience diminished autonomy in healthcare decisions, and face social isolation due to pervasive stereotypes about ageing. This discrimination affects their sense of self-worth, limits workforce participation, and restricts their access to services and opportunities.

In the workplace, ageism is rife. Despite their experience, knowledge, and skills, older workers are often the first to be retrenched during economic downturn. This comes at a great cost, not only to the individuals affected but also to the economy at large.

The underemployment of older workers represents a significant loss of human capital, especially as we face ongoing skills' shortages across industries.

Healthcare is another area where ageism is prevalent. Older patients are sometimes treated dismissively by healthcare providers, who may attribute their symptoms to "just getting old" rather than exploring other likely causes. This dismissiveness can lead to delayed or inadequate treatment, reinforcing the negativity around ageing. Such attitudes perpetuate the notion that ageing is synonymous with decline, when many older people live vibrant, active lives well into their later years.

Raising awareness of ageism is

pivotal in combating these attitudes and practices. It's the first step in changing attitudes. Awareness campaigns have been effective in changing societal views on various issues such as mental health, gender equality, and domestic violence. Ageism should be no exception.

Educational campaigns, media representation, and public events play a vital role in breaking down these stereotypes. They serve as a reminder that older people are not a homogeneous group but individuals with diverse experiences, abilities, and contributions to society.

A special day sends a clear message that we value all our citizens, regardless of age. It affirms the rights of older people to participate fully in social, economic, and political life and decision-making, and challenges the damaging idea that older age is a time of decline.

We are all getting older, indeed by 2050, almost one-quarter of our population will be over the age of 65. This demographic shift presents challenges, but it also offers opportunities. Older people possess a wealth of knowledge, experience, and skills that are often untapped due to ageist attitudes.

Addressing ageism requires more than just legislative changes and workplace reform. It requires a cultural shift. This shift can only happen if we bring the issue into the open and challenge the stereotypes that fuel ageism. Greater awareness helps drive this change by encouraging conversations about how we view ageing and older people. It also highlights the value that older people bring to our society, reminding us that age is not a limitation but a source of strength.

In their address, Fitzgerald and Krasovitsky made it clear that combating ageism is not just about improving the lives of older people; it's about building a more inclusive, respectful, and equitable society for everyone. As we continue to confront the challenges of an ageing population, Ageism Awareness Day is a bold and necessary step towards creating a society that truly values people of all ages.

Ingrid Harrison is president of Council on the Ageing Tasmania and is a communications' professional



Ingrid Harrison

Policy, advocacy and engagement

STAFF FTE

5.3

- A **162%** increase in revenue generated from sponsorship, advertising and in-kind support
- 124 Individual Members, 36 Joint Members, 39 Organisational members
- 1,307 E-newsletter subscribers, increase of 10% by comparison to last year

POLICY

- **Twelve** submissions
- Representation in **30** Advisory/Working Groups covering health, housing, aged care, accessibility, energy, digital inclusion, transport workforce participation and mental health
- Budget Priorities Statement 2025-2026
- State Election Campaign 2025

FACEBOOK

- A total **3,500** Followers, an increase of nine per cent by comparison to last year

LINKEDIN

- A total **981** Followers, an increase of 34% by comparison to last year

WEBSITE

- **113,280** views
- **360,286** interactions

We can't afford to treat healthy ageing as an afterthought. It should be the cornerstone of smart, sustainable public policy.

Ingrid, Board President



Care Finder

COTA Tasmania's Care Finder program is a free and friendly service that guides people through the Aged Care system when challenges or personal circumstances make it difficult to navigate alone. Care Finder is specifically designed to assist older individuals eligible for government-funded aged care who need extra support to understand and access the system.

The program is supported by funding from Primary Health Tasmania (Tasmania PHN) through the Australian Government's Primary Health Networks Program.

Over the past 12 months, we have supported:

275

clients, providing

4,078

hours of support, with

7.1

FTE staff

Statewide, this looked like

South	157	57%
North	61	22%
NW	57	21%

Eligible client ages

Seventy five per cent of clients accessing Care Finder services were aged 75+ with 28% of this cohort being 85 years and older.

Twenty five percent were aged between 50 to 74 years.

56% were female and **44%** were male.

No wrong door

An additional **328** hours of support was provided to people ineligible for the Care Finder program, offering them further information, referral pathways, signposting, and general advice. This enabled them to navigate systems independently without the need for ongoing support.

