





**COTA SENIORS VOICE  
PATRON**

HIS EXCELLENCY  
REAR ADMIRAL KEVIN SCARCE AO CSC RANR  
GOVERNOR OF SOUTH AUSTRALIA



Seniors Voice

**COTA Seniors Voice**

16 Hutt St, Adelaide SA 5000

T (08) 8232 0422

Country free call 1800 182 324

Email [seniorsvoice@seniorsvoice.org.au](mailto:seniorsvoice@seniorsvoice.org.au)

Web [www.seniorsvoice.org.au](http://www.seniorsvoice.org.au)



## contents

Overview

Connecting, engaging, informing  
and celebrating older South  
Australians

Identifying issues, developing policy,  
representing and advocating with  
and for older South Australians

Strengthening our organisational  
capacities

Building a national COTA movement

Membership Company

Our finances

Our essential volunteers

Board, policy council and  
management

Thanks and appreciation



Once again, much of our focus in 2010 was on the national stage, although this time with more positive news to report.

As noted last year COTA national policy and advocacy, national projects, membership services and insurance operations are currently all based in Adelaide. During 2010 we managed to place those roles on firmer foundations with a number of all-COTA agreements and joint action.

In addition state matters were also prominent, not least because we had a State election, a much delayed State budget, new initiatives in ageing policy and in our programs, and of course our own move of premises.

Of particular note nationally were the signing of a Cooperation Agreement among all COTAs, the launch of COTA Member Services and the commencement of national strategic and resource planning.

In the State election we were able to deliver a significant increase in energy concessions and a form of indexation of energy, water and ESL concessions over the next few years. It was a good start but far from the sound public policy outcome needed and for which we continue to press.

Our move of premises after 19 years at 45 Flinders Street was a major financial and logistic exercise that required huge effort from key staff. Leaving Flinders Street was a challenge but the new premises offer many advantages for the coming decade.

We have again made significant gains in 2010. We look forward to a 2011 in which we can build upon these as the COTAs re-establish their proper role as the national ageing consumer peak, advancing the interests of all older Australians and promoting a society for all ages.



**Connecting,  
engaging,  
informing and  
celebrating  
older South  
Australians**

We engage with members and many tens of thousands of other older South Australians through many channels and methods.

We do it through peer education sessions, working with and strengthening local seniors' organisations, creating opportunities for people to become involved in new activities and interests, and by hosting our own events as well as enabling and promoting those of other organisations.

We do this because it delivers direct benefits to the well-being of the people involved by empowering them with information that can change their life course, or directly change their behaviour.

We do it because directly and indirectly it creates opportunities for seniors to be more confidently and effectively involved in their communities.

We do it because these activities make seniors and the wider community think differently and more creatively about the roles that seniors can play, and we also highlight those who are already showing others what is possible.

The following reflect some of the ways we did it in 2010 and will continue in 2011.

## No Interest Loans Scheme

In line with our commitment as a charitable organisation, COTA has become an approved and accredited provider of the No Interest Loans Scheme (NILS).

NILS is a program undertaken by a number of charitable organisations to assist those on low incomes to access equitable affordable credit with no interest or charges for essential household items where other options are not available. The maximum loan is \$1,000 and is usually repaid over 12 to 18 months.

The program is backed by the National Australia Bank and the money is recycled to ensure an ongoing pool of funds is available to assist greater numbers of people. COTA will be rolling out the NILS scheme in early 2011.



COTA is pleased to be partnering with Nunkuwarrin Yunti to provide this vital component of the *beyond maturity blues* project. "Yarnin' the Blues" will be completed in March 2011 but if successful it is hoped that the project will go national.

## ***'beyond maturityblues'***

Stage two of the national ***beyond maturityblues*** project was completed in September 2010. Working in partnership with *beyondblue: the national depression initiative*, the project aims to raise awareness of depression in older people.

In 2009 the project was enhanced with the introduction of a specific CaLD project targeting the Italian community, and this year the CaLD project was developed further to provide sessions to the Greek, Vietnamese and Chinese communities.

Response to the project has been overwhelming with approximately 185 peer educators nationally, presenting 1,274 sessions to an estimated 26,350 participants. Approximately 22% of these sessions were presented in South Australia to over 5,500 older South Australians.

Due to the overwhelming success of the program, the *beyondblue* Board recently agreed to refund the project to 30 September 2013.

During this period the project will be further developed to incorporate information on anxiety including CaLD specific information for the target groups of the project, Italian, Vietnamese, Greek and Chinese.

A further pilot was also introduced into SA this year targeting Aboriginal and Torres Strait Islanders.

COTA is pleased to be partnering with Nunkuwarrin Yunti to provide this vital component of the ***beyond maturityblues*** project. "Yarnin' the Blues" will be completed in March 2011 but if successful it is hoped that the project will go national.

We thank *beyondblue* for their support and look forward to an ongoing national partnership.



**medimark**  
Be an active partner with your doctor and pharmacist.

## Quality Use of Medicines

The Seniors Quality Use of Medicines project (SQUM) working in partnership with the National Prescribing Service (NPS) has successfully delivered 895 educational medicines information sessions to over 20,000 seniors across SA since June 2004. 120 sessions were held during the last year.

Topics on QUM, generic medicines and living well were refined and now take the form of a new super-topic Medicines and You.

Peer Educators are equipped to provide additional information on supplementary medicines topics including Type 2 Diabetes, Healthy Sleep and Chronic Pain.

This year the project expanded beyond the traditional peer education sessions to include promotions, displays, radio interviews, and participation in public events to spread the QUM key messages.

Peer Educators have also participated in focus testing as part of NPS consumer resource development.

The SQUM program and COTA Seniors Voice's relationship with NPS continues with additional supplementary medicines topics to be planned and developed over the next year.



