

**Council on the Ageing
Western Australia Inc.
Annual Report 2011-2012**



CONTENTS

What is the COTA WA and what do we do?	2
Patron	3
Honorary Life Members	3
Board of Directors at 30 June 2012	3
Policy Committee	4
Staff	4
Supporting organisations	5
President's Report	9
Chief Executive's report	11
Financial Report	13
Projects and Programs	13
Administration	13
Information provision	14
Living Longer Living Stronger	15
Peer education programs	20
COTA WA Seniors' Housing Centre	22
Retirement seminars	24
Seniors Week Community Grants	24
Technology Training	24
Policy report	25
National Issues	25
State Issues	26

What is the COTA 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 4,000 individual supporters and more than 150 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 the Seniors' Housing Centre, 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.

Patron

His Excellency Mr. Malcolm James McCusker, AOC, CVO, QC, Governor of Western Australia.

Honorary Life Members

Mrs Betty Harrington

Mrs Bettine Heathcote AM

Mrs Clare Zilko

Board of Directors at 30 June 2012

Office-Bearers

President Hon. Bob Kucera

Vice President Dr.. Ann Zubrick

Executive Member Bob Raisbeck

Executive Member Dr.. Bob Zeigler

Directors Peter Bracegirdle

Judy Hogben

Marie Moloney

Rhonda Parker

Maria Rico

Frank Schaper

Shelley Whitaker

Chief Executive Ken Marston

Auditors Macri Partners

Policy Committee

Bettine Heathcote (Chairperson)

Kate Beaumont

Chris Jeffery

Helen Joyce

Luke Garswood

Phillip Griffin

Wendy Hudson

Theresa Kwok

Ken Marston

Bob Raisbeck

Donna Turner

Chris Twomey

Bob Ziegler

Ann Zubrick

Staff

Chief Executive

Ken Marston

Active Ageing Manager

Nathan Trengove

Finance and Administration Officer

Flyura Pak

Policy Officer

Chris Jeffery

Project Officer

Jane Newsome

Project Officer

Marlene Robins

Program and Project Officer

Nicole Joubert

SHC Education Officer

Phillip Airey

SHC Information Officer

John Millar

Supporting organisations

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

Advocare Inc
Aged & Community Services Western Australia
Leading Age Services Australia - WA (previously Aged Care Association Australia WA)
Albany Region Over 50's Recreation Association (Inc)
Alzheimer's Australia WA Ltd
Amana Living
Amaroo Village
Australian Anglo Burmese Society Inc
Australian Asian Association of WA Inc
BaptistCare
Bassendean Senior Citizens Welfare Association (Inc)
Bayswater ECHO
Bayswater Senior Citizens Association Inc.
Beverly Community Resource Centre Inc
Braemar Presbyterian Care
Bridgetown Greenbushes Recreation Centre
Brightwater Care Group
Brookton Men's Shed Inc.
Busselton Senior Citizens Centre
CapeCare
Capel Senior Citizens
Care Options Inc
Carers WA
Champion Lakes Boating Club Inc
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 Gosnells
City of Mandurah
City of Melville
City of Stirling
City of Subiaco
City of Subiaco (Community Services)
City of Swan
City of Swan (Library Services)
Collie Adult Day Centre
Commonwealth Respite & Carelink Centre
Contenance Advisory Service of WA Inc
Coolgardie Community Resource Centre / Coolgardie Telecentre

Craigcare
Cunderdin Community Resource Centre
Dale Cottages (Inc) / City of Armadale
David Wirrpanda Foundation
Denmark Dr.agon Boat Club Inc.
Dowerin Companion Club
East Pilbara Independence Support Inc
Esperance Home Care - Shire of Esperance
Esperance Public Library
Film & Television Institute WA Inc (Seniors on Screen)
Givlife Incorporated
Goomalling Community Resource Centre Inc.
Gosnells Women's Health Service Inc (IGWHS)
Greenbushes Ratespayers and Residents Association Inc.
Hall & Prior Aged Care Organisation (Varna Pty Ltd / Fresh Fields)
Harvey Health and Community Services Group Inc
Harvey Public Library
Harvey Recreation and Cultural Centre Inc
Health Consumers' Council
Hills Community Support Group Inc
Independent Living Centre of WA (Inc)
Injury Control Council of WA (Inc)
Italian Aged Care Incorporated
Jewish Care WA (Inc)
Kalbarri Senior Citizens Group Inc
Karridale Progress Association Incorporated
Koorda Community Resource Centre Inc.
Lake Grace Development Association
Lawley Park Residents Management Advisory Committee
Learning Centre Link
Legacy Fund of Perth
Loftus Community Centre
Mandurah Croquet & Recreation Club Inc
Masonic Care WA (Freemasons WA)
Maylands Autumn Club Inc
Meath Care (Inc)
Melville Cares Inc
Men's Advisory Network
Merredin Senior Centre (Inc.)
Moora Historical Society Inc.
Mt Laverna Retirement Village (Inc)
Multiple Sclerosis Society of WA (Inc)
Mundaring Sharing Incorporated
National Council of Women WA
National Seniors Association Mandurah / Murray Branch Inc.
Naturaliste Community Centre
Nedlands Community Care
Northam Army Camp Heritage Association Inc

