

Strategic Plan 2018 - 2020



Our Vision

That ageing in Australia is a time of possibility, opportunity and influence.



Our Mission

We advance the rights, interests and futures of Australians as we age.



Our Values

Respect

We value all people in our diverse community.

Integrity

We act with courage, honesty and truthfulness in our words and actions.

Social Justice

We are committed to the right of all people to be treated in a just, fair and impartial manner.

Accountability

We maintain the highest standards of professionalism and personal responsibility.

Measurement and reporting

This Strategic Plan is written for the period of January 2018 through to June 2020. The COTA NSW Board will review progress on an annual basis, in particular the key strategic focus areas.

Contact us

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Meaningful engagement

COTA NSW talks to a wide range of older people around NSW to understand their lived experiences.

- Develop a Consumer Engagement Strategy designed to increase the number of people who engage and participate with the organisation.
- Develop strategic partnerships with organisations that work in diverse communities so as to expand the reach of our programs.

Strong, credible leadership and authoritative advocate

COTA NSW is the credible and informed voice for older people in NSW, and is influential in driving debate and policy change in the community.

- Develop a Communications Strategy to ensure we communicate with all stakeholders in ways that are relevant to their needs and interests.
- Continue to be a strong voice for older people in NSW by participating in public debate at all levels.

Excellence in programs and services

COTA NSW provides programs and services that are responsive and tailored to the needs and interests of older people.

- Increase capacity to work with corporate organisations through the development of shared value proposals.
- Seek opportunities to work with government on social impact programs that are designed to improve the lives of older people, and are cost effective and measurable.

Capable and sustainable organisation

COTA NSW will invest in innovation, develop effective partnerships, implement best practice processes and develop the team to ensure it is best placed to achieve our strategic goals.

- Streamline business process to ensure that COTA NSW is an efficient and well governed organisation that represents value for money to government, philanthropic and corporate funders.
- Build a high performing and engaged team, which delivers excellent in programs and services. Have a clear succession and development plan for Board renewal and governance effectiveness.