The Every Generation Festival continues to grow in strength and recognition as the State's annual celebration of seniors.

## The Every Generation Festival

The 2010 Festival saw the participation of 146 community Partners, including local government, aged care providers and seniors and special interest groups, who held a total of 1384 events and festivities during the month of October. This record number of events in the Festival's history equates to tens of thousands of South Australians, of all ages and from all walks of life, coming together to celebrate the lives, achievements and contributions of our older community members.

The State Launch was again held in conjunction with the Office for the Ageing's celebration of the International Day of Older Persons. Held at the Adelaide Entertainment Centre on October 1st the Launch was officiated by the Minister for Ageing, the Hon Jennifer Rankine,

and included the presentation of certificates to the Every Generation Positive Ageing Awards Finalists.

The 2010 Every Generation Country Launch was hosted by the Berri Senior Citizens Club, with the support of the Berri Barmera District Council. This successful Launch, in recognition of the community role played by rural seniors, was officiated by Mayor Peter Hunt and Minister Rankine.

The Every Generation Positive Ageing Awards received 46 nominations from across the State this year, for the 5 award categories. The 10 Awards finalists were honoured and winners announced at the annual Awards Presentation Dinner, held at the InterContinental Adelaide on October 26th. The Dinner also featured the inaugural Strength for Life Awards, with the presentation of the winners

of the Partner Award for Excellence and the Participant of the Year.

The Every Generation Festival owes its success to our sponsors, without whom this state-wide inclusive community festival would not be possible. Our principal sponsors include the Department for Families and Communities and Aveo Live Well, which has supported the Festival for a total of four years to date.

The support of *beyondblue* and Lifeplan Funds Management and Australian Unity was invaluable to the Festival this year, as was the support of HomeStart Finance, Retirement Village Association, Aged and Community Services SA & NT, Resthaven Inc and media sponsors Messenger News and FIVEaa.



WELCOME

## Networking Clubs in the Community

Networking Clubs in the Community, a HACC funded program, has continued to deliver a range of activities in partnership with various councils and community organisations to hundreds of clubs in both metropolitan and rural regional areas state wide.

This includes the Clubs Bulletin magazine and Program Ideas for Clubs resource booklet distributed to over 900 COTA Seniors Voice members clubs, associations and public libraries.

This year partnerships have been developed with Marion Council Neighbourhood Centres, local primary schools and seniors groups for intergenerational activities, such as mobile phone training for seniors, a craft group as well as a

the Multicultural Connections Project - sharing cultural information and lunches.

We also worked with Tea Tree Gully Council Library Special Projects to develop the Keeping your Club Doors Open event as well as the Department of Environment and Heritage Seniors Step into Nature project

More than 20 Over50s club forums have been held in metropolitan and rural council regions encouraging interaction between clubs and stimulating discussion on diverse topics, such as the Heart Foundation and Good Sports, The Changing Face of Volunteering, Great Grant Writing and Seniors Clubs and the Law.

Support, information and resources to club management committees and members has continued to be provided, including free training with new sessions developed on Valuing Our Veggies, Developing a Welcome Pack and Great Groups Great Leaders.

The Networking Clubs in the Community program has been well supported by its volunteers, including Club Liaison Volunteers.

# winners never q

winners don't give up. When life gets tough, they hang in there. Winners are flexible. They realise there is more than one way to do things. Winners know they are not perfect. They respect the opinions of others. Winners fall, but they don't stay down. They stubbornly get back up. Winners don't blame fate for their failures. Nor do they blame others. Winners are positive thinkers who see the good in all things. Winners believe in the path they have chosen even when it is not the most popular. Winners are patient. They know that good things come only as a result of waiting. Winners are people like you who know that this work is not just a job, it's a calling. They try others. They make the most of their situation. They will keep climbing. Winner is not responsible for what happens to you. It's the extraordinary things you do that see where you are. Believe it.



## Strength for Life

Strength for Life (SFL), funded by the Health Promotions Branch SA Health continues to facilitate, promote and develop quality strength training programs for over-50s, and maintain excellent relations with the fitness industry and health sector. New partners to the program, Sportsmed Morphett Vale and Griffiths Rehabilitation Hospital, give even greater credibility to the SFL program and will significantly increase referral numbers.

Currently, the program operates from 55 accredited sites, including 12 in regional areas across South Australia, which altogether offer 231 sessions per week.

Participant numbers continue to grow with most partners still recruiting new participants to their programs. Currently 6077 older people have

commenced sessions, which is an increase of 925 this year. There is interest from several Centres re partnership including Fleurieu Peninsula, Riverland and Adelaide Hills Council.