Thank you for helping my friend today on the phone. I asked her to contact you, very happy with all the information you passed on. You are all amazing!



It's taken a load off my mind, so wonderful to have someone with me to help give me confidence during the assessment.



We really and truly appreciate every single thing you do for us. You have made such a huge difference to our lives and have taken Ayers Rock and Mount Roland off our shoulders.

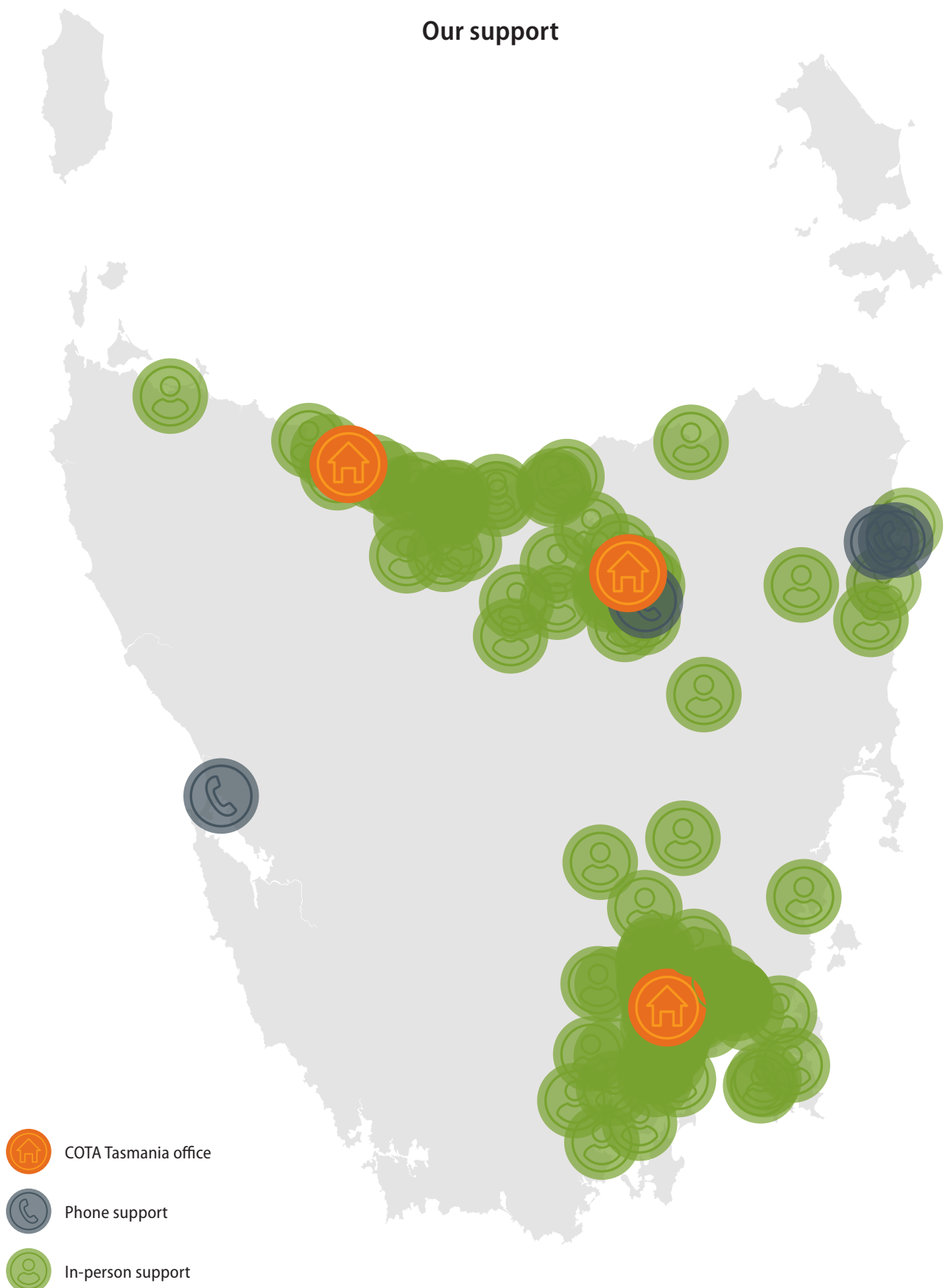


I would never have been able to manage this without your help, thank you for making everything so clear and easy to understand.



