

I Grandie



COTA 
NORTHERN TERRITORY
for senior Territorians

Annual Report 2021–22

NT 
Photograph: Gayle Raymond, Up Here Photography
Grandparents

nbn   WE
LIFE WITHOUT BARR
VE
ntgrandparentsday.org.au
#ntgrandparentsday

Thank You

We thank and acknowledge the support received during FY 2021-22 from the following individuals, groups and organisations.

Patron

Her Honour the Honourable
Vicki O'Halloran AM,
Administrator of the
Northern Territory

Board Members

Janette Jewell, Susan Kirkman,
Dr Sadhana Mahajani, Kerryn
Steward, Steve Thomas,
Michael Walker, John Whyte

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Steve Allen, Victoria Brenton,
Cheryl Burrow, Tony Cook,
Roger Curtis, Julianne Du-
Shane, Sue Firth, Chris Fowler,
Ken Glover, Peter Hazelman,
Kevin Holt, Prue King, Janet
Marriott, Michael McDonald,
Peter Nuyens, Sariana Perry,
Deborah Pine, Claudio Rimondi,
Mick Sheridan, Carlos Silva,
Jenny Taylor, Janine Watt,
Christina Wigget, Karen
Wileman, Ian (Blue) Willis

COTA NT Members

Major Sponsors

- Northern Territory
Government - Territory
Families, Housing and
Communities & NT Grants
- Australian Commonwealth
Government

Major Event

Sponsors / Partners

- Alice Springs Town Council
- Netball NT
- Life Without Barriers
- Mindil Beach Casino Resort
- Territory FM
- YMCA Katherine

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- Event Cinemas
- nbn™
- Marshall and Cherry Perron
- Our Common Threads
- Palmerston & Rural Business
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- SuperAgeing
- Up Here Photography

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- Advance Care
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- Australian Cyber
Security Centre
- Carers Australia NT
- Casuarina Lions
- Healthy Living NT
- Jo Hersey MLA
- Landscapes in Watercolours
- Lia Finocchiaro MLA
- Office of the Public Guardian
- OPAN (Older Persons
Advocacy Network)
- PICAC Alliance
- Services Australia (FIS)
- Step Up for Dementia Research
- Tennant Creek Senior
Citizens Association
- The Hon Lauren Moss MLA
- The Hon Natasha Fyles MLA

Club and Associate Members

- Amity Community Services
- Anglicare NT

- Arthritis & Osteoporosis NT
- Australian Remote & Regional
Care Services
- Careflight
- Catholic Care NT
- Continence Foundation
- Darwin Calligraphy
- Darwin Community Arts
- Darwin Community Legal
Services
- Darwin Line Dancing
- Darwin Patchwork and Quilting
- Darwin Table Tennis
- Deckchair Cinema
- Dementia Australia
- Guardian Angel Aged Care and
Disability Services
- GROW
- Guide Dogs
- Hands on People
- Integrated Disability Action
- Katherine Senior Citizens
- Knit and Natter
- Let's Sing
- Melaleuca
- Neighbourhood Watch NT
- NT Aids & Hepatitis Council
- Parkinsons NT
- Rotary Clubs of Darwin,
Palmerston & Charles Darwin
- Prosper Support Group
- Relationships Australia NT
- Royal Life Saving NT
- U3A Darwin Inc
- Victims of Crime NT
- Volunteering NT
- Wildcare



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Alice Springs Expo August 2021



About COTA NT



COTA NT is the peak body representing the interests and rights of people aged 50+ in the Northern Territory. For over 50 years, we have led government, corporate and community thinking about aspects of ageing.

COTA NT is a not-for-profit community organisation, an incorporated Public Benevolent Institution (PBI) with Deductible Gift Recipient (DGR) status (as Council on the Ageing (Northern Territory) Inc.). COTA NT is also registered with the Australian Charities & Non profits Commission CAN 86316991800.

We fund our activities with the support of government, members and stakeholders.

Our vision

A just, equitable, age-friendly and humane community in which people are enabled to contribute and grow to their fullest capacity, and have access, with dignity, to appropriate care and support.

Our purpose

To empower older people, those who work with them, government and the community into achieving well-being and social justice for older people.