Northam Heritage Forum Inc.
Northampton Historical Society Inc
Northern Men's Shed
Older Women's Network (WA) Inc.
Park Home Owners Assoc WA Inc
Parkinson's Western Australia Inc
Peel Seniors Net Association. Pty Ltd
People Who Care
Pilbara & Kimberley Care Inc
Prime Timers Western Australia
Rainbow Coast Neighbourhood Centre Inc. (RCNC)
Redcliffe Primary School
Regis Aged Care Pty Ltd
Retired Teachers' Association
Retirement Village Association of WA
Riverview Community Services Inc.
Rod Evans Community Centre
Royal Australian Air Force (WA Div) Inc
Senior Indians of WA (SIWA)
Seniors Recreation Council of WA Inc Peel Branch
Serpentine - Jarrahdale Shire
Shire of Broome (Broome Recreation and Aquatic Centre)
Shire of Capel
Shire of Carnarvon
Shire of Chittering
Shire of Donnybrook-Balingup
Shire of Kondinin
Shire of Mukinbudin
Shire of Mundaring
Shire of Murray
Shire of Nannup
Shire of Narembeen
Shire of Northam
Shire of Pingelly
Shire of Shark Bay
Shire of Wandering
Shire of West Arthur
South Lake Ottey Family & Neighbourhood Centre
South Perth Bridge Club Inc
South West Seniors Expo Inc
Southcare Inc
Spanish Speaking Seniors Association
Sunshine Welfare Action Mission Australia
Swan Region Seniors Group - Midland. Tea Dance Sub-Committee: "Swan Seniors Entertaining"
Tambellup Community Resource Centre
TAPSS Community Care Inc
The Bethanie Group Inc.

The Burmese Association of WA (Inc)
The Centre for Cerebral Palsy
The Spiers Centre Inc
Three Springs Shire / Community Action Group
Torchbearers for Legacy in WA
Town of Bassendean
Town of East Fremantle
Town of Mosman Park
Town of Narrogin, Narrogin Homecare
Town of Narrogin, Narrogin Regional Library
Town of Vincent Library and Local History Centre
Trinity School for Seniors
Uniting Church Homes
WA Deaf Society
WA Department of Health
WA Retirement Complexes Residents Association Inc
WA Sri Lanka (Ceylon) Association Inc.
WA Tamil Seniors Association
Walridge Village Residents' Association
WA Voluntary Euthanasia Society Inc
Western Australian Council of Social Service - WACOSS
Wheelchair Sports WA Association
Wickepin Volunteer Resource Centre
Williams Community Resource Centre Inc
Women's Healthworks
Woodlupine Seniors Groups
Wyalkatchem Men's Shed
Wyndham Family Support Inc.
Relacs Pty Ltd

President's Report

It has been my pleasure to lead the Board of COTA WA as President over the last two years. This is an organisation with a long and proud history of achievement since its establishment in 1959, which has as much, if not more, relevance in 2012 than ever before.

Your Board, staff and volunteers have worked long and hard and we have continued to provide a high level of service to the community in all key areas of responsibility - policy and advocacy work, membership services and our projects and programs. At the national level COTA has been actively involved in the Aged Care Reform agenda that is so vital to ensure that older Australians receive the ongoing care and support that they deserve.

At State level during this past year, it has been pleasing to see legislative changes in areas as diverse as Workers Compensation for Older Workers, The Retirement Villages Legislation, and the reversal of a State Government decision to deny pensioners in State Housing the benefit of a Federal Rental subsidy. All achieved through focussed advocacy and representation by COTA WA and its partner Community Organisations.

Further details are in this Annual Report, which I commend to members, but in particular, establishment of our Seniors Housing Centre was a highlight of the year for me, enabling us to fill a vitally important role in the lives of seniors – housing is one of the fundamentals and an area where much work needs to be done if we are to resolve the crisis which is seeing an increasing number of seniors homeless or at risk of homelessness.

We have also focussed on lessening the isolation that many older Australians feel, and in that regard will continue to pursue the State Government to reverse the cruel funding cuts that have resulted in the cancellation State-wide, of the “First and Second Click” computer education classes for Seniors and vulnerable West Australians. COTA WA has shouldered some of the shortfall, but at a cost to our volunteers and other programs.

As a Board we have spent some considerable time re-evaluating our strategic direction to ensure that we remain up to date and well prepared to meet the challenging and changing environment that we face. I am pleased to present our strategic plan for 2012 to 2015 to you today.

The strategic planning process was undertaken by the Board in consultation with staff and key stakeholders. I would like to thank Dee Roche who facilitated one of our planning sessions. We have developed a concise document that clearly sets out our vision of “*An equitable, just and inclusive society in which older people can flourish*”. I commend it to you.

This document is neither merely words on a page, nor something destined to gather dust. As a living document it will guide our actions over the next three years, telling the world what we are about and making us accountable to the community.

Similarly at national level, as your representative and Director on the Board of COTA (Australia) we have developed an overarching Strategic Plan that underpins the federated members in their endeavours.

At both national and state levels, it has been and will continue to be a challenging time for all COTAs, as governments of all persuasions come to grips with the enormous demographic change that is facing our nation. The voice of older Australians is now a strident and powerful force for change, something that all Governments must take note of.

I am proud to be the President of COTA WA, an organisation that uses this power wisely. I would like to thank my fellow Directors, our committed and tireless Chief Executive Officer and his staff and all our volunteers who make it possible for us collectively to achieve so much for seniors, not only in our great State, but across the entire nation.

I would like to conclude by thanking Frank Schaper for his work and commitment to this organization and to seniors in general. Frank has completed six years as an elected Board member - six years during which he was also CEO of Alzheimer's Australia WA - a very demanding role in which he achieved a great deal. Please join me in thanking and acknowledging Frank.

Hon R.C (Bob) Kucera APM, JP

President



Chief Executive's report

COTA WA continues to grow and prosper, making the voice of seniors heard throughout Western Australia.

Our major achievement in 2011-2012 was our successful tender for the establishment of the Seniors Housing Centre – a project which has already proved its worth after only a few months in operation. Housing is fundamental to people's wellbeing. While there are many and various forms of housing for seniors on the market, including retirement villages and lifestyle villages, we are seeing an increase in the number of seniors under housing-related stress. Homelessness is increasingly evident amongst seniors; private rentals are unaffordable; public and community housing is in scant supply; and the rate of home ownership amongst retirees is diminishing.

The work of the Seniors Housing Centre was supplemented during the year with other housing related work, including a successful seniors' housing forum which we ran in conjunction with the Australian Institute of Urban Studies and sponsored by the Department for Communities. We have also been successful in our application for a social research grant from Lotterywest to look at seniors' housing tenure issues. This research will be conducted by Associate Professor Eileen Webb and her colleagues at UWA Law School.

Housing was also one of the key issues for our 2012 Active Ageing Conference. The conference built on the success of our inaugural event in 2011, and was well attended by representatives of our organisational membership and other not-for-profit organisations, government officers and individual members. Staff, volunteers, board members and conference committee members worked long and hard to stage a very high quality, low cost event.

Our policy work in 2011-2012 included the review of the retirement village legislation which reached its conclusion with the first of two Bills introduced into Parliament. We have been very happy to work closely with and support the WA Retirement Complexes Residents' Association (WARCRA) throughout the review, as we will work with park home residents in this year's review of the Residential Parks (Long Stay Tenants) Act 2006.

Living Longer Living Stronger continues as our flagship active ageing program. We are in the final year of our contract with the Health Department of WA, but we are confident that this program, which benefits thousands of seniors, will continue and we hope to supplement funding through other funding sources in 2012-2013.