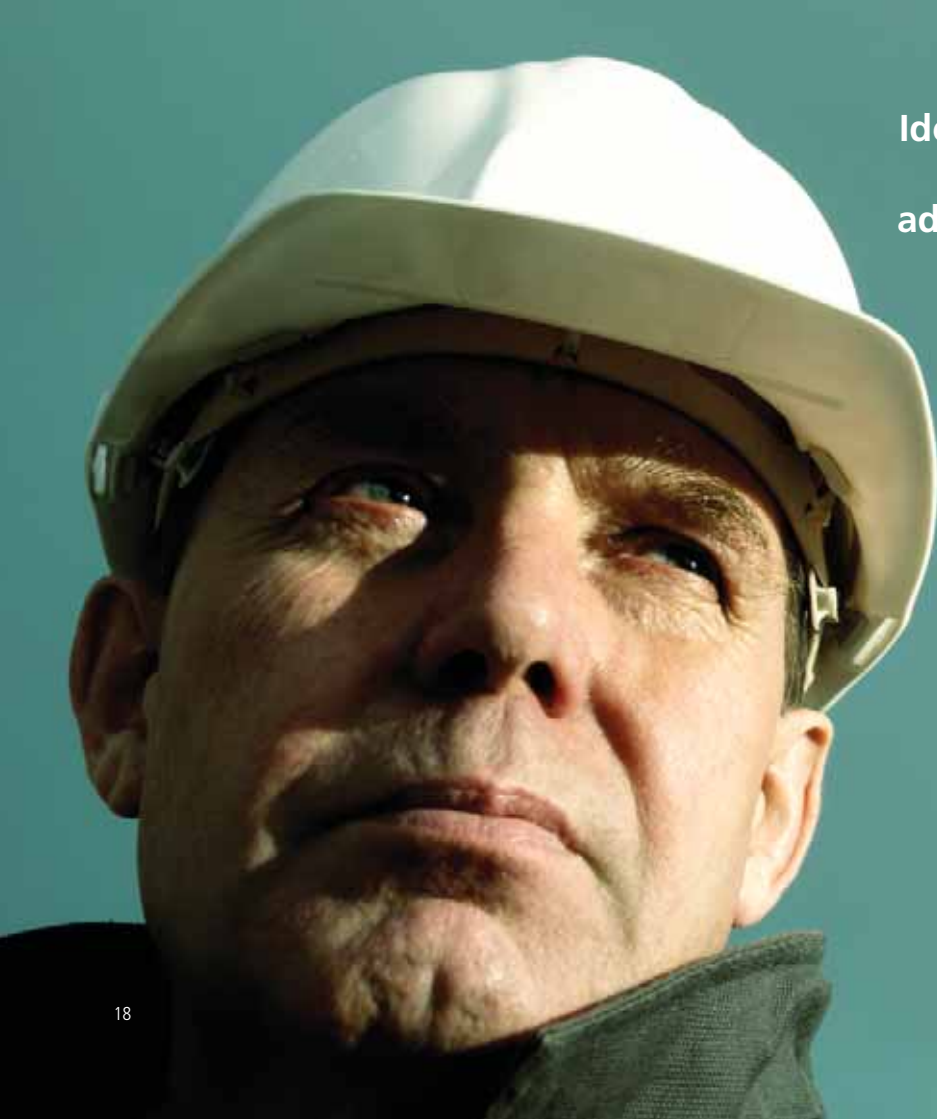
COTA Seniors Voice continues to train a number of new fitness instructors to oversee the Strength for Life program. There is now a pool of 483 accredited instructors; 39 instructors have completed the update training introduced this year to ensure that all instructors are kept up to date. Another update training session is scheduled before the end of the year.

COTA in partnership with the Centre for Physical Activity in Ageing (CPAA) will deliver Balance Training to 100 SFL instructors over the next six months. This ongoing training will ensure the SFL program continues to

develop, and supports allied health and medical sectors to refer clients who may be at risk of falls into the program.

The inaugural SFL awards were presented at the Every Generation Dinner with Blackwood Community Recreation Centre winning the *Partner Facility Award* and Pat Stephens from Yankalilla named as recipient of the *Participant of the Year*.

Strength For Life has had its funding extended to December 2012. This has allowed greater promotion of the program through advertising, and also enabled the program to be expanded further into regional areas .



## Identifying issues, developing policy, representing and advocating with and for older South Australians

One effort to increase recognition of your rights, needs, dignity and value of you as older people and the contribution you make was a survey of older people's experience of age discrimination.

*"If people like me don't stand up, it won't get better. People say 'what's the good? what's the use?' People should stand up for their rights."*

## Age Discrimination and Ageism survey

The SA Equal Opportunity Commission receives enquiries and complaints from a cross-section of the community including those who believe they have experienced age discrimination.

However the calls from older South Australians were less than expected and the Commission wondered why that might be and what types of discrimination they might be experiencing. In order to reach this group, the Commission partnered with COTA Seniors Voice to develop an age discrimination survey. A phone-in was held over two days in March 2010. Survey respondents could also fill in a form, or access the survey on the website.

The survey revealed a wide range of discrimination issues concerning older South Australians. A total of 195 responses were received - many detailing the unfair treatment experienced due to age.

The main areas in which people reported they had experienced age discrimination were: Employment (42%), Health Care (11%), Customer Service (11%), Insurance (9%).

### Combating discrimination

Many respondents offered suggestions for combating age discrimination in society. The most common response was to increase public awareness of age discrimination and to break down age stereotypes. In particular many people wanted the media to change the way in which older people are portrayed.

### Complaining

Fifty-six percent of people who experienced discrimination complained about it - primarily to the person involved or their manager.

That means of course that nearly half did not complain! While some chose to write to the company/organisation involved or use their formal complaints process, very few lodged a complaint with the Commission or the federal Australian Human Rights Commission. Those that did had all experienced discrimination in employment.

Many people do not know where to make that complaint. Almost half of the discrimination reported was about employment. People also reported the extent of ageist treatment in health and other services. COTA continues to advocate for changed employment practices to keep older people in the workforce.



## Seniors housing

Housing continues as a major concern for older South Australians. Increased rents, the rising cost of council rates, maintenance costs and the limited availability of suitable housing remain significant problems on which there is little State Government action. Despite this intransigence, COTA hopes to see developments in housing policy that will increase older people's access to appropriate and affordable housing. COTA has continued its active support for retirement village and residential park residents.

COTA Seniors Voice continues to be heard at the national level through the National Older People's Housing Alliance.

## Public and Community Housing rents rise

The impact of the Premier's reversal of his promise to exclude the 2009 Age Pension rise from public and community housing rent assessment has hit older people hard and COTA continues to advocate for the Rann government to honour its promise not to take this money from pensioners.

## Transport

Older people in country areas continue to be disadvantaged by both the lack of public transport and government not providing a subsidy equivalent to the concession available in the metropolitan area. Local area transport and trips to and from medical care continue to be a major problem for older people, a matter that will be compounded with the introduction of commercial rates for parking at all public hospitals.