Our values

Respect, inclusivity, integrity, professionalism.

Chair Report

It has been an interesting year with COVID still making its presence felt but with some normality finally returning to our lives.

COTA NT has been able to continue doing their fantastic work to help seniors in the Territory through all this upheaval. CEO Sue Shearer and all the staff and volunteers have been unrelenting in their commitment to help senior Territorians.

COTA NT has made many presentations to the NT Government and added remarks and thoughts to submissions made to the Federal Government by COTA Australia.

The next few years are going to be interesting and difficult with inflation and cost of living set to impact us all.

COTA NT will continue to lobby the NT Government to make sure the voices of all senior Territorians regarding their concerns about factors affecting their way of life are heard loud and clear.

On behalf of the board and especially myself, I would like to thank our CEO Sue Shearer for her outstanding commitment and work ethic, her wholehearted belief in this organisation and her unrelenting commitment to better the lives of seniors in their retirement.

Also, on behalf of the Board and myself, I would like to thank the staff and volunteers for their terrific commitment and work ethic.

Without this commitment from everyone involved especially the [Board](#), who I also thank for their commitment, COTA NT would not be recognised by NT government and non-government businesses as the number one organisation for seniors in the Territory.

Thank you everyone for another year of great achievement.

Jan Jewell,
Chair – COTA NT
Chair– COTA Coomalie



Board



Michael Walker



Kerry Stewart



John Whyte



Dr Sadhana Mahajani



Steve Thomas



**Susan Kirkman
(to Feb '22)**



Strategy

COTA NT spent 1 July 2021 through to the end of the year realising the objectives outlined in its [Strategic Plan 2018-2021](#).

In October 2021, Board and staff came together to confirm the objectives of the new **Strategic Plan for 2022-2026**, fine-tune goals, review strengths and weaknesses, opportunities and risks, identify our key roles, marketing strategy and key partnerships.

The full report can be viewed [here](#) or read at COTA NT Head Office.

The organisation's 6 priorities are:

- Enhance the governance of COTA NT.
- Enhance COTA NT peak body status through continual advocacy on

behalf of senior Territorians.

- Actively promote COTA NT.
- Provide a diverse range of programs and events that appeal to seniors.
- Develop current and new income streams to enable growth towards financial independence.
- Enhance the organisation's effectiveness.





CEO Report

It has been an exciting and eventful year for COTA NT and we have been exceptionally industrious again this financial year, 1 July 2021 to 30 June 2022.

It is hard to focus on just 12 months, as every month since June has seen a plethora of activity worth reporting.

During this 12-month reporting period, however, COTA NT has once again led the cause for Territory seniors with our lobbying on issues at both local and Federal levels.

Territory rights

We continued to receive signatures to the [petition](#), *Repeal Section 50A of the Northern Territory (Self Government) Act 1978 to allow the NT to enact laws*

Snapshot FY 21/22

- 45,040 users on our two primary websites.
- 2,785 Facebook followers.
- Over 7,000 people at events.
- 3 Seniors Expos, one new event, NT Grandparents Day.
- One new website, one new social media page launched.
- One major publication launched, Seniors Voice.
- Over 500 Members and 38 Club and Associate Members.
- 22 newsletters, 14 media releases, 9 social media pages, 4 websites.
- 10 part-time, 1 full-time staff.
- 41 active volunteers.



dealing with voluntary assisted dying which closed in August 2021.

After consultation with the local Federal Member Luke Gosling MP, we submitted the petition to the House of Representatives. On 1 August 2022, Gosling introduced the *Restoring Territory Rights Bill 2022* into the lower house which was passed on 2 August. We now wait on the Senate decision.

Bridging the digital gap

We continue to pride ourselves on giving “voice” to seniors. In the online

age, however, helping “non-digital” seniors stay informed and connected with the wider community was, and remains a challenge.

Through sponsorship from Marshall and Cherry Perron, however, our *Seniors Voice* publication came into being. *Seniors Voice* focuses on news and information relevant to those over 50, but crucially it is distributed in print across the Territory, as well as online. The feedback to it has been incredibly positive and we will continue to publish into the next financial year.