Our Crime and Safety work has been popular, with sessions booked out wherever we have presented them, and we hope to secure additional funding for their continuation this year.

Our peer education programs, *beyond maturity blues* and Seniors Quality Use of Medicines remain popular, delivering key messages on health issues to seniors. Contracts for those programs expire in 2013, so we will be seeking continuation of funding or alternative sources to enable their continuation.

Individual membership numbers are growing slowly; organisational membership growth is stronger. Over the last two years we have expanded the number and scope of events of interest to both groups. We remain the third biggest COTA in terms of membership, after South Australia and Victoria, a considerable achievement considering the relative population of this state, but we would welcome an increase in membership, so please tell your friends and relations that COTA WA is worthy of their support.

Nationally, we have contributed strongly to the campaign for aged care reform, and we have also voiced Western Australian issues in a range of representations to the federal government. Bettine Heathcote, who was recognised this year through the award of the Australia Medal, and Chris Jeffery, our very part time Policy Officer, have achieved much with limited resources to make WA seniors' views known through our National Policy Council as well as in submissions to government.

Staff and volunteers continue to work well together. Staff changes in 2011-2012 included the replacement of Christie Lohr with Nicole Joubert as our Project and Program Development Officer, and employment of John Millar and Phil Airey in the Seniors Housing Centre. Beryl Allen has left us after a 15 year career as a volunteer, and we have recruited new volunteers for administration and other roles. Our computer training continues, thanks to the work of Liz, Roger and John with the support of Kaye, who coordinates bookings. I thank all our workers for the efforts they make and the positive attitude they bring to our work.

Directors have also worked hard during the year, supporting, assisting and guiding COTA WA. Our strategic planning has progressed slowly but surely, and I am sure that the new plan will provide a sound basis for our future growth and development as the peak seniors' organisation in Western Australia. Thank you, Bob Kucera and your fellow Directors.

Thank you all for your continuing support.

Ken Marston, Chief Executive



Financial Report

While we strive to accomplish a small surplus every year, that isn't always possible, but the financial year 2011-2012 saw us recover from a deficit of \$56 000 in 2010-2011 to achieve a surplus of \$65 000.

This was achieved through sound financial management, increased efficiencies, and growth in our income. Winning the Seniors Housing Centre contract gives us a second major State Government contract which enhances our sustainability.

While we are not here primarily to make money, without a sound financial base we cannot achieve our objectives and we will continue to seek funding opportunities and develop our income streams to ensure that we can meet the growing needs of seniors in our community.

Finally, it is important that we recognize the non-monetary contribution made by our volunteers that enables us to do so much with so little. The COTA WA team comprises a few paid workers who are supported and outnumbered by our many wonderful volunteers. If you were on our balance sheet, we would be billionaires, but your work can't be reduced to mere dollars and cents!

Thank you for your contribution to making COTA WA a great organization.

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 volunteers, who are ably supported by Finance and Administration Officer, Flyura Pak.

- Edith Pedersen
- Kay Douglas
- Sue Campbell
- Jeannette Monteiro
- Megan Ellis
- Pat Billett
- Elaine Hardy
- Peter Bacheland-Lammas
- John Stephens
- Liz Stafford
- Roger Vella Bonavita

The first seven of these volunteers look after the reception and do additional “little jobs”, such as preparing LLLS, SHC packages, data entry and filling show bags.

In addition,

- Kay looks after computer class bookings & Membership donation receipts
- Sue helps me with administration and bookkeeping
- Megan deals with policy issues and takes minutes at meetings
- Elaine gives a hand to Nicole & Nathan with LLLS, grants and event data entries
- Peter does some work on seniors housing.
- John, Liz & Roger are our computer teachers plus they participate in our IT info sessions at Citiplace & Technology Trouble Shooting Day
- Edith & Jeannette look after reception at annual LLLS Awards Night & Conferences as well as other events.

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.org.au and www.lllswa.org.au, are also commonly utilised information sources. The main COTA WA website is highly ranked on Google, which leads to us to receive 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 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. 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

This past year has seen the Living Longer Living Stronger™ consolidate itself as the premier strength and exercise program for the over 50's in Western Australia. The program continued to expand its reach throughout the state and in a program-first initiated expansion into the Aged and Community Care Services area as part of our new and extended contract with the WA Department of Health's Injury Prevention Branch. With a further year to go on this contract we are well placed to go above and beyond in meeting the requirements for future funding.