## Health Reform

The Improving Oral Health for Frail Community Living Older People research by the SA Dental Service, in which COTA has been a long term partner, has reported. We have also sought information from the Minister on the proposed government response to a Parliamentary Inquiry into the Oral Health Needs of Older People.

## HACC Reform

COTA Seniors Voice has taken a lead role to assist the Office for the Ageing to begin the implementation of national reforms in the Home & Community Care Program. CSV has also secured direct consumer input to the development of principles for service delivery that offers choice, consumer control and independence.



**We are active in monitoring the impact of Health SA's Older People's Health Framework, and in progressing those aspects of the national health reform agenda that assist older people.**

## **Energy & Water Markets - increasing costs**

Recognising that the cost of essential services is a disproportionate burden to older people on low incomes, COTA continues to argue in State and national forums for national market regulation and more government support in the face of increasing energy and water costs.

## **Pension reform**

COTA has continued to support the work of Fair Go For Pensioners in South Australia, and to seek that part pensioners are fairly treated under changes to policies about earnings.

## **Concessions**

Recent achievements that increased concessions for water and energy were hard won but do not meet the increasing costs faced by older people. COTA continues to argue for

a fair and rational concessions regime and fought against cuts proposed by the Government's Budget Commission.

## **State development**

Adding Life to Years, one means of the State Government engaging older people, has developed following long term efforts by COTA Seniors Voice to ensure whole of government planning for our ageing population. CSV was active in consultations on the SA Strategic Plan and continues to seek the inclusion of a target for older people's participation in the 2010 Plan.

## **Health Consumers Alliance (HCA)**

COTA Seniors Voice has continued its leading voice for older health consumers through its chair role with the Health Consumers

Alliance [SA], playing a crucial role in the development of community engagement in the SA Health system.

## **End of Life**

Our efforts to have sound legal systems for Advance Directives have continued in 2010. We have called on the Government to resource and implement the recommendations of its review released in 2009 and, with COTA Australia, made a submission on the introduction of a national framework. We have also supported work that identifies best practice in emergency medical settings.

# Representations

COTA Seniors Voice continues to be represented on more than 50 different organisations at state and national levels, government and non-government. We are represented by a mix of staff, elected officeholders and volunteers.

A list of representative positions in 2010 follows:

- ACH Consumer Directed Care Reference Group
- ACH Getting Connected Reference Group
- Aged Care Accreditation Standards Liaison Group
- Aged Care Funding Instrument Industry Reference Group and subgroups \*
- Aged Care Planning Advisory Committee SA [Commonwealth]
- Aurora Energy Prepaid Consultation Taskforce
- Australian Association of Gerontology SA/NT Branch Committee
- Australian Association of Social Support Monitoring Services Inc
- Australian Competition & Consumer Commission (ACCC) Consumer Consultative Committee \*
- Australian Securities and Investments Commission (ASIC) Consumer Advisory Panel \*
- Better Balance Advisory Group
- Centrelink Participation Reference Group \*
- Chinese Welfare Services Community Partners program
- Courts Administration Authority Community Liaison Committee
- Onkaparinga Council Seniors Advisory Group
- Disability Housing SA – Board
- Energy Consumer’s Council (ECC) of SA
- Essential Services Commission Consumer Advisory Committee (ESCOSA)
- Grandparents Consultative Group OFTA
- Grandparents Reference Group Flinders University
- Health & Communities Services Peak Bodies Forum
- Health Consumers Alliance – Board
- Health Performance Council
- Healthy Ageing Implementation Group
- Home & Community Care Reform Reference Group
- Mature Aged Physical Activity Network
- Medicare Consumer Consultative Group \*
- Modbury Hospital Consumer Advisory Council
- National Advisory Committee on non- prescription medicines
- National Asthma Management Advisory Group

- National Medicines Policy Partnership
  - National Eye Health Initiative Vision for Older People Project Reference Group
  - National Immunisation Group
  - National Return and Disposal of Unwanted Medicines Committee (RUM) \*
  - Older Drivers Reference Committee
  - Office for the Ageing Universities Roundtable on Research
  - Older Persons Affordable Housing Alliance \*
  - Palliative Care quality Improvement working Group
  - Queen Elizabeth Hospital Consumer Advisory Council
  - Retirement Villages Act Advisory Committee
  - Royal Adelaide Hospital Consumer Advisory Committee
  - Royal Adelaide Hospital TOPIC 7 (The Older Person & Improving Care)
  - Royal District Nursing Consumer Advisory Committee
  - SACOSS Essential Services Task Group
  - SACOSS Health Policy and Advisory Group
  - SACOSS Policy Council
  - SA Chronic Disease Self Management Committee
  - SA Dental Service Oral Health for Older People Advisory Group
  - SA Dental Service Better Oral Health in Residential Care
  - SA Dental Service Consumer Advisory Panel
  - SA Dental Service/ Metro Domiciliary Care Northern Aged Care Dental Project Steering Committee
  - SA Fall Prevention Advisory Group
  - SARPRA South Australian Residential Parks Residents Association
  - Safety and Quality Ministerial Advisory Council
  - Safety and Quality Ministerial Consumer Advisory Committee
  - Southern Region Healthy Ageing for All Work Group
  - State Volunteer Ministerial Advisory Group
  - Supported Residential Facilities Advisory Committee
  - Telecommunications Consumer Group SA Inc
  - Telstra Low Income Measures Assessment Committee (LIMAC) \*
  - Transition Care Clinical Reference Group
  - Transport Accessibility Advisory Group
  - Veterans Aged Care & Health Advisory Committee
- \* These are representations for COTA Australia by COTA Seniors Voice personnel

## Strengthening our organisational capabilities



## Premises

The highlight of the year was our big move from 45 Flinders St to our new home at 16 Hutt St.

The new premises was completely gutted and refitted to suit our requirements and provides many more amenities including three dedicated meeting/conference rooms which can be opened up to form one very large conference facility. Other amenities include 4 smaller meeting rooms, a large dedicated volunteer work area, dedicated lunch areas for staff and onsite parking which is a great convenience for staff who need to frequently come and go.

The new building now houses COTA, Aged Rights Advocacy Service (ARAS), COTA Member Services (CMS) and in the future will also house COTA Insurance.

## Appointment of General Manager

In August we appointed Rob Dempsey to the newly created role of General Manager. This position was created to focus on the day to day management of the COTA SA office and take the lead on many of the SA based issues that are a policy priority for COTA.

This in turn enables CEO Ian Yates to commit more time to developing and further strengthening COTA Australia. Rob has more than 30 years experience in the health and community care sector including the roles of CEO of a number of private hospitals, CEO of Aged and Community Services SA&NT, and has also worked as a consultant on many projects throughout Australia and New Zealand.

## Human Resources

COTA staff and volunteers are the backbone of our organisation and are the reason behind our success.

On 8th December the annual COTA Volunteer Christmas lunch was held with over 100 volunteers and other guests in attendance. This great event is a wonderful opportunity for our diverse range of volunteers to come together, network and share in fellowship. In all COTA's volunteers commit some 4500 hours of service annually and without their support we would not be able to provide the wide range of services to our community. COTA is very grateful for the ongoing commitment of our volunteers.

During the year we have welcomed some new staff and sadly said farewell to a few people who have moved on to new career

opportunities. Notwithstanding this, COTA has a stable staff structure which includes our management, program and administration teams. Their dedicated service to COTA is greatly appreciated; many of them often work above and beyond the call of duty in the pursuit of our Vision, Mission and strategic objectives.

During 2010 we commenced the process of revising our internal policies and procedures which is timely given our transition to the new building. Of importance has been a focus on Occupational Health and Safety for both our staff and volunteers. To supplement this additional training resources have been obtained and incorporated into our induction process with ongoing annual updates.

# Building a national COTA movement

**Once again, much of our focus in 2010 was on the national stage, although this time with more positive news to report.**

As noted in the Overview, the national arena was again a major focus in 2010.

However we can report a significant number of positive achievements in the areas outlined last year as needing resolution.

## ***These include:***

- Adoption of the COTA Policy Development Process paper which commits all COTAs to a more robust and effective policy development and advocacy process from the local to the national level, with strengthened input from older people and other partners, including through strong state/territory and national Policy Councils.

- Adoption of the new modernised national Constitution in April, resulting in the change of name to COTA Australia, appointment of Les Stahl as the first independent Chair, and consolidating the role of the National Policy Council.
- The launch of membership recruitment and development programs through COTA Member Services Pty Ltd, with all COTAs participating in new member recruitment, services and a national magazine.
- Approval and signing by all COTAs of the COTA Cooperation Agreement, a legally binding contract that sets out the roles, functions, responsibilities and obligations of national and state/territory bodies in achieving common goals through agreed



procedures, processes and arrangements. The Agreement formalises the role of the Executive Coordination Group or ECG. The COTA Policy Development Processes paper and the National Projects Unit MOU are among schedules to the Agreement.

- Agreement that the CE of COTA Seniors Voice, Ian Yates AM, will continue as the CE of COTA Australia until at least 30 June 2012, with COTA Seniors Voice continuing to provide financial, administrative, publishing and operational support to COTA Australia's functions.
- Commencement of national strategic planning in October which will result in a COTA Australia Strategic Plan 2011-2014 with annual business plans, and incorporating agreements

with other entities in the COTA Network such as CMS and IMS; and a commitment through the Cooperation Agreement that all COTAs will align strategic plans by 30 June 2012.

- Agreement on progressing national COTA branding and website development which is expected to be in effect in the first quarter of 2011.
- Agreement in principle to an investment budget. Active consideration is now taking place for all or most COTAs to become co-owners of CMS Pty Ltd with COTA Seniors Voice. Discussions are in train on the terms of non-member COTAs rejoining Insurance and Membership Services Ltd which runs COTA Insurance for all COTAs.

- The National Projects Unit has negotiated new three year agreements with National Prescribing Service and *beyond blue*. An NPU Steering Committee has been established involving three other COTA CEs to identify new opportunities for the future.
- COTA's national policy development and advocacy roles have been reinvigorated with strong recognition of its policy leadership role by federal ministers and departments, the media and wider sector.

This is significant progress in a year, given the COTA's history over the last couple of decades.

The process for developing a national fund raising program and resourcing its development is still under discussion and negotiation. Hopefully positive progress will be reported next year.



# Membership Company

After much planning, COTA Member Services (CMS) 'opened its doors' and became fully operational during the year. This means CMS now provides member services for the COTAs in each State and Territory, making it a truly national business.

Some of the key activities undertaken to get to this point include the recruitment of staff, moving in to new, modern premises and setting up relationships with key suppliers.

Obviously the key objective of CMS is to grow individual membership across the COTAs. Good progress has been made against the targets we set in deciding to launch CMS. We are still learning what works best in each state and territory so that we can fine tune our efforts, but the overall movement is confidently and encouragingly positive.

With the centralising of member services to CMS, all COTA members around Australia now have access to all the benefits within the COTA Rewards and Savings program. This includes COTA Home Maintenance Services, COTA Insurance and access to The Ambassador Card, which provides a Dining Program, Travel Club, Wine Club and savings on everyday shopping.

A key objective of CMS is to continually improve the benefits that members receive. In September we launched the COTA Mobile Phone, designed especially for our members and the feedback we've received has been overwhelmingly positive.

Another significant achievement was the launch of ONECOTA, the national members' magazine, now made available to members in all states. Feedback tells us members are very pleased with the new format and that they can learn what COTA is doing all around Australia.

A strategic partnership with AVEO, Australia's leading provider of retirement lifestyles, was also announced in October. More than 12,500 AVEO residents are set to reap the rewards by becoming COTA members. With the foundations having been laid, COTA members can look forward to many more announcements about their membership.



## **Our Finances**

**Our audited financial statements were presented to the AGM and are available as a separate document, and on our website.**

Our financial statements are prepared in accordance with Australian Accounting Standards and meet the requirements of the Association's Incorporation Act. The Auditor's Report was unqualified.

In line with COTA Seniors Voice (COTA) strategic directions COTA Member Services Pty Ltd (CMS) was established in 2009 to improve the value of COTA individual membership and to significantly grow individual membership numbers.

As CMS is a wholly owned subsidiary of COTA, accounting standards require separate financial statements to be presented in the accounts to identify CMS, COTA and the consolidated accounts of the two entities

The accounts this year are therefore presented with an additional column headed 'Consolidated 2010', which represents the COTA accounts and CMS accounts as set out in Note 9 of the audited financial statements. As this is the first year of operation there are no 2009 comparative figures for CMS or the Consolidated figures.

During the financial year ended 30 June 2010, COTA income declined by \$569,033 compared to the 2009 year.

This was due to the fact that in 2008/2009 Insurance and Membership Services made a final non-recurrent distribution of prior year accumulated funds of \$768,419. This was in part offset by increases in project grant funding of \$251,303.

COTA membership income decreased during the year from \$295,526 to \$243,927 but this is because all new membership income is retained by CMS and is shown in the CMS income statement in Note 9.

There was, therefore, an increase in membership income of \$59,452 and this is attributed to the work undertaken by CMS.

*Continued on page 33*



*continued from page 31*

COTA expenditure increased during the year by \$289,600 from \$2,864,971 in 2009 to \$3,154,571 in 2010. This was primarily related to an increase in project costs which are directly offset by the increased project funding as outlined above.

Total CMS expenditure of \$604,762 is in keeping with the business plan on which the Board based its strategic decision to financially support the development of CMS until it becomes profitable in its own right. This amount was flagged in last year's annual report. CMS income of \$111,050 gives a 30 June deficit of \$493,712 which is reflected in the Consolidated Income Statement as an expense and is the reason that in the Balance Sheet the Consolidated retained surplus is \$493,712 less than the COTA retained surplus.

COTA has loaned CMS \$591,541 which is repayable when CMS becomes profitable in a number of years, and which earns a competitive rate of interest for COTA. Discussions continue nationally with other COTAs to buy equity in CMS which when it occurs will reduce our capital investment.

Additionally, COTA Seniors Voice has underwritten the National Projects Unit by the sum of \$65,000, again as flagged in last year's report.

Movements in other expenditure lines including salaries and wages for the year were very modest and reflective of tight cost control management and good purchasing practices.

While some expenditure was incurred in this financial year in relation to the fit out of the new premises and our move to Hutt Street, the bulk of these costs will be reflected in the 2010/2011 accounts.

Overall, COTA reported a deficit for the financial year ended 30 June 2010 of \$205,533, which largely reflected our national commitments and a number of transitional factors. The Consolidated deficit of \$699,245 reflects in addition the strategic decision to develop CMS and was less than we budgeted. We expect to recover \$493,712 of this when the loan is repaid by CMS.

Total Consolidated equity at 30 June 2010 is therefore \$2,066,016 which is a decrease of \$699,245. However COTA equity including the CMS loan is \$2,559,728, a decrease of \$205,533.

## DAY TRIPS 2007

# BAROSSA VALLEY

Monday 8 October

Departing 31 Flinders Street at 9.00am we travel via Clewley to Lyndoch for morning breakfast break in the grounds of Chateau Barossa. Here we can walk in the rose garden amongst the 30,000 roses (each garden best viewing a different country).



A guided tour of the magnificent Antique Museum is next and a chance to do a little wine tasting.



A leisurely lunch is at Lyndoch Hotel.

After lunch, next stop is Tanunda for a short walk and browse amongst the many shops.



We travel back to the city via Clewley, Angle Vale and along the back of Edinburgh Air Base to arrive at approx 5.00pm.

BOOKINGS OPEN (at bars)

Tuesday August 7

COTA  
Members \$45.00 (incl GST)  
Non Members \$50.00 (incl GST)

Bookings can be made at  
Cota, 2nd floor,  
45 Flinders Street, Adelaide  
Or phone: 8232 0422

SORRY NO REFUNDS

## DAY TRIPS 2007

# "URIMBIRRA" VICTOR HARBOR

Monday 3 SEPTEMBER



Departing 31 Flinders Street in the city at 9.00am, we travel south through Clewley, Kangaroo, Kupto Forest, Mount Complete to Urimbira Wildlife Park. Morning breakfast will be enjoyed at a suitable spot during our travel.



After our 3 course lunch in the restaurant at Urimbira, we walk the boardwalk, and koalas being fed. Time to wander the park to see the birds, wombats and native animals. There is also a gift shop to browse in.

We return to the city approx 4.45pm after our interesting day out.



BOOKINGS OPEN (at bars) Tuesday July 3

Members \$38.00 (incl GST)  
Non Members \$43.00 (incl GST)

Bookings can be made at  
COTA, 2nd floor,  
45 Flinders Street, Adelaide  
Or phone: 8232 0422



# Our essential volunteers

Once again volunteers have made a significant contribution to the work of COTA Seniors Voice.

Our volunteers have been involved in all facets of our work from representation on our Board and Policy Council, to active involvement in all our programs and providing essential administration support throughout the year.

This year has seen an exciting addition of sixteen bilingual peer educators from the Italian, Greek, Chinese and Vietnamese communities which has enriched our program and who will enable us to continue to develop our multicultural program.

There are currently 84 Active volunteers who this year have contributed in excess of 4,500 hours of work for COTA.

At the 2009 Christmas luncheon we were pleased to present the Premiers Certificate representing 10 years of service to David Chalk and Elisabeta Mihart.

## **Rita Northcott**

After 10 years of coordinating our Day Trips program Rita Northcott has decided to take a well earned break

Rita commenced volunteering in May 1998 working in reception at COTA Membership Services (CMS) a role she undertook until December 2002. During this time Rita also assisted with the tax help program, general administration, phone surveys and Every Generation Festival or as it was then 'Celebrate Seniors'.

In 2001 as well as continuing with CMS, Rita moved commenced her role as COTA Day Trip Host organising and hosting at least 10 trips a year to the enjoyment of many members and

non members, including some visiting from interstate and overseas who happened to be visiting Adelaide.

Rita also undertook to host a variety of longer trips to places as diverse as the Loxton Christmas Lights, the Great Ocean Road, Bright and the High Country and Mildura and Mungo National Park.

Rita's dedication and contribution to COTA over the last 12 years has been acknowledged with a variety of Awards including the Premiers Certificate of Appreciation, the Platinum Award for her remarkable contribution of over 3000 hours of voluntary service to COTA and at COTA's 'Beyond 50' Gala dinner in 2008, Rita was recognised with an Honorary Life Membership.

We wish Rita all the best for the future

## VALE - Jim Giles AM

On Monday 28 June Jim Giles AM died after a three year journey with lung cancer.

Jim was a teacher who rose to become Deputy Director of the Education Department in South Australia. In his retirement, among many other commitments Jim accepted an invitation to join the COTA SA Board.

Jim became President of COTA SA. Within a couple of years he was elected President of COTA Australia. He was a key player in the negotiations of the COTA/National Seniors merger and he served for nearly four years as Chair of the COTA National Seniors Partnership National Policy Council.

After National Seniors walked out of the merger, Jim served again as COTA SA President and then as Chair of our Policy Council and a Board member. He was a key member of the National Policy Council of COTA Australia and represented us on a number of federal advisory bodies.

Jim carried out all these roles with strong commitment and great competence until three weeks before his death. He was a passionate advocate of older people's rights and will be much missed.

***Vale Jim and thanks.***

The COTA Seniors Voice 'Volunteer Recognition Awards' were held in May recognizing the start of National Volunteers Week with the theme of, 'Volunteers: Now, more than ever'.

The following certificates were presented

### **Silver Level Certificate**

**200 – 499 hours**

Kathleen Behrendt 221.5 hours

### **Gold Level Certificate**

**500 – 999 hours**

Loretta McFarlane 636.75 hours

Terry Boswell 604 hours

Judy Telford 565.75 hours

Susan Simes 503.5 hours

### **Special Award Certificate**

**1000 – 2999 hours**

Lyla Rhodes 1295.25 hours

Paul Simpson 1246 hours

### **Platinum Award Certificate**

**3000+ hours**

Tricia Clement 3135 hours

## COTA Seniors Voice Volunteer Roll Call Awards and Outstanding Contributions

### 1 Silver Level - 200 – 499 hours

### 2 Gold Level - 500 – 999 hours

### 3 Award and Plaque 1000+ hours

### 4 Platinum Award 3000 – 4000 hours

### 5 Honorary Life Member

### 6 Premier's Certificate of Appreciation (Highest Award Shown)

Lynette Bacon ..... 1  
 Marion Bahr  
 Les Barker  
 Nora Barker ..... 1, 6  
 Kathleen Behrendt .. 1  
 Marilyn Bos  
 Terry Boswell..... 2  
 Sue Botten  
 Reeva Brice  
 Sandra Buttery

Elaine Candlett  
 Francesco Carrieri  
 David Chalk ..... 4, 5,6  
 Janet Chambers ..... 4, 6  
 Margaret Chester .... 3  
 Emily Chan  
 Margaret Chester .... 3  
 Maria Chiera

Nora Chow  
 Tricia Clement ..... 3,4  
 Delia Conlon ..... 3  
 Alexandria Cook  
 Jean Coote ..... 1  
 Marianthi Couros  
 Dennis Cripps  
 Mick Curry

Jill Davies  
 Anne Edwards AO  
 Ray Edwards  
 Martin Fong  
 Christine Ford  
 Gosia Gadalska  
 Jim Giles AM (Vale) ... 5  
 Patricia Graske ..... 3  
 Richard Green  
 Gill Griffin

Jim Hazel  
 Gary Hiskey  
 Joon Wei Ho  
 Graeme Hodge  
 Ly Huynh  
 Rhonda Ison  
 Jessie Ji  
 Peter Kyriazis

Martin Lewis..... 1  
 Colin Lumsden  
 Judith Mack  
 Babs Mackie ..... 1  
 Dorothea Magor..... 1  
 Irene Makris  
 Jan Martin  
 Valerie McCabe  
 Loretta McFarlane.... 2  
 Margaret McKenzie 2  
 Ann Megaw ..... 5  
 Elisabeta Mihart ..... 2, 6  
 Christine Mitchell .... 1  
 Maria Moltran ..... 2, 6  
 Rudi Moltran ..... 6  
 Phillip Mount.....  
 John Munchenberg

Marilyn Neal  
 Tieu Nguyen  
 Rita Northcott ..... 4, 5, 6  
 Raelene O'Flaherty  
 Evelyn O'Loughlin  
 Christopher Overland  
 Angela Pirilli  
 Mai Thi Hoang Pham  
 Hung Thi Pham  
 Giovanna Pianezzola

Ciro Picarello  
 Anestis Pouferas  
 Mary Press ..... 3  
 Lyla Rhodes ..... 1, 3  
 Malcolm Roberts.....

Susan Simes ..... 1, 2  
 Paul Simpson ..... 2, 3  
 John Spencer OAM, RFD  
 Leon Stacey  
 Patricia St Clair-Dixon  
 Joan Stone ..... 5

Judy Telford ..... 1, 2  
 Yiota Thomas  
 Kerby Thorburn ..... 1  
 Josephine Tin  
 Marj Tripp

Geoffrey White  
 Lynda Whiteway  
 Michael Whiteway  
 Cholly Winter ..... 2  
 Zi Xiang Zhong

## Board Members



President  
Christopher  
Overland



Deputy President  
John Spencer  
OAM RFD



Treasurer  
Graeme Hodge  
BEc CA CPA



Chief Executive  
Ian Yates AM  
(ex officio)



Professor Anne  
Edwards AO



Jim Hazel



Anne Megaw



Margaret Chester



John Munchenberg

## Policy Council



Christopher  
Overland  
(Chair)



Ray Edwards



Mick Curry



Anne Megaw



Joan Stone



Evelyn O'Loughlin



Dennis Cripps



Kerby Thorburn



Gary Hiskey



Marj Tripp

## Management Team



Ian Yates AM  
Chief Executive



Rob Dempsey  
General Manager



Jane Fisher  
Policy Manager



Debra Petrys  
General Manager  
National Programs



Janice Yates  
Finance and  
Administration  
Manager



Michael Mezzino  
Chief Executive  
COTA Member Services

### VALE Jim Giles

Policy Council  
Chair and  
Board Member



## COTA Staff

### **Adrian Beltrame**

National Coordinator

***beyond maturity blues*** (BMB) Culturally and Linguistically Diverse (CaLD) project

### **Athira Lukaszewicz**

Administration Officer/First Aid Officer

### **Celeste Prosser**

Every Generation Project Officer

### **Dorina Fanning**

Publications Coordinator/Graphic Design

### **Gagan Singh**

Accounts Officer

### **Germaine Rowberry**

Quality Use of Medicines National Coordinator

### **Jan Adcock**

Receptionist/Administration

### **Jan McKay**

Networking Clubs in the Community  
Project Officer

### **Jane Barnett**

***beyond maturity blues*** (BMB)

Project Officer/ Acting Volunteer Coordinator  
(October/November 2010)

### **Jeanette Richards**

Strength For life Project Officer

### **Kirsteen Roy**

IT Administrator

### **Kristina Barnett**

Networking Clubs in the Community  
Project Officer

### **Lyn Rogers**

Receptionist/Administration

### **Michelle Elding**

National Program Coordinator

### **Nicola Thurston**

Executive Assistant to Chief Executive

### **Ross Atkinson**

Administration Officer

### **Tanya Keckojevic**

Administration Officer

### **Tess Godrik**

Accounts Officer

### **Toula Pirone**

***beyond maturity blues*** (BMB)

Culturally and Linguistically Diverse (CaLD)  
Administration Officer

### **Vicki Osland**

***beyond maturity blues*** Indigenous  
Project Officer

## COTA Member Services

### **Tom Baxter**

National Marketing & Sales Manager

### **Michelle Scheer**

Member Service Consultant

### **Mandy Rampling**

Member Service Consultant

### **Ann Wood**

Member Service Consultant

### **Jay Uldum**

Office Manager

## Farewell

Jeanette Burchmore (Accounts Officer), Allie Hackney (Senior Accounts Administrator), Melinda Brindle (Senior Policy Officer), Mary-Ann Came (Membership Marketing Manager) and Acting Every Generation Project Officer (April-October), Jan Fort (Volunteer Coordinator), Lyn Roenfeldt (Volunteer Coordinator), Scott Mounsey (CMS Membership Officer)

## Thank you and acknowledgements

### COTA Seniors Voice records its appreciation for their support of its work:

Hon Jennifer Rankine MP,  
Minister for Ageing

Hon John Hill MP,  
Minister for Health

Dr David Caudrey, Director  
Office for the Ageing and staff

#### **Our government funders:**

The Department of Families and  
Communities and the Home and  
Community Care (HACC) program

Health Promotion Branch SA Health

***beyond blue – the national  
depression initiative*** for being a  
collegiate partner on the journey as  
well as major national funder

National Prescribing Service (NPS)  
for continued funding of  
Quality Use of Medicines projects

Aveo Live Well, joint Principal  
Sponsor of Every Generation Festival

Messenger Newspapers for their  
ongoing interest in seniors issues

Our active volunteers

Our nearly 20,000 individual  
members

Our organisational membership  
throughout SA

Our various commercial partners  
including Allianz, Comhouse,  
Finsbury Green, Post Haste, The  
Advertiser 'Boomer' magazine, The  
Senior newspaper and Lifeplan  
Funds Management/Australian  
Unity.

The Board and Policy Council record  
their appreciation of the work of  
the Management team and the Staff  
of the organisation who together  
ensure that COTA Seniors Voice  
performs at levels of activity, quality  
and effectiveness that exceeds those  
of its peers and competitors, and  
achieves great outcomes for seniors.

The Management Team records its  
appreciation of the contribution  
and commitment of the Board and  
Policy Council, whose members act  
in a voluntary capacity in roles that  
have major fiscal and public policy  
responsibility.

Management also thanks all  
COTA Seniors Voice staff and  
volunteers for the commitment and  
professionalism that makes what we  
achieve possible.



Seniors Voice

**COTA Seniors Voice**

16 Hutt St, Adelaide SA 5000

T (08) 8232 0422

Country free call 1800 182 324

Email [seniorsvoice@seniorsvoice.org.au](mailto:seniorsvoice@seniorsvoice.org.au)

Web [www.seniorsvoice.org.au](http://www.seniorsvoice.org.au)