

## MEDIA RELEASE for immediate use

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### Liberal Party seniors policy acknowledges COTA Tas imperatives

Tasmania's peak seniors advocacy body, Council on the Ageing (COTA Tas) is pleased that the *Celebrating Seniors* policy document released today by the state Liberal Party addresses many of the key issues identified by COTA Tas as of concern to older Tasmanians.

COTA Tas has been actively advocating via budget submissions, surveys and face to face discussions for new or improved funding for several key seniors issues, including transport access and information, elder abuse, health issues and affordable housing.

COTA Tas Chief Executive Officer Sue Leitch says that COTA Tas particularly acknowledges the additional \$450,000 promised for an extension of the Statewide Elder Abuse Strategy, including funding of COTA Tas' successful *You're Worth It* peer education program, plus additional support for the operation of the Elder Abuse Helpline and increased funding for the broadcast of the effective *Elder Abuse Is Not OK* television advertisement.

Mrs Leitch said the *You're Worth It* pilot peer education program was a particular success story for COTA and the seniors community in Tasmania, winning a prestigious innovation award and providing support and information to hundreds of older Tasmanians.

"It would be an excellent outcome were we able to continue providing this most valuable and highly regarded elder financial abuse prevention and education program beyond 2014."

Mrs Leitch also acknowledged the policy document's commitment to honouring the level of funding to COTA Tas to continue its leading role in the Inclusive Ageing Strategy, led by the recent released and acclaimed *Facing the Future* document, a comprehensive 203-page demographic profile of older Tasmanians.

"In the short time since its release, *Facing the Future* – a year in the making – has already provided valuable and previously unavailable insights for many involved in this sector.

This important document underpins a suite of research projects to be delivered over the next three years as part of the Inclusive Ageing Strategy, so a commitment to continuing this investment is welcomed," Mrs Leitch said.

*Ends*