Care Finder talking with community group

Our support



Our work in the last 12 months has reached **1,100+** people and **98+** organisations across Tasmania through:

- Sixteen information sessions – **269** people and community outreach to **70+** organisations.
- Two community events reaching **350+** people.
- Four Community Roadshows reaching **170** people and community outreach to **28** organisations.
- World Elder Abuse Awareness Day (WEAAD) walks and activities reaching **311** people.
- A total **50** clients attended Legal Clinics.
- A total **100,000** Elder Abuse Awareness Pharmacy Script Backs distributed to **142** Pharmacy Guild members across Tasmania.
- **Four** Community Awareness Films developed.
- **Six** Community of Practice (CoP) meetings facilitated.
- New resources co-designed with the LGBTIQ+ community promoting the Tasmanian Elder Abuse Helpline, other support services, and helpful messaging including:
 - **2,000** bookmarks
 - **2,000** A5 postcards
 - **6,000** A6 postcards
 - **1,000** business cards

We believe that respect for older people should be a lifelong commitment.

Funded by the Tasmanian Government our Lifelong Respect program promotes the awareness and prevention of elder abuse, ensuring that older Tasmanians are treated with dignity and respect. We provide education, resources, and support to help individuals, families, and communities recognise and respond to elder abuse.

As part of this work, our Older Voices for Change program empowers older Tasmanians with lived experience of elder abuse to safely share their stories and help drive positive change in the community and in policy. Their voices are helping raise awareness and shape better protections for others.



Thank you to Julie from COTA Tasmania for visiting our office today to talk about elder abuse; what it is, how to recognise it, and where to seek help. These conversations are vital in protecting the rights and dignity of older Tasmanians.

Community Based Support



What does

LIFELONG RESPECT

mean to you?

Respect from
friends and
family

No ageism
+ to be
treated as an
adult

Consistency and
cancellation respect
for others
Allowing a safe
and respectful
environment

Respect and
cancellation
environment

Lifelong Respect board, Devonport, June 2025

Without doubt, ageism, discrimination based on age, particularly against older people, is widespread and insidious.

Ingrid, Board President





JUNE 15 WORLD ELDER ABUSE AWARENESS DAY

#WEAAD

Each year we coordinate World Elder Abuse Awareness Day (WEAAD) Walks and activities across Tasmania, joining the international movement to encourage people to take a stand against elder abuse and promote respectful ageing in our homes, services, and communities.

Together, we are building a culture where older people are safe, heard, and valued.

- **Hundreds** of community members united for World Elder Abuse Awareness Day events across each region, with crowds also stopping, looking and applauding walkers in their stand against elder abuse
- **20** people attended the film viewing at Paragon Theatre Queenstown
- **80** people joined us for a Government House Reception
- **93** responses from participants about what Lifelong Respect means to them:

Don't cross boundaries that are in place – respect them and the person.



Seeing a person as whole and worthy no matter what stage of life they are in or how young or old they are.



To end the abuse of older people, we need to all work together. Let's encourage more respectful behaviours and raise awareness of the incredible services that can help.

Judy, Older Voices for Change Advocate



The 2025 Lifelong Respect Walks and activities, held in Devonport, Launceston, Queenstown and Hobart, marked a decade of community-led action aligned with *Lifelong Respect: Tasmania's Strategy to End the Abuse of Older People (2023–2029)*.

Participation increased significantly this year, with more than 300 attendees engaging in meaningful public dialogue about ageing, dignity and inclusion. A refreshed format and new locations enhanced media exposure, accessibility and community ownership.

These conversations are building awareness, skills, knowledge and strengths.

West Coast Council staff member



The involvement of the OVC [Older Voices for Change] Advocates was vital and real and so appreciated.

Flinders Island Community Health Centre staff member



Everyone should be able to live their lives with respect.

Campbell Town Day Centre community member



Respect no matter your age or ability.



The training changed my life.

Older Voices for Change Advocate



I came in with no knowledge. Found it very informative and felt the importance of it all.

Dunalley Tasman Neighbourhood Centre staff member



Tolerance, dignity and safety.



BY 2050, ALMOST ONE QUARTER
OF TASMANIA'S POPULATION
WILL BE OVER THE AGE OF 65.



2025 World Elder Abuse Awareness Day Walk, Hobart and (below) Launceston



Rethink Ageing

COTA Tasmania promotes positive ageing through community engagement and education.

