

## Our Strategic Plan 2021-2023

### Our Vision

Ageing is a time of possibility, opportunity and influence within an equitable, just and inclusive society in which the voices of older Western Australians are respected and strong.

### Our Purpose

We promote the rights, interests and good futures of Western Australians as they age.



#### PILLAR 1

### Demonstrate Leadership

- **Establish** Alliances with state and local government, seniors sector and industry leaders to educate, inform and raise awareness of issues facing older Western Australians.
- **Engage** directly with the community on issues of importance to older Western Australians.
- **Influence** policy development through effective advocacy.

#### PILLAR 2

### Support Older Western Australians

- **Deliver** initiatives and programs that support older Western Australians.
- **Inform and empower** older Western Australians through information and resources.
- **Protect and champion** the rights of older Western Australians through CEO and Board representation on forums and committees.

#### PILLAR 3

### Grow the COTA (WA) Brand

- **Increase** awareness of COTA (WA) role and activities through increased visibility.
- **Demonstrate** our value to key stakeholders through productive engagement and partnerships.
- **Promote** positive ageing in Western Australia as part of the National COTA agenda.

#### PILLAR 4

### Ensure Organisational Sustainability

- **Maintain** funding stability and diversify revenue streams.
- **Improve** stakeholder engagement and cohort satisfaction by enhancing our value and relevancy.
- **Demonstrate** good governance through a contemporary and agile business model.