Nathan Trengove continued as our Active Ageing Project Manager and was joined by Nicole Joubert in the role of Projects and Programs Development Officer. Nicole has an academic background in Health Promotion and is a very welcome addition to the team after taking over the role left vacant by Christie Lohr.

Our agreement with the WA Department of Health was extended for a further two years and continued to have a strong focus in the area of Falls Prevention and expanding the scope and uptake of the Stay On Your Feet® WA message, particularly Step 1: Be Active. Nathan has continued to be an integral part of the Department of Health's Falls Prevention Executive Advisory Group and has expanded the scope and knowledge of the LLLS program and its recognition as a "Community Exercise Intervention" included in the *Falls Prevention Model of Care*.

The third annual Living Longer Living Stronger Excellence Awards Dinner was held at the Metro Hotel Perth to conclude Seniors Week and in a first for the event, was sold out!! The event's Master of Ceremonies was media personality and former AFL footballer Adrian Barich with entertainment from DJ Rudy. We were joined from Germany, via Skype, by very special guest Dr.. Charles Eugster the world's oldest competing bodybuilder and oarsman. Dr.. Eugster shared with us his stories and successes and stressed that age "was only a number and you could do anything at any age!"

As in previous years the awards were sponsored by the Australian Barbell Company and presented in three categories, Most Outstanding Provider, Instructor and Achievement by a Participant in both metropolitan and regional categories. Gold Excellence Awards were also presented to those providers who have demonstrated outstanding service to the Seniors of Western Australia over a five year or longer period.

Award winners for 2011 were:

Regional Awards

Most Outstanding Regional Provider

Eastern Goldfields YMCA, Kalgoorlie

Most Outstanding Regional Instructor

Carmel Ietto (Harvey Recreation & Cultural Centre)

Most Outstanding Achievement by a Regional Participant

Jon Brein (Bay of Isles Leisure Centre, Esperance)

Metropolitan Awards

Most Outstanding Metropolitan Provider

Riverton Leisureplex

Most Outstanding Metropolitan Instructor

Damian Pavlinovich (Como Health & Fitness)

Most Outstanding Achievement by a Metropolitan Participant

John Skudder (Riverton Leisureplex)

The Living Longer Living Stronger website has continued to expand and improve and weekly traffic has increased significantly in the past 12 months to over 300 visits per week! Linked with an increased presence on social media site Facebook and Twitter LLLS is targeting over 10,000 people just through our Facebook and Twitter followers alone.

The recognition of the *Tiered Health System* has expanded in 2011/2012 with an increase of over 40% in referrals from General Practitioners, Practice Nurses, Allied Health Professionals and Hospital discharges. The improved pathways will continue to be strengthened in 2013 and beyond and LLLS will continue to encourage referrals into this very successful and life changing program. 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.

In the first 12 months of operation the *Participant's Information Pack* has been a huge success with over 3,000 packs distributed across the state. 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.

The second annual WA Active Ageing Conference, *What's New in Ageing?* was held in June at the Tradewinds Hotel in Fremantle. The conference experienced exponential growth with more than fifty more attendees and five more sponsors on board for 2012 than in 2011.

We were joined by renowned presenters Dr. Norman Swan, Dr. Penny Flett, Professor Gill Lewin, Dr. Tim Henwood and Glenn Mitchell with Glenn presenting an inspiring look into his life at our first conference dinner which included entertainment from former Australian Idol contestant Chris Murphy.

Training and Recruitment

This past financial year the LLLS™ program has *accredited a further 7 providers of the program including one in regional WA.*

New providers 2011-2012:

- **Bethanie Community Wellness Centre, Rockingham & Menora** – Rockingham launched and running, Menora suspended indefinitely (this centre is currently not operating due to not meeting instructor requirements; we hope to rectify this situation as soon as possible).
- **Body Logic Physiotherapy, Claremont** – located at Bethesda Hospital Clinic, Claremont, currently not in operation due to staff holidays, a launch is expected in the next 4-6 weeks.
- **Bounce Physiotherapy, Balcatta** – launched 29th September 2011
- **Transitions Health & Fitness, Jandakot** – launched 28th March 2012
- **Mandurah Aquatic & Recreation Centre, Mandurah** – Upgrade to include tier 1 services (Exercise Physiologist) on 23rd April 2012 (**Regional**)
- **Morley Sport & Recreation Centre, Morley** – Upgrade to include tier 1 services (Physiotherapist) on 7th May 2012

We have a number of other providers who have committed to commencing the program in the next financial year. The names and locations are listed below.

