

COTA Tasmania (Council on the Ageing) is the leading voice for Tasmanians as they age. We promote changes to our systems and culture so that all Tasmanians can age well.

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

We value the diverse voices of older Tasmanians, and we learn from their experiences.

We support the vision, mission and values of the COTAs across Australia, and we collaborate with them to form a united voice for older Australians.

Our vision

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 in Australia is a time of possibility, opportunity and influence.

Our mission

We challenge ageism and promote the rights, interests and value of all Tasmanians as they age.

We advance the rights, interests and futures of Australians as we age.

Our values

Our values guide our conversations, decisions and action.

Respect

We respect the contribution and experience of all Tasmanians as they age and support each person's right to make choices, be safe, and to participate in the community.

Diversity

We appreciate our differences and are inclusive of a broad range of perspectives and life experiences.

Collaboration

We foster meaningful relationships with older people, each other, our working partnerships, and all members of the Tasmanian community.

Trust

We are open and honest, and we take ethical action informed by evidence.

Strategic Plan 2025–2030

Our goals

Rethink ageing

We lead conversations that value older people and promote a positive view of the ageing journey.

Our priorities:

- **Education and awareness**
Educate the community, including politicians and the media, about the impacts of ageism, disrespect, and the importance of age-friendly communities.
- **Communication**
Call out ageism, disrespect, and negative stereotypes, communicate success stories and promote celebrations.
- **Collaboration**
Collaborate with partners, supporters and volunteers to shift the perception of ageing and encourage lifelong respect.

Sustainability

We continue to make a difference by being adaptive and innovative and through sustainable resourcing and practices.

Our priorities:

- **Resourcing**
Diversify income sources and leverage partnerships and collaborations to make funding go further.
- **People**
Continue to attract and retain skilled staff and volunteers, integrate lived-experience into decision-making and empower people to have a voice.
- **Innovation**
Encourage collaboration, with a focus on being flexible in the way we work.

Leading voice

We are trusted as the leading voice calling for better policies and systems so all Tasmanians can age well.

Our priorities:

- **Evidence**
Develop a strong evidence base through access to data and research, lived-experience and stories.
- **Advocacy**
Build relationships with key decision-makers and bring solutions to government, industry and community.
- **Information**
Provide current, plain language information to older Tasmanians in accessible formats.

Thriving organisation

COTA is an inclusive, respectful, supportive organisation that attracts a diverse range of talented, passionate people.

Our priorities:

- **Culture**
Maintain an organisational culture where people feel safe, trusted and valued, and we support progression for staff, board members and volunteers.
- **Training**
Deliver tailored training and professional development opportunities.
- **Systems**
Ensure our processes are effective and efficient in supporting our work.