



COTA AUSTRALIA

STRATEGIC PLAN 2011 – 2013 : SUMMARY VERSION

COTA Australia is the leading national organisation advocating for the rights, needs and interests of older people.

COTA Australia's mission is to:

- Promote and protect the needs, rights and interests of all older Australians
- Be recognised by governments, the general community and the media as representing, advocating for, and serving all older Australians.

To achieve its mission COTA Australia must be a highly effective peak national body.

The following priority areas have been identified for the next three years to make COTA as effective as possible in its mission and to ensure that the COTA internal processes enable the COTA federation to work in the best way.

- Facilitate the input of older people into policy development through effective listening and the development of engagement processes that will contribute towards more effective policy development and advocacy
- Strengthen state/territory and national policy councils so they can achieve quality and timely policy outcomes
- Ensure COTA Australia is better resourced through income streams from COTA insurance and COTA member services, establishing a donation and bequest program, and increased government funding.
- Increase COTA's media and community profile.
- Foster links with key organisations both in Australia and internationally.
- Build a strong membership base to generate income and political influence
- Build robust, efficient and best practice systems of governance, management and network cooperation.

The strategic plan is put into effect through annual operational plans developed by the Chief Executive and reported against at Board meetings.

11 April 2011