Staff 2021-22



Sue Shearer
CEO



Stephanie Kendall
Events & Marketing



Cecilia Chiolero
PICAC NT & Office Manager



Suzanne Kendrick
Activities & Events



Janis Adair
Administration & Reception



Lorna McLaughlin
Membership



Extending our reach

COTA NT has been representative on legislative and consumer committees and forums extending our networks and sphere of influence. Our footprint continued to increase and growing numbers of seniors attended our activities, accessed information, or sought support from us.

As CEO, I am fortunate and grateful to have the Board's full support and to work with talented and professional colleagues such as Steph, Cecilia, Sue,

Janet, Janis, Lorna, Debbie and Fran.

Lisa Hambour joined us as our new Bookkeeper at the very start of the financial year, with Kim Farrar joining the team in January 2021 to head up the Seniors Card program.

Our volunteers make up the rest of our team and they contribute *enormously* to our success, so my sincere thanks to each and every one.

Sue Shearer,
Chief Executive Officer



Staff 2021-22



Janet Brown
Aged Care Navigator



Debbie Pepper
Aged Care Navigator



Lisa Hambour
Accounts



Fran Kilgariff
Alice Springs Coordinator



Tania Roberts (NTG)
Seniors Card to Dec 2021



Kim Farrar
Seniors Card from Jan 2022



Seniors Voice & Advocacy

The development of **Seniors Voice** in FY 2021-22, included a new design, logo, format (print, PDF and online flipbook reader), advertising options and a significantly enhanced distribution.

The publication was launched formally at an event on 17 February 2022 and was attended by Sponsor Marshall and Cherry Perron’s representatives, Stan Perron and Colene Lunn.

Seniors Voice also continued throughout the financial year as a stand-alone engagement hub website. Two surveys were published to ntseniorsvoice.org.au to attain Member and stakeholder input on strategic planning and seniors’ volunteering hours plus promotion

of elder abuse awareness, the new Grandparents Day project and the re-scheduled Darwin Expo.

Details of our advocacy work, surveys and subsequent findings, collaborations, and our Supporters can be found published to our primary COTA NT website, www.cotant.org.au.

The website is used to provide information, but also serves as our library. During 2021-22, the website was re-indexed to help organise what is increasingly a huge body of work. As seen in our web analytics, people continued to find the COTA website via search engines, direct referrals and other 3rd party media.

Snapshot

- 30 interviews with ABC Darwin and Alice Springs, 104.1 Territory FM, Mix FM, Katherine Times, NT News and Radio Italiana 531.
- Three Expos in Darwin, Alice Springs and Katherine.
- Launch of Seniors Voice print and digital newspaper.
- New three-year project to raise awareness of older kin's contribution to family and community via Grandparents Day. Sponsored by NTG.
- Four websites - cotant.org.au, ntseniorscard.org.au, ntseniorsvoice.org.au and ntgrandparentsday.org.au (new).
- 45,040 website users on 2 two main websites sites, (last FYs 45 000).
- 2,785 followers of [nine social media pages](#). Increase of 33%.
- 81 news posts, 14 media releases, 18 newsletters including Seniors Card E-News and 12 Coomalie newsletters.
- Five [open letters](#) to government regarding seniors' recognition scheme, Darwin City masterplan, public housing market rate, public servant position funding in Katherine and Alice Springs.
- Ongoing promotion of petition requesting Section 50A of Northern Territory (Self Government) Act 1978 be repealed.
- Attendance of the Minister's Advisory Council for Senior Territorians.
- Sustained and developed partnerships with FECCA, Public Health Network (PHN), NDS, NTCOSS, DCLS, Mission Australia, EveryAgeCounts, National Seniors, Larrakia Nation, Mental Health Colalition, Tangentyere Council Congress, nbn™, PICAC Alliance, Go Gently Australia Telstra and others.
- Five major observances Scams Awareness Week, EveryAGECounts, National Volunteer Week, World Elder Abuse Awareness Day, International Day of the Older Person.
- Exhibited at Integrated Disability Association Expo (August 2021) and MIFANT Carers Week Expo (October 2021).
- Outreach to Katherine, Tennant Creek and Nhulunbuy seniