

**COTA**

For older Australians



For older Australians



# 2010/11 Annual Report

## CONTENTS

<b>What is the Council on the Ageing (WA) and what do we do?</b>	<b>2</b>
Our Vision	2
Our purpose	3
Our goals	3
Our Core Values	3
Our Culture	3
Patron	4
Honorary Life Members	4
Board of Directors at 30 June 2010	4
Policy COmmittee	4
Staff	5
Supporting organisations	5
<b>President's Report</b>	<b>9</b>
<b>Chief Executive's report</b>	<b>11</b>
<b>Financial Report</b>	<b>13</b>
<b>Projects and Programs</b>	<b>14</b>
Administration	14
Information provision	14
Living longer living stronger	15
Peer education programs	20
Policy report	23
Retirement seminars	24
Seniors Week Community Grants	25
Technology Training	25



## WHAT IS THE COUNCIL ON THE AGEING (WA) AND WHAT DO WE DO?

COTA (WA) is an incorporated, non-profit, charitable, deductible gift recipient organisation governed by an elected Board, managed and run by professional staff, and supported by the generous contributions of many volunteers.

An independent organisation run by older people for older people, COTA (WA) has 3,000 individual supporters and more than 100 organisational members, themselves representing over 200,000 individuals.

We are recognised by the State and Federal Governments as the peak seniors' organisation in Western Australia. We are members of COTA Australia, an organisation that brings together all State and Territory COTA's. Nationally, we:

- Assist and resource the COTA Australia National Policy Council in the key areas of policy development, information dissemination and resource development
- Collect, interpret and disseminate information within the COTA network and to interested external individuals and organisations.

As the peak non-government seniors' organisation in Western Australia, COTA (WA) is widely respected for its policy and program work. Our submissions to government have resulted in a number of significant improvements in services for seniors in recent times.

COTA (WA) is a uniquely inclusive organisation. Unlike mass membership organisations who lobby solely for their members, we seek to promote the interests of **all** older Australians, irrespective of their origin, situation or background.

COTA (WA) is;

- The Voice of Seniors – advocating on behalf of seniors to influence local, state and federal government, business and the community;
- A provider of programs and projects that benefit seniors, including Living Longer Living Stronger, Seniors Quality Use of Medicines and *beyond maturity blues*.
- A member organisation providing benefits to individual and organisational members including the Ambassador Card, COTA News and free or reduced prices to attend our events.

## OUR VISION

The rights of all older Western Australians will be protected and advanced.

## OUR PURPOSE

Working with all older Western Australians to achieve a just, inclusive and equitable society.

## OUR GOALS

- To build community capacity for increasing self reliance.
- To influence decision makers and community attitudes.
- To be recognised as representing the interests of older people / consumers and seniors' organisations.
- To create the organisational environment to enable achievement of COTA (WA)'s purpose.

## OUR CORE VALUES

Our values are our beliefs – what we regard as desirable in our work. They are guiding principles, determining our corporate behavior, influencing our relationships and expressing our motivational goals. COTA (WA) has a number of values which underpin everything we do. These values ensure that our organisation will always strive to maintain the highest levels of:

- Accountability
- Co-operation
- Continuous improvement
- Effective communication
- Inclusiveness
- Integrity
- People focus
- Quality of products and services
- Resourcefulness
- Respect for individuals
- Service to society
- Sustainable utilisation of resources.

## OUR CULTURE

We think of culture as 'how we do things around here'. COTA (WA) has always had a strong sense of commitment, common understanding and strong internal networking. We regard ourselves as the 'go to' and 'can do' organisation, with clear values and principles, policies and processes which support our common understandings and internal networking.

## PATRON

His Excellency Malcolm James McCusker, AO, QC, Governor of Western Australia.

## HONORARY LIFE MEMBERS

Mrs Betty Harrington  
Mrs Clare Zilko

## BOARD OF DIRECTORS AT 30 JUNE 2011

### ***Office-Bearers***

President	Hon. Bob Kucera
Vice President	Dr Ann Zubrick
Executive Member	Bettine Heathcote
Executive Member	Dr Bob Zeigler

### ***Directors***

	Judy Hogben
	Bob Raisbeck
	Frank Schaper
	Shelley Whitaker
Chief Executive	Ken Marston

### ***Auditors***

Macri Partners

## POLICY COMMITTEE

Bettine Heathcote (Chairperson)  
Lyneve Cannon  
Chris Jeffery  
Allen Joyce  
Luke Garswood  
Wendy Hudson  
Theresa Kwok  
Ken Marston  
Donna Turner  
Shirley Wyburn  
Bob Ziegler  
Ann Zubrick

## STAFF

Chief Executive	Ken Marston
Active Ageing Manager	Nathan Trengove
Administration Officer	Flyura Pak
Policy Officer	Lyneve Cannon
Project Officer	Jane Newsome
Project Officer	Marlene Robins
Program and Project Officer	Christie Lohr
Research Officer	Sarah Palmer

## SUPPORTING ORGANISATIONS

We would like to express our sincere appreciation to the following organisations that have supported us during the year;

Advocare  
Aged and Community Services WA  
Aged Care Association Australia WA  
Albany Community Care Centre  
Alzheimers Australia WA  
Amana Living  
Australia Government Department of Health and Ageing  
Australian Asian Association of WA Inc  
Australian Communication Consumers Action Network  
Australian Eurasian Association of WA  
BaptistCare  
Barbell Company  
Bassendean Senior Citizens Welfare Association  
Bayswater ECHO  
Beverley Community Resource and Telecentre  
*beyond blue, the national depression initiative*  
Braemar Presbyterian Care  
Brightwater Care Group  
Brunswick Community Resource Centre  
Burmese Association of WA  
Busselton Senior Citizens Centre  
Care Options  
Carers WA

Catholic Ladies Activity Group  
Chung Wah Community Aged Care  
Citizens Advice Bureau  
City of Armadale  
City of Bayswater  
City of Belmont  
City of Canning  
City of Cockburn  
City of Mandurah  
City of Melville  
City of Stirling  
City of Subiaco  
Club Rocky's Fitness Centre  
Commonwealth Respite & Carelink Centre  
Continence Advisory Service of WA  
Coolgardie Community Resource Centre  
Craigcare  
East Pilbara Independence Support Inc  
Edith Cowan University (Joondalup)  
Esperance Home Care  
Fatima Care Catholic Parish, Palmyra  
Film and Television Institute of WA  
Freemasons WA  
Hall & Prior Aged Care Organisation  
Harvey Health and Community Services Group  
Have A Go News  
Health Consumers Council  
Health Department of Western Australia  
Hills Community Support Group  
Hopetoun Senior Citizens & Associates  
Independent Living Centre  
Injury Control Council of Western Australia  
Lawley Park Residents Management Advisory Committee  
Learning Centre Link  
Legacy Fund of Perth  
Lotterywest  
Macular Degeneration Foundation  
Masonic Care (Freemasons WA)

Meath Care  
Melville Cares  
Men's Advisory Network  
Mentally Healthy WA  
Mount Laverna Retirement Village  
Multiple Sclerosis Society of WA  
Mundaring Sharing Inc  
National Council of Women  
The National Prescribing Service  
Nedlands Community Care  
Northam Over 60's Group  
Nutrition Australia Western Australia Division  
Older Women's Network (WA)  
Over 50's Recreation Association Albany  
Palliative Care WA  
Park Home Owners Association  
Parkinson's Western Australia  
People Who Care  
Pilbara & Kimberley Care  
Prime Timers WA  
Regis Aged Care  
Retired Teachers Association  
Retirement Village Association  
Rod Evans Community Centre  
Shire of Broome  
Shire of Capel  
Shire of Denmark  
South Perth Bridge Club  
South West Seniors Expo  
Southcare  
Spanish Speaking Seniors Association  
St Vincent's Aged Care  
Startime  
Sunshine Welfare Action Mission Australia  
TAPPS Community Care  
The Bethanie Group  
The Centre for Cerebral Palsy  
The Spiers Centre

The Valley Learning Centre  
Trinity School for Seniors  
Uniting Church Homes  
Unity of Ethiopians in WA Inc  
University of the Third Age  
Waldridge Village Resident's Association  
West Australian Deaf Society  
The West Australian Department for Communities  
West Australian Retirement Complexes Residents Association  
West Australian Tamil Seniors Association  
West Australian Voluntary Euthanasia Society  
Western Australian Council of Social Service  
Westscheme  
Wheelchair Sports WA Association  
Wickepin Volunteer Resource Centre  
Women's Healthworks



## PRESIDENT'S REPORT

It has been my pleasure to lead the Board of COTA WA as President since the last Annual General Meeting of members. This is an organisation with a long and proud history of achievement since its establishment in 1959, and an organisation that has as much, if not more, relevance in 2011 than ever before and an organisation that I am proud to lead.

The ageing population is a matter of worldwide significance. We are experiencing one of the most significant demographic shifts in the history of humankind and we should not forget the great benefit that we are reaping. As the World Health Organisation (WHO) stated in 2002: *Population ageing is one of humanity's greatest triumphs*. At no time in history has it been the norm for four generations to be alive at one time in most families, and at no time have older people been healthier, fitter, or more active than they are today.

This is a time of great opportunity both for seniors, many of whom have life expectancies and levels of health and fitness that will enable them to live productive and fulfilling lives for many years, but also for the community as a whole to benefit from the accumulated wisdom and experience of older people.

At the national level, too much emphasis has been placed on the "burden" of the ageing population in recent years, but we are seeing a shift in attitudes in recent times which will, I hope, lead to greater recognition of its benefits. The Advisory Panel on the Economic Potential of Senior Australians *"...is about ensuring that we don't lose the valuable experience and skills of older Australians as they move into retirement, and that all seniors have the opportunity to stay involved in the community"* and *"This growing number of older Australians is changing the shape of our society, and bringing with it challenges, but we must not lose sight of the enormous benefits and opportunities that come with a larger and more active community of seniors"*, said Minister Mark Butler on the release of the Panel's first report.

I was pleased to be able to talk to the Panel when it visited Perth recently, and I can assure you that COTA WA and COTA Australia will continue to take every opportunity to ensure that seniors are recognised for their contribution to the community and supported in their endeavours. At the local level, I have also been pleased to participate in the Age Friendly Communities initiative. Local Governments throughout Western Australia are working in a very positive way to ensure that their environments are well suited to seniors, and they are supported by the State Government in doing so.

The ageing population presents both challenge and opportunity for COTA WA. The challenge is to respond to the dramatic shifts in demographics that I have mentioned and to ensure that the voice of seniors is recognised and acted upon at all levels of government, and throughout the community. This challenge is exacerbated by the diversity of seniors – we are talking about people enjoying a life span of 40 years in so called "retirement" – although I can assure you, as a retiree that life is busier than ever for me and many people like me. The opportunity is enormous – not only because of the abilities, strength and experience that seniors have, but also for the simple reason that seniors vote! At a political level, the voice of seniors has never been

more important than it is today, and that voice will get louder and more significant over the coming years, as we head into a new “age of wisdom”.

I am pleased to report that we are well placed to meet the challenges and exploit the opportunities before us. COTA WA has a hard working Board, talented staff and dedicated volunteer base, a wealth of intellectual capital and corporate knowledge, sound partnerships with organisations at all levels of the community and, most importantly, an enviable reputation which has been built and maintained throughout our 50 years’ history.

Our Chief Executive will report on the year’s achievements, but I would like to end my report by paying special attention to a person who has given so much over many years. Bettine Heathcote has served as President and Board member in her 20 year’s involvement, contributing to the work of COTA WA in a very practical way. In recent years, Bettine has chaired our National Policy Council as well as our Policy Committee, has represented COTA WA and COTA Australia in innumerable forums, and has provided invaluable continuity, assisting new faces like myself to move into roles of responsibility within the association. Bettine epitomises the continuing contribution that seniors make to our community and the enormous benefits that flow from the ageing population. She is an exceptional individual who has made an outstanding contribution to the community through her unstinting work. Owing to limitations in our constitution, Bettine cannot nominate to serve as a Director of the association at this meeting. We will miss her as a Director.

It is my pleasure to propose to you, on behalf of the Board, that Bettine Heathcote be appointed as an **Honorary Life Member** of COTA WA. This appointment is available to *“individuals who, having rendered outstanding service to the Council, are nominated by the Board and confirmed by a simple majority vote of Members at a General Meeting”*.

This motion is seconded by Ann Zubrick, vice President and unanimously supported by the Board.

Thank you for your attendance today and your continued support of COTA WA.

**Bob Kucera, President**



## CHIEF EXECUTIVE'S REPORT

The Annual General Meeting gives me an opportunity to let members know what we are doing on their behalf, to reflect on past achievement and future prospects, and, most importantly, to thank those who have worked hard during the past year to make all this possible. In this report you will find information about our three core business areas – policy and advocacy work, projects and programs, and membership – and I am pleased to be able to tell you that we have made significant advances in all three over the last year.

At both a State and national level, COTA WA is recognised as providing sound, evidence based policy submissions, reports and commentary. Amendments to remove the age discriminatory clauses from the Workers Compensation and Injury Management Act, 198, have finally passed through Parliament – concluding a campaign that I initiated in 2002. Policy work can be a long haul! Similarly, our work on retirement village legislation has been a long haul, which we hope to see coming to a conclusion shortly, and one of the most significant achievements of the review process will be the establishment of a Seniors' Housing Information Service funded by the Department of Commerce. These are both significant achievements. Nationally, our submissions to the Productivity Commission will see a major revamp of the aged care system to make it much more consumer-oriented and senior-friendly system if adopted and implemented by government. We will be working hard in 2011-2012 to ensure that there is a new dawn for aged care.

Living Longer Living Stronger remains the premier seniors' exercise program in WA. The Seniors Quality Use of Medicines and *beyond maturity blues* peer education programs have informed and assisted seniors throughout metro and country areas of WA during the year. Our Crime and Safety work will recommence in 2011-2012 following refunding. We continue to talk to pre-retirees who are members of superannuation funds about retirement lifestyle planning. Seniors Week is a busy time for us. In 2010, we assisted over 80 community groups to stage events to celebrate seniors and their achievements. Our computer training continues to provide valuable help to seniors who wish to improve their IT skills.

Individual membership has grown significantly during 2010-2011 following the changeover to the national membership company and production of the national magazine, OneCOTA. Member benefits have increased and we are establishing a stronger level of recognition in the community as our membership activities grow. Our office relocation has made us much more accessible to members and we have a constant stream of visitors to the new premises.

Rebranding will make all COTA organisations have the same "look and feel", while each State and Territory COTA retains its identity and individuality. Organisational membership has also grown, and we have instituted a series of Policy Briefings to attract organisational members which have been well received. Our inaugural Active Ageing Conference was enormously successful and we will make this an annual event.

The value of partnerships cannot be underestimated and are integral to the success of our work. During 2009 we established The Seniors Alliance, a network of organisations with common interests in aged care. This grouping has attracted media and government attention and has the

capacity to be very influential in an area of vital importance to seniors. We have focussed heavily on the impending shortfall in residential care places that will see more and more seniors remaining at home or in an acute hospital when they desperately need residential care. During 2011-2012 we will emphasise the need for policy development at the State level to meet the needs of the ageing population.

We continue to participate in many and various forums, providing input into a wide variety of activities to make the voice of seniors heard, and ensure that it is acted upon. Committee attendance has ranged from the Main Roads Department's Cyclists and Pedestrian Advisory Group to the Centre for Consumer Research, participation in the Tariff and Concessions Review and retirement village legislation review. Our media work has been extensive, with regular presence in print, radio and television.

Relationships between State and Territory COTAs continue on good terms and we are working together cooperatively to build a strong national presence through COTA Australia as well as a substantial presence in every State and Territory.

In conclusion, I am happy to report that COTA WA continues to perform well in all areas and that we will grow and prosper during the year to come. Hospitals would run so much more smoothly without patients, companies would be able to get on with the job more effectively if it were not for shareholders and shops would be far easier to manage without customers, or so it would appear from the response of some organisations to their customers and clients! At COTA WA, we take the reverse approach. Our members are not just our masters or people who make demands on us – you are our lifeblood. Seniors are our reason for being, and we not only respect their views, we welcome them.

An association like ours must be part of the community, and community must be based on trust and respect. Daily, I overhear myriad conversations in our office (my door is literally always open) as members interact with staff, volunteers, Board and committee members, and daily I am delighted to hear the friendliness, concern and mutual respect that is being expressed all around me. We receive hundreds of calls each year for help and advice because we are a trusted and reliable source of information. It reassures me that we do what we are here to do and that we do it well. I would like to thank all of you for your contribution to the COTA WA "family".

***Ken Marston, Chief Executive***



## FINANCIAL REPORT

Our results for 2010-2011 unfortunately show a deficit. The main causes of this were the unbudgeted expenses incurred for our office move and unforeseen repairs and maintenance to our computer system, both of which will not recur in 2011-2012 (although there are additional IT costs which were incurred early this financial year as our series of breakdowns continued). Additionally, we had a shortfall in anticipated grant income due to some very long timeframes between applying for grants and receiving them. The good news is that some of the grant applications are coming good during the current financial year, improving our prospects this year.

In the past few years, COTA WA has had considerable improvement in financial viability. Net assets have almost doubled since 2004, despite the loss of core funding in that year, and we have managed to curtail costs to achieve significant surpluses in years such as 2009-2010. Our reserves give us some leeway and provide for hard times such as we experienced last financial year. On balance, the financial picture is sound, but the Board continues to closely monitor our finances, while I continue to seek new opportunities to sustain and develop our financial base.

The changeover to the national membership company, COTA Membership Services, removed the financial burden of producing a bi-monthly magazine in WA, which had printing costs of \$30000pa in previous years, and high labour costs, despite the great assistance given to us by volunteers who helped to produce it. We are yet to see the growth in insurance revenues (from COTA Insurance) that will flow from increasing individual membership, but this is forecast to begin to kick in during 2011-2012.

Project funding has continued to be the major component of our income. Living Longer Living Stronger funding was maintained, at a lower level than previously in 2010-2011, but we have a commitment to another two years' funding from the Department of Health with increased revenue, which makes that program secure. Our peer education programs continue to make a contribution to our revenues, but it is likely that both the National Prescribing Service and beyond maturity blues contracts will cease in 2013. We have received renewed funding for our Seniors' Crime and Safety peer education program this financial year.

A major initiative last financial year was to stage WA's first Active Ageing Conference. In a very short timeframe, we were successful in attracting a large audience and substantial sponsorship. While this was a high risk activity, I am pleased to be able to report that it was so successful that we will be holding another Active Ageing Conference this financial year – so please mark your diaries for June 2012.

Some minor fundraising initiatives were revenue neutral during the financial year, but it is an area of potential growth if we can obtain resources to commit to building this area of work.

Our audited financial statements are in a separate document that is tabled for members' attention today. Our auditors, Macri Partners, continue to serve us well, and I recommend that members agree to their reappointment for the current financial year.

Ken Marston

## PROJECTS AND PROGRAMS

### ADMINISTRATION

The projects and programs conducted by COTA WA would not be possible without the hard work and generosity of our many volunteers. Our administration volunteers undertake a wide range of tasks, including answering telephones, greeting people as they arrive at the office, processing the mail, processing event registrations, organising computer lessons, producing mail outs and many more invaluable tasks.

We would like to thank and acknowledge the contribution of our administration volunteers;

- Beryl Allen
- Pat Billett
- Kaye Douglas
- Jeanette Monteiro
- Edith Pedersen

### INFORMATION PROVISION

Seniors seeking information often look to COTA WA as a primary reference point, and as such information provision and assisting seniors is one of our most important functions. We use several media to help disseminate this information;

2011 saw the introduction of our new national bi-monthly magazine, OneCOTA, which replaced the state-based COTA News. Each edition contains pages dedicated to the activities of each State and Territory, as well as information on national issues and programs.

In May 2011 we introduced our 'COTA Connections' electronic newsletter. This E-News is emailed out to individual and organisational members, as well as other interested parties on a weekly basis and provides information about upcoming events, grants, awards and funding, the latest research and reviews, volunteering opportunities and other information which may be of interest to seniors or organisations servicing seniors.

Our websites, [www.cotawa.asn.au](http://www.cotawa.asn.au) and [www.lllswa.asn.au](http://www.lllswa.asn.au), are also commonly utilised information sources. The main COTA WA website is highly ranked on Google, which leads to us receiving thousands of 'hits' each year. Whilst, for many seniors the internet is not the preferred source of information, it does provide an important contact point for many people. The website is regularly updated, and combined with our Facebook and Twitter accounts, provides an excellent way to keep track of what is happening at COTA.

The Living Longer Living Stronger website provides ready access to a information on the program, making it easier for interested parties to access LLLS.

Each year we receive a wide range of telephone and email enquiries, and our staff and volunteers are busy handling an array of requests for information and referrals. Since moving to our new office in the Perth CBD, there has also been a marked increase in the number of people visiting the office, where you will find a large number of brochures on display. In our increasingly complex society, seniors face a bewildering system and our staff and volunteers are always more than happy to try and help you negotiate the system.

The brochures cover a range of information about programs, services and organisations which benefit seniors. There is also a large amount of information about COTA WA Programs, and we are more than happy to send copies to any seniors organisations who wish to have a display for their members.

## LIVING LONGER LIVING STRONGER

Living Longer Living Stronger continued to grow and prosper in the 2010/2011 financial year. New initiatives were implemented and this saw us gain a further two years' funding from the Department of Health with the possibility of ongoing funding into the future.

Nathan Trengove continued in the role of Active Ageing Project Manager, his second year, with support from Christie Lohr, Projects and Programs Development Officer who has unfortunately left us to pursue a career opportunity at the City of Subiaco.

Under our agreement with the Department of Health WA we have continued working in the area of falls prevention and worked to promote the Stay on Your Feet message across all 70+ Living Longer Living Stronger providers. Nathan also continued his role on the Department of Health's Falls Prevention Executive Advisory Group and worked hard to get the program included as a recognized program in the Falls Prevention Model of Care, a big step forward for the future.

2010/2011 saw the continuation of the Living Longer Living Stronger Excellence Award dinner which was held at the conclusion of Seniors Week 2010 at the Hotel Ibis Perth. The events Master of Ceremonies was media personality Lachy Reid with entertainment from Hot Suga. The Awards were presented to the most outstanding providers and instructors in the metropolitan and regional areas as well as an award for the most outstanding achievement by a participant. The awards night also saw the introduction of the Gold Excellence Awards for those providers who have been with the program for 5 years or longer and have demonstrated outstanding service to the seniors of Western Australia.

Award winners for 2010 were:

### **Regional Awards**

#### **Most Outstanding Regional Provider**

Harvey Recreation and Cultural Centre

#### **Most Outstanding Regional Instructor**

Monique Bohling (Goomalling Community Gym)

#### **Most Outstanding Achievement by a Regional Participant**

Rona Black (Naturaliste Community Centre, Dunsborough)

## **Metropolitan Awards**

### **Most Outstanding Metropolitan Provider**

Como Health and Fitness

### **Most Outstanding Metropolitan Instructor**

Francis Allen (Essence Lifestyle Changes)

### **Most Outstanding Achievement by a Metropolitan Participant**

Joy Wilhelm

The new Living Longer Living Stronger website has continued to be updated and we have developed a Facebook page and twitter feed complete with research/news articles, videos and photos from events. The website has provided a one stop shop for all the information regarding the program for instructors, participants and allied health professionals. The website is constantly being updated with the latest news and information and will be developed to include a live general practitioner referral link. The social media pages have allowed us to release and disseminate information quickly to mass audiences.

The tiered health system has improved the quality and safety of the program and will ensure every participant receives the level of care needed according to their health history. This will also enable those participants who have been previously unable to participate the opportunity to do so. A doctor's clearance is now required by all potential participants prior to assessment with this allowing general practitioners the opportunity to refer their patients to the correct tier level.

A participants information pack has been developed and is sent to all potential participants enquiring about the program through the COTA WA office. The pack contains an introduction letter with details of that person's closest provider, Living Longer Living Stronger brochures, Stay On Your Feet WA brochures, and information on COTA membership.

We grew our conference from a dedicated Living Longer Living Stronger Conference to the inaugural WA Active Ageing Conference titled *Moving With The Times* held at the Tradewinds Hotel in Fremantle on June 23<sup>rd</sup> and 24<sup>th</sup> and was attended by over 170 people. The conference saw keynote speakers Professor Mike Daube, Dr Penny Flett and Dr. Tim Henwood from the University of Queensland attend and present. The program covered the World Health Organisation's Active Ageing Framework and papers were invited to be included in one of the three streams *health, security and participation*. The conference was a great success and will be run annually.

The Freemasons Homes project commenced at Howard Solomon Residential facility and was completed in late 2010. This project enabled us to collect evidence the Living Longer Living Stronger program could produce significant results in the residential and home and community care sectors.

Analysis of the Overall Group Results indicated:

- 10/11 participants recorded improvements in functional balance as recorded on Berg Balance Scale, with the other person maintaining their pre-program score.
- 9/11 participants recorded improvements on flexibility as measured on Sit & Reach test (improvements ranged up to 100% improvement from original pre-program ability)
- 6/11 participants recorded improvement on Timed Up and Go test of walking 3 metres, turning around and sitting back down in a chair (improvements ranged up to 31% improvement from original pre-program score)
- 6/11 participants recorded improvements on 5x sit to stand, which measured time taken to sit and stand from a chair without using their hands to assist 5x (improvements ranged up to 43.5% from pre-program score)
- 5/11 participants recorded improvements on 6 minute timed walk test, which measured the distance walked in a 6 minute time frame (improvements ranged up to 28.5% improvement from pre-program score)

---

## TRAINING AND RECRUITMENT

In this financial year 9 new centres were endorsed to the program. These centres were;

- Aubin Grove Physiotherapy (Aubin Grove)
- Bethanie Wellness Centre (Rockingham)
- Body 2 Soul Fitness (Maylands)
- Calingri Fitness Centre (Calingri)
- Howard Solomon Residential Estate (Lynwood)
- Lakeside Recreation Centre (Bibra Lake).
- Leisurepark Balga (Balga)
- Mojo Personal Training Studio (Clarkson)
- Moora Fitness Centre (Moora)
- Terry Tyzack Aquatic Centre (Inglewood)

A number of areas have been identified as having little or no LLS programs locally including Bunbury and the greater south west, Busselton, Margaret River and the far north of the metropolitan area. These areas will be the focus for recruiting new centres during 2011-2012 period. We will also be looking to extend the availability of the program in retirement villages where facilities are suitable.

---

## UPDATE ICCWA AND COTA (WA) PARTNERSHIP

Following on from the initial partnership developed in the past a Memorandum of Understanding was agreed upon between ICCWA and COTA (WA) and has been put into practice by both parties. This MOU will be continually updated and worked on into the future.

The Stay on Your Feet message has been spread far and wide and this past year has seen providers of the program able to order Stay on Your Feet merchandise through the Health Department to distribute to their Living Longer Living Stronger participants.

---

## PARTNERSHIPS

We have developed a partnership with Freemasons WA and will look to increase the number of residential facilities offering the Living Longer Living Stronger program in 2011-2012.

We have also begun a partnership with the Department of Health and Ageing and their Home and Community Care division in the hope of creating a third tier of Living Longer Living Stronger which will be rolled out at adult day centres across WA.

---

## WEST AUSTRALIAN HEALTH DEPARTMENT

### **Primary Objectives of the LLLS program**

The LLLS project met the objectives identified by Health Department Contract:

#### **Promoting and enhancing healthy lifestyles**

COTA has raised awareness of the benefits of strength training within the aged care sector, medical sector and within the seniors' community, through an intensive promotional campaign. This includes all forms of media including television, seniors' papers and magazines, fitness industry publications and talks to community and seniors groups.

In addition COTA has held public seminars, which have had a tremendous response.

#### **Supporting quality independent living at home**

By providing strength training opportunities for all seniors, the incidence of falls can be reduced. Although this is immeasurable, acknowledgement of preventative measures such as LLLS is evident in government policy changes.

#### **Providing increased and affordable access to Community services**

COTA has provided easier access to strength training programs for over 50's through its endorsement of fitness facilities. There are currently 71 centres providing the LLLS program in WA.

COTA (WA) is currently engaged in recruiting centres in the Kimberley, Great Southern and South West so that more Western Australian seniors can benefit from the program.

The service has been made affordable for over 50's by limiting the amount seniors can be charged. This has been achieved by a restriction placed on the maximum allowable session rate. Alzheimer's Australia is also subsidising assessment fees in 5 centres for pensioners.

#### **Reducing social isolation**

A significant part of the LLLS program is to provide opportunities for socialisation. To enable this all centres are encouraged to provide an area for people to share a "cuppa" after each exercise session which encourages participants to socialise with people in the program as well as with

other people in their respective clubs. In addition, centres celebrate birthdays and other significant calendar events.

### **Encouraging supportive and safe communities**

COTA has created networks between the health sector (GP's, community health, aged care and allied health) and the fitness sector to provide better communication about the needs of seniors and services available within the community.

The LLLS program has also increased job opportunities in the fitness sector especially for mature aged instructors who can act as role models amongst their peers.

### **Future**

With our Health Department funding finishing June 30<sup>th</sup> 2011 we are in the process of working with the Department of Health to piece together a new funding package for a further three years.

With the program expected to grow further in 2010-2011 and continue to develop into the health sector we are looking at using this funding to improve our service to our providers, especially regionally and to work with local governments in the regions to provide LLLS to those seniors in those areas. We will also continue to develop the tiered health system and raise awareness of the role of physiotherapists and exercise physiologists within the LLLS program.

---

## **RECOGNITION**

COTA (WA) would like to acknowledge the support of the following organisations for their support in the LLLS™ project;

### ***Funding Support***

Aged and Community Services Western Australia

Australian Barbell Company

Bendigo Community Bank, Fremantle Branch

Beyond Blue

Carers WA

CommunityWest

Department for Communities Western Australia

Department of Health Western Australia

GESB

Have a Go Newspaper

Healthsuper

NPS

Rosewood Care

***Support in Kind***

City of Canning

Council on the Ageing Victoria

Department of Health WA Health Networks

Injury Control Council of Western Australia Inc.

Snap Printing – East Perth

Nathan Trengove, Active Ageing Manager



PEER EDUCATION PROGRAMS

BEYOND MATURITYBLUES

During the year the following people have been active in the *beyond maturityblues* program.

**Staff**

Marlene Robins

Jane Newsome

**Peer Educators**

John Anderson

Malcolm Ginn

Roberta Gripton

Mary Hobson

Maureen Holmes

Joan Jarman

Marie Moloney

Melva Molyneux

Maggie Richardson

Dawn Sim  
Jen Stewart  
Bob Ziegler

**Italian Program**

Gemma Altieri  
Luisa Biondo  
Connie Di Perna  
Maria Longo

A total of 74 *beyond maturityblues* sessions were delivered during the year. Most of these took place in the Metropolitan area, but sessions were also delivered in Moora and Busselton. Five sessions were presented in the Italian language as part of the Italian Program.

Jane Newsome and Marlene Robins attended COTA SA in Adelaide during February for additional training to incorporate information on anxiety into the peer education session. Subsequently peer educators attended in-house training to become familiar with the new information.



---

**SENIORS QUALITY USE OF MEDICINES PROGRAM**

During the year the following people have been active in the Seniors Quality Use of Medicines (SQUM) program.

**Staff**

Jane Newsome

**Peer Educators**

Theo Bushe-Jones  
Agnelo D'Souza  
James Duck  
Joan Jarman  
Marie Moloney  
Melva Molyneux  
Maggie Richardson  
Jen Stewart  
Bob Ziegler  
Pat Zanetti

A total of 77 SQUM sessions were facilitated during the year, which was slightly above our target of 70 sessions. Most of these were the general 'Medicines and You' session, though 15 included one of the supplementary topics (Sleep Problems, Chronic Pain, or Type 2 Diabetes). Whilst the majority of presentations were held within the Perth Metropolitan area we were also able to facilitate 3 sessions in country towns (Busselton, Pinjarra and Moora).

---

## HOME AND COMMUNITY CARE (HACC) PROGRAM

During the year the following people have been involved in the HACC program

### Staff

Jane Newsome

### Peer Educators

Clive Gear

Malcolm Ginn

Mary Hobson

Maureen Holmes

Joan Jarman

Graham Spence

Rhonda Spence

Pat Zanetti

The HACC Peer Education Program was developed in 2010 by Jane Newsome and Bev Wheeler (CommunityWest). Eight peer educators were trained during October, with assistance from Elvira Caporn from CommunityWest. Twenty metropolitan sessions were presented during the year.

---

## PROMOTION OF THE PEER EDUCATION PROGRAMS AND SUPPORT OF PEER EDUCATORS.

Sessions for peer education programs were generated using a number of strategies including mail-outs (post or email) to seniors groups and clubs, and direct telephone contact. Promotion of peer education sessions and also NPS and *beyondblue* has been ongoing at numerous COTA events, expos and other events throughout the year.

During the year two general support meetings were held for all peer educators, as well as additional support and update training meetings for individual programs.

## POLICY REPORT

Policy and advocacy work is one of our key business areas, and we were fortunate in having Lyneve Cannon as our National Policy Officer during 2010-2011. Lyneve also generously gave her time in a voluntary capacity to assist with State policy work. Policy Committee membership has grown and we are pleased to have so many people assisting us with the wide range of issues that we are asked to comment on.

Age discrimination is a target of our activity at a State and national level, and abolition of age discriminatory provisions in the WA Workers Compensation and Injury Management Act was a major victory for us. Federally, the announcement that an Age Discrimination Commissioner would be appointed was warmly welcomed.

We contributed to many and various submissions, reports and consultations during 2010-2011. Topics discussed by our Policy Committee have included:

- Mobility Scooter safety, regulation and insurance
- Voluntary euthanasia
- Aged Care Reform
- The Advisory Panel on the Economic Potential of Senior Australians
- UN Convention on the rights of Older People
- Energy issues and utility pricing
- Ageing in Regional, Rural and Remote Australia
- Federal and State Budgets
- Retirement Incomes
- Seniors' housing
- Aged care Approvals round
- Carers
- Social isolation and loneliness
- Palliative Care
- Carbon Tax compensation
- "The Role of Cheques in An Evolving Payments System"
- Retirement Village legislation
- Park Home legislation
- Needs of CaLD seniors

**The State Budget** contained some initiatives for seniors, including extension of Seniors Card to 405/410 Visa holders for those who have lived in Western Australia for a minimum of 5 years and have resided in WA for a minimum of 6 months each year. Seniors can now work for 25 hours or less per week over a twelve month period. This is a valuable extension of assistance to a relatively small group whose calls for help have fallen on deaf ears previously.

We welcomed the Cost of living Rebate increase, however it was noted that this increase will be eroded by the increase in Utility charges over the next twelve months. This will be particularly difficult for Seniors given that they are reluctant to access programs such as the Hardship Utilities Grants Scheme (HUGS). We are actively involved with the tariff and concessions review.

The Not-For-Profit Assistance funding package was also welcomed. The main beneficiaries are Church organisations or those who deliver front line services and much of the funding will be for wages. COTA will not benefit and HACC services are excluded. Concern was expressed about other NFP's ability to pay increased wages in a more competitive market with no increase in funds.

Establishment of a Seniors Housing Information Service by the Department of Commerce is a very good initiative, which we have urged in State budget submissions.

**The federal budget** delivered on a number of election promises including the establishment of an office to support the new Aged Discrimination Commissioner, the Work Bonus for age pensioners and builds on initiatives like the Experience Plus program for mature aged workers. We welcomed the significant additional investment in mental health, something we identified in our 2010 election strategy and was identified by the Prime Minister as a priority for this term of Government. Whilst there are no specific services for older people we believe that the additional funding for adult services will benefit t older people.

COTA welcomed the continued funding for the National Bowel Cancer Screening program, something we had recently identified as a priority issue as bowel cancer predominantly affects older people.

Very significant work was done on aged care reform and our national staff worked very hard with the National Aged care Alliance to develop a strong position. Our submissions to the Productivity Commission had a strong impact on the final report, and we have worked closely with Minister Butler and his office since his appointment. We will continue to advocate strongly for aged care reform implementation in 2011-2012.

Our policy capacity is severely limited by lack of funding but we have extended our work in areas such as organisational member forums and Policy Briefings despite this. 2011-2012 will see the development of a strategic plan for policy within the overall strategic plan and a more focussed approach that will channel resources to priority policy areas.

**Bettine Heathcote, Chairperson, Policy Committee**



## RETIREMENT SEMINARS

In partnership with several superannuation funds, we continue to present "Lifestyle Issues in Retirement" talks to pre-retirees. This important work highlights the need for preparedness to meet the changes that come about when leaving the paid workforce.

## SENIORS WEEK COMMUNITY GRANTS

The Seniors Week Community Grants Program is an annual funding program, which enables local government and community based organisations to access small amounts of money to help meet the costs of hosting events during Bendigo Bank Seniors Week. The events funded attract a wide range of seniors from all walks of life, and once again the grants were targeted at events which can attract the most disadvantaged seniors where possible.

The 2010 program yet again saw an increase in the number of the applications received, and with the support of the Department of Communities and LotteryWest, 65 of these projects were funded. A variety of events were held which included concerts, river cruises and a 50 year reunion. Events were held all over Western Australia including regional areas.

## TECHNOLOGY TRAINING

### COMPUTER LESSONS

Many seniors are keen to use electronic technology and seek help with learning the new skills required to access information on the Internet, send emails to friends and relatives, process digital photos and even learn how to Skype. This year we continued to hold our very popular one-on-one computer classes, which were attended by 56 seniors.

These sessions were ably presented by our volunteers, who we would sincerely like to thank;

- Bob Heasman
- James Patterson
- Liz Stafford
- John Stephens
- Roger Vella-Bonavita

### MOBILE PHONES

During the year COTA introduced a range of mobile phones designed for seniors with features such as a big button key pad, larger letters in the display and a SOS button. To coincide with the launch of this COTA WA commenced mobile phone training to assist individuals purchasing the COTA mobile or mobiles from other providers. Participants learnt how to navigate their phones, make phone calls, saving numbers in their phone book and much more.

These classes were taught by John Stephens, who did a remarkable job given the array of different mobiles he had to work with.

### TECHNOLOGY TROUBLESHOOTING DAY

As part of Adult Learners Week 2010 (1 to 8 September 2010) COTA WA received funding from the Department of Training and Workforce Development to host a Technology Troubleshooting Day. The event provided an opportunity for seniors to come along and ask our volunteers about any small problems they were having with their computer, internet or phone. The event was quite successful with 45 people attending across the duration of the session.

COTA WA was lucky to receive the support of several individuals and organisations who helped out on the day, and we would like to thank;

- Department of Training and Workforce Development
- Ryan Hewett and iiNet
- Marie Moloney (COTA WA Volunteer)
- Perth PC Users Group
- Glenn Robinson (Home Technology Assist)
- Liz Stafford (COTA WA Volunteer)
- John Stephens (COTA WA Volunteer)

---

## TECHNOLOGY RESEARCH: WHERE DO I START? FEMALE SENIORS AND THE INTERNET

Co-funded by the Australian Communications Consumer Action Network (ACCAN), this COTA WA research project was established in response to a West Australian Government report which showed that fewer than 30% of WA Women over 65 had used a computer at home in the previous 12 months and fewer than 25% had accessed the internet.

While there have been many studies and surveys about internet use in the general population, there have been fewer investigating the experiences of seniors use of the internet and none could be found in female seniors.

As the population ages, the number of government agencies and organisations servicing seniors is also growing. This, combined with the reality that most agencies and organisations are making (or have made) the internet their preferred means of information and service delivery suggests that those without the means to use the internet may be at a significant disadvantage.

The program sought to:

1. Identify factors affecting female seniors' use of internet-based resources
2. Determine whether there is a gap between female seniors internet users and non-users, specifically relating to information and service provision, and whether (and in what ways) this impacts wellbeing
3. Make recommendations for inclusive forms of information dissemination and internet access for seniors.

The research paper and findings were released at the Active Ageing Conference on Thursday 23 June 2011. Copies of the report are available by contacting the COTA WA Office.

We would like to acknowledge the assistance of a number of people and organisations in assisting with this project;

- Australian Communication Consumers Action Network (ACCAN) for the funding provider to undertake the project and promotion of the research.
- The participants in the study, who gave their time and shared their thoughts so generously.

- For their assistance in publicising the study, recruiting participants and providing venues;
  - Citiplace Community Centre, Perth
  - Older Women’s Network, Gosnells
  - Tania Trengove, City of Canning
  - Alan O’Toole and Staff of Pendana (Multicultural Respite Services), City of Canning
  - Paul Hogan, City of Cockburn; and
  - Hub of the Hills, Mundaring
- Professor Simone Pettigrew, University of Western Australia, in providing invaluable advice concerning study design, research methods and working with seniors.
- Dr Ann Zubrick and Dr Bob Ziegler for reviewing the research ethics application.



**COTA WESTERN AUSTRALIA**  
 PO Box 7896, Cloisters Sq.  
 Perth WA 6850  
 ABN 79 970 893 100

Suite 1, Level 3  
 110 William Street  
 Perth WA 6000

P:(08) 9321 2133  
 F:(08) 9321 2707  
[www.cotawa.asn.au](http://www.cotawa.asn.au)