This year, saw us partner with the Department of Health and Ageing to deliver a series of Rethink Ageing Roadshows across the State. The roadshows provided an opportunity for communities to learn about changes to the Aged Care Act and increase community awareness of COTA Tasmania's programs and systemic advocacy. This enabled older Tasmanians to share their voices and experiences, while also connecting them to relevant programs and supports. The insights received from these sessions have been shared back to State and Federal governments through their local representatives.

We continue to visit community and seniors groups as well as attend expos and events across the State to connect and listen to people's experiences. These opportunities ensure we learn from community and use this to drive our advocacy work.

We continue to support Tasmanians to find opportunities to connect, learn a new skill and keep healthy through our community activities web page. With more than 900 listings we hope this resource will also be used by family and community organisations to support older people to stay socially active.

17
Towns

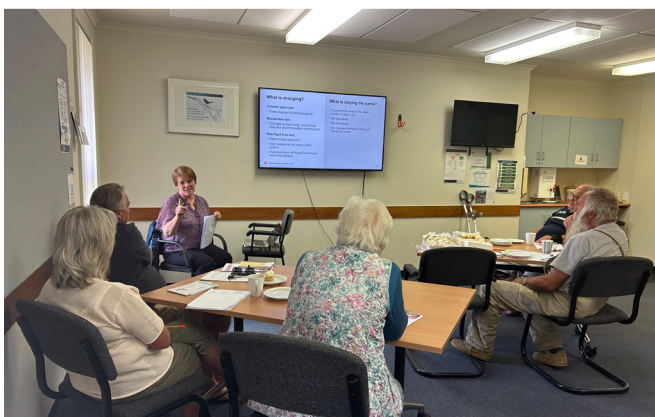
"We're told to report poor service, but what if that makes things worse?"
— Swansea participant

132
People

"I'd love a place I can go to get the right information, at the right time, with the right people."
— Triabunna participant

"All the changes we've talked about don't mean anything if we can't access the care."
— Sorell participant

Engaging and listening to our community





Seniors Week

14 – 20 Oct 2024



Now in its 26th year, this week long celebration of older Tasmanians continues to deliver opportunities for social inclusion and community engagement for individuals and organisations alike. Seniors Week has become a permanent fixture in Tasmanian calendars and once again it received strong media coverage across local newsprint, television and social media. We continue to find ways to support and grow this important program year by year.

In a combined launch of Seniors Week 2024 and to acknowledge COTA Tasmania's 60th anniversary, COTA Tasmania was hosted at Government House by Her Excellency, the Honourable Barbara Baker on Wednesday, October 2. This was an opportunity for COTA staff, Board Directors, government, sponsors and stakeholders to come together in celebration of older Tasmanians.



2024 SENIORS WEEK AT A GLANCE

- A total **377** events
- Estimated **9,000** participants, an increase from 5,000 in 2023 (based on post event survey data)

STATEWIDE SPREAD OF EVENTS

	2024	2023	2022
North West and West Coast	53	69	100
North and East Coast	96	81	78
South	228	203	184

We love the opportunity to share the knowledge of our staff with the broader community.

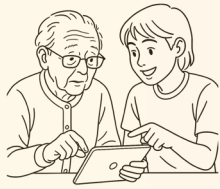
Lyndall



2024 theme – *Connecting Generations*

Each year, COTA adopts a new theme for Seniors Week. The theme for 2024, *Connecting Generations*, was chosen to encourage communities to design and host activities and events that could be shared across the five generations. Evidence shows that strong intergenerational connections can assist to breakdown ageist stereotypes, so this focus enabled a statewide discussion about ageing and lifelong respect alongside the celebratory feature of Seniors Week. It also provided cross promotional opportunities with other COTA Tasmania activities including the Generations Connect Fun Day.





Generations Connect TECH TOGETHER

Generations Connect: Tech Together has made exciting progress since receiving funding in April 2025. We've focused on building strong partnerships, developing a comprehensive establishment plan, and connecting with aged care homes and schools across southern Tasmania. Two successful training sessions have already been delivered with young people from different schools, preparing them to become Digital Mentors. Looking ahead to Term 3, six intergenerational programs are set to launch, bringing together students and aged care residents to build digital skills, foster friendships, and bridge generational divides. The momentum continues to grow as we expand the program and create meaningful community connections.

Aged care staff have reported increased social engagement among residents participating in the program, with many looking forward to their weekly visits and feeling more connected to the outside world.