New providers 2012-2013

- **Augusta Recreation Centre, Augusta** – to launch 22nd October 2012
- **Margaret River Recreation Centre, Margaret River** – to launch 21st October 2012
- **Medicare Locals North, Osborne Park** – We have signed an agreement with Medicare Locals North who cover from Osborne Park to Yanchep, launch expected early September 2012.
- **Murdoch University branch of Como Health & Fitness Exercise Physiology Clinic, Murdoch** - to launch in November
- **Progress Physiotherapy Services, Bunbury** – to launch October/November
- **Walpole Sport and Rec Centre, Walpole** – currently waiting for staff to finish relevant accreditation, located in Shire of Manjimup, possibility of also accrediting Manjimup Aquatic Centre.

ICCWA and COTA WA partnership

Following on from the initial partnership established many years ago, a Memorandum of Understanding (MOU) was agreed upon between the Injury Control Council of Western Australia and COTA WA that has been implemented 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 five centres for low income seniors.

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 (GPs, 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

We are in the process of working with the Department of Health to piece together an extension of our funding agreement through to June 2014 .

With the program expected to grow further in 2012-2013 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 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 News
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

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
Melva Molyneux
Maggie Richardson
Jen Stewart
Bob Ziegler
Pat Zanetti

A total of 61 SQUM sessions were facilitated during the year, which was slightly above our target of 60 sessions. Most of these were the general 'Medicines and You' session, though eleven included one or more of the supplementary topics (Sleep Problems, Chronic Pain or Managing Pain). Whilst the majority of presentations were held within the Perth Metropolitan area we were also able to facilitate two sessions in Broome and five sessions in less remote country towns (Bunbury, Binningup, and Harvey).

Jane Newsome attended the National Medicines Symposium in Sydney during May.

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
Melva Molyneux
Maggie Richardson
Jen Stewart
Bob Ziegler

Italian Program

Gemma Altieri
Luisa Biondo
Connie Di Perna
Maria Longo

A total of 68 *beyond maturityblues* sessions were delivered during the year. Most of these took place in the Metropolitan area, but sessions were also delivered in Broome (4), Bunbury (2), Collie and Harvey. Two sessions were presented in the Italian language as part of the Italian Program.

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
Graham Spence
Rhonda Spence
Pat Zanetti

Seventeen 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. A diverse range of seniors groups hosted sessions. These included retirement villages, chronic illness and carers' support groups, church groups, membership based seniors organisations, Probus clubs, Library groups, Senior Citizens groups, CWA, RSL and Laurel clubs, Weightwatchers groups, U3A, CaLD cultural groups and adult day centres. There were also presentations at expos and festivals.

Promotion of peer education sessions and also NPS and *beyondblue* took place at numerous COTA events, expos and other events (including country radio stations) throughout the year.

During the year, support meetings were held for all peer educators. There were 'Thank you' functions for all volunteers during December and May (National Volunteer Week bus excursion and lunch in Mandurah). Several peer educators (from all programs) also participated in a focus group on e-Health Record resources as part of the requirements for the SQUM program.

COTA WA Seniors' Housing Centre



MINISTER SIMON O'BRIAN OFFICIALLY LAUNCHING COTA WASENIORS HOUSING CENTRE APRIL 2012

Following research conducted by COTA and other organisations, it was found that many seniors were re-entering the housing market with limited information, and often making decisions purely on instinct. As a response the Seniors Housing Centre was created in September 2011 as an information gateway and referral service for Seniors seeking to make informed housing changes. In March of 2012, COTA WA became the community delivery partner to the Department of Commerce (Consumer Protection) for the Seniors Housing Centre project.

The Centre does not directly offer housing or financial and legal advice, but can be an invaluable help for Seniors planning their housing futures, or trying to access the network of services available to them. Our aim is to help all Seniors make informed decisions about their housing futures. The Seniors' Housing Centre is manned by two staff, Phil Airey (Community Education Officer) and John Millar (Information Officer). The Centre is open Monday to Friday during office hours and Saturday morning 8.30 am until 12.30 pm. Queries are answered through face-to-face appointments, telephone, email and post. The services are free and confidential and open to all seniors COTA members and non-members.



MR. JOHN MILLAR AND MR. PHIL AIREY – SENIOR'S HOUSING CENTRE STAFF

Community Education is a core component of this service. The Seniors Housing Centre provides a range of free information seminars throughout the metropolitan area to seniors in groups ranging from small, conversational gatherings to large, public information sessions.

Starting with the excellent materials provided by the Department of Commerce, we have researched and developed diversified training materials from an initial topic, Making Informed Housing Decisions, to an entire range of specialist seminars dealing with housing strategies such as Downsizing, Reverse Mortgages and Accessing Equity, Low Cost Housing Options and Home Modifications. These multimedia seminars form the core basis of our Community Education programme, and allow us to make initial contact with individuals requiring one-on-one assistance and information.

The research involved in this endeavour has seen Centre staff attending and participating in a range of public forums, such as the State Government's Housing Advisory Round Table (HART), Shelter WA's Affordable Housing Forum, and events organised by the Australian Housing and Urban Research Institute, Aged and Community Services (WA), and COTA (WA). We have consulted with groups such as Advocare, ACHA (Assistance with Care & Housing for the Aged) programme co-ordinators, Southern Cross Care, WA Retirement Complex Residents' Association, and Home and Community Care to ensure the currency of our materials and our focus on delivering the best available information to seniors.

Our delivery strategy found us forming partnerships with neighbourhood community groups, local councils, members of State Parliament, Seniors Groups, superannuation funds, Men's Sheds and other groups to ensure that information is circulated to as wide a range of Seniors as possible. We have expanded our delivery from our regular monthly events at the City of Perth's Citiplace Community Centre to sites around the metropolitan area, as far afield as Mandurah, Yanchep and Mundaring.

Until the end of June these Community Education seminars were attended by 891 Seniors, 526 of whom chose to provide seminar evaluation and feedback forms. These feedback forms asked them to rate the following factors out of 5 marks, and the average from all respondents provided the following scores:

Adequate Time For Questions	3.9	Useful, Relevant Materials	4.5
Understand Seniors Housing Centre	4.5	Suitable Venue	4.6
Expectations Met	4.4	Overall	4.6
Informative, Knowledgeable Presenters	4.7		

Feedback and comments from attendants were incorporated into the delivery of future seminars, and these forms were used to provide an initial point of contact for follow up and in-depth service provision in the form of one-on-one interviews, telephone and email contact.

On a limited budget the Seniors' Housing Centre created client awareness through a combination of cold-calling community development officers at all the metro councils, contacting metro State M.P.'s plus newspaper articles in the 'West Australian' and 'Have-a-Go' newspapers.



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 2011-12 program yet again saw an increase in the number of the applications received, and with the support of the Department of Communities and LotteryWest, 90 of these projects were funded. 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;

- 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.

Policy report

In the second half of 2011, Lyneve Cannon resigned from the Policy Officer role to pursue other interests. Lyneve gave very generously of her time and expertise to COTA and sincere thanks go to her for her contribution to the organization. Chris Jeffery took on the role of managing the national policy issues in late September of that year.

The past twelve months has seen a great deal of policy activity on many fronts at both the national and state levels. These activities are outlined below:

National Issues

Policy Priorities

- Age discrimination including developing a campaign to reduce ageist attitudes
- Housing, including increasing the supply of affordable housing, especially for single females
- Concessions, focusing on ensuring that concessions retain their real value
- Energy, especially in relation to affordability and accessibility
- Reducing the digital divide by the provision of financial assistance, training and support
- Workforce participation aimed at increasing the participation of older workers in the paid workforce. This has involved participation in an ALRC research project (Age Barriers to Work) identifying the impediments to such participation
- Income support, focusing on decreasing the discrepancy between pensions and allowances
- Health issues relating to increasing the affordability of and access to health care and to oral and preventative health
- Economic potential of senior Australians, which includes the Active Ageing agenda and measures to improve a number of areas of seniors' living. A report on this initiative ("Turning Grey into Gold") was released in 2011.
- The Government's aged care package (Living Longer Living Better), released in May 2012, has resulted in a great deal of debate and participation in many forums to develop a COTA national response. The package is still being hotly debated.

Participation in NACA (National Aged Care Alliance)

Dr. Ann Zubrick, our Vice President and a member of our Policy Committee is a COTA Australia (COTA A) representative on The National Aged Care Alliance (NACA), a representative body of peak national organisations in aged care, including consumer groups, providers, unions, and health professionals. NACA members work together to advocate for a positive future for aged care in Australia. Activities in W.A. particularly relating to NACA include:

- Conversations on Ageing. These were community forums held around Australia with the Minister Mark Butler.
- Aged Care Reform including a series of documents and proposals.
- Age Well Campaign. Due to an emphasis on reviewing the Policy Compendium this initiative has had a reduced impact over 2011 but will increase in prominence in the latter half of 2012.

COTA Australia Policy Compendium

The COTA A Policy Compendium has been totally reviewed and revised and its format modified. It now reflects COTA's current position on all the key areas of concern to the organization

Policy Forum

The successful Policy Forum held in Canberra in May focussing on Well Being: Body and Mind, was attended by an invited audience. The speakers presented a number of different perspectives on the theme. Bettine Heathcote's presentation on Living Longer Living Stronger created a great deal of interest.

Other

In addition to the major initiatives and activities outlined above, there has been activity at the national level in many other areas such as the Palliative Care Inquiry, door to door selling, Workers Compensation and e-Health. WA has contributed to all of these inquiries, submissions and discussions.

State Issues

COTA WA has been active in many arenas during the year. We were fortunate in enlisting the help of a work experience graduate, Kenneth Chu, who helped us in the few months at the beginning of the year in research and policy writing.

Policy Committee Discussion Topics

- e-Health especially PCeHR (Personally controlled e Health Record)
- Regional telecommunications
- Concessions
- Advance Care Directives
- Voluntary euthanasia
- Dept for Communities Strategic Framework for an Ageing WA
- Aged Care Workforce Fund
- The economic contribution of senior Australians
- Behind Closed Doors (ALP discussion paper on elder abuse)
- Removal of the age limit for compulsory superannuation contributions
- The UN Convention on the rights of older people
- Aged care reform package
- Mobility scooter policy
- Palliative care

Policy Development and Implementation

- Continuing work on housing issues, including the review of retirement village legislation and preparation for review of Residential Parks (long stay tenants) Act 2006.
- Seniors Housing Centre opened March 2012 after 4 to 5 years work to get seniors' consumer affairs onto the agenda, we have succeeded in gaining funding for two staff in our Seniors Housing Centre until September 2013, and, hopefully, ongoing.
- Response to discussion paper on prepaid funerals – COTA WA's submission advocated a register run by government and trust accounts for monies deposited

for prepaid funerals, enhanced consumer information and education and greater surveillance by the department.

- Research into e-health implementation - COTA WA is developing a knowledge base on the issues through research and forums
- Successful Lotterywest application for seniors housing research – tenure issues - which Assoc. Prof. Eileen Webb who teaches in the Law School at UWA will be head up.
- 2011-12 Regional Telecommunications Review Submission has been completed.

Contributions to Policy (non COTA organisations)

- Participation in WACOSS emerging issues forum
- Participation in Dep. for Communities Strategic Framework for an Ageing WA
- Successful advocacy and media campaign to prevent state housing rents being increased to take part of carbon tax compensation
- Participation in Measuring the Impact of Community Care: Silver Chain Project Reference Group
- Attendance at Seniors Ministerial Advisory Council meetings
- Attendance at DHS Health & Older Australians Disabilities & Carers Consultative Forum
- Continuation of regular Seniors Alliance meetings
- Discussions with Fair Go for Pensioners Coalition WA
- Attendance at Housing Advisory Round table meetings.
- Attendance at Community Reference Group Breastscreen WA
- Attendance at Department of Human Services Consultative Forum on Health & Older Australians Disability and Carers
- Liaison with Shelter WA and other housing organisations including the Community Housing Coalition, St Bartholemews (homeless men's service), Tenants Advice Service, WA Retirement Complexes Residents' Association and Park Home Owners' Association.
- Participation in *Forum Preventing Elder Exploitation and Abuse* (Dept. of Communities)

Conferences and Forums

- Aged Care Reform Consumer Engagement: Minister's Conversation in December 2011
- Two Policy Forums: Aged Care Reform and Seniors Housing
- State Conference (Active Ageing) with attendance over 160

Bettine Heathcote, Chairperson, Policy Committee