Young mentors have described the experience as 'life-changing', 'eye-opening', and 'the best thing I've done all year'. Many have asked to continue their relationships beyond the 10-week program.

Schools involved in the pilot have expressed strong interest in embedding the program as a regular part of their wellbeing and leadership curriculum, and we look forward to continuing to roll the program out over the coming year.

Tech Buddies supporting skill development





Seniors Week

13 – 19 OCT 2025



2025 theme launch

This year's theme, *Connecting Generations through Food* builds on our 2024 theme and was launched in early April at the Warrane Community Gardens. Our first theme launch event enabled us to share the concept and create media attention earlier in the year, to encourage increased participation in Seniors Week 2025. The launch attracted statewide and local media coverage along with attendance by Federal and State parliamentarians as well as representatives from community groups.



Seniors Week 2025 Theme launch, Warrane Community Gardens

Strengthening our partnerships for Seniors Week 2025

In preparation for Seniors Week 2025, we have a renewed focus on strengthening and revitalising our approach to forming strategic partnerships.

This year, we are proud to welcome an expanded network of partners across media, corporate, and thematic collaboration:

- **Media partners** – WIN TV and MMM Radio will play a pivotal role in sharing stories, promoting events, and encouraging participation across Tasmania. Their broad audience reach ensures that Seniors Week messages will resonate with communities in every region.
- **Corporate partners** – Partnerships with Mercury Walch, TasNetworks, COTA Insurance, The Public Trustee, Australia Post, Aurora Energy, MyState Bank, and Metro Tasmania will strengthen the program's visibility and provide both financial and in-kind support. Each partner brings unique expertise, resources, and community links that will help grow Seniors Week's impact.
- **Theme partner** – Healthy Ageing Tasmania will support our 2025 theme, *Connecting Generations through Food*, by providing resources and inspiration to promote healthy lifestyles, shared experiences, and intergenerational connection through the universal language of food.

These connections are more than sponsorships; they are important relationships. Each partner is committed to working alongside COTA Tasmania to:

- Increase event accessibility through transport initiatives, wider promotion, and inclusive event design.
- Enhance community engagement by leveraging partner networks to reach new audiences and encourage cross-generational participation.
- Build a sustainable platform for ongoing collaboration that extends beyond Seniors Week into other programs and advocacy campaigns.
- Influence and grow understanding of COTA Tasmania's purpose and advocacy to a wider audience.

Seniors Week partners:



Media partners:



Generations Connect

— FUN DAY —

COTA Tasmania successfully hosted two further Generations Connect Fun Days across the State in 2024-25. These events brought together more than 700 people of all ages in joyful, intergenerational celebrations in a relaxed community space at no cost to participants. Events were held in Hobart and Kings Meadows with attendees enjoying a vibrant mix of drumming circles, crafts, games, dance, meaningful conversations and much more.



The Generations Connect Fun Day that was organised by COTA and held in Launceston was an excellent day. The event provided lots of information for people as they become older. Being aware of agencies which can offer assistance to us as we age and we need help with everyday tasks is important. Topics such as being assessed for home help, nutrition, community activities for social interaction, medical pathways, exercise etc. were discussed.

Activities were signed to get us involved, actually doing things. One example was blending a milkshake while we pedalled on an exercise bike. Information was shared in a fun, non-threatening manner, which helps. For many of us, ageing is a frightening time, but this day gave us sensible information. There is a lot of help we can ask for once we need it. I loved the photoshoot, playing drums, facepainting, and all the information.

We had fun! We need to laugh and enjoy life as we age.

Robyn, Longford



With more than 20 partner organisations at each event, and overwhelmingly positive feedback, these events continue to demonstrate the power of connection, inclusion and community spirit. Planning is now underway to expand the initiative statewide with further events already confirmed for Burnie, Hobart and Glenorchy in 2025–26.





Generations Connect Fun Day, Hobart, October 2024



Generations Connect Fun Day in Launceston (top) and Hobart (bottom).



COTA TASMANIA

Level 12, 39 Murray Street
Hobart TAS 7000
P: (03) 6231 3265
E: admin@cotatas.org.au
www.cotatas.org.au

COTA Tasmania acknowledges with deep respect the resilience and knowledge of the Tasmanian Aboriginal community, the traditional custodians of lutruwita, Tasmania.

We value the wisdom of Aboriginal elders past and present and the role they play in continuing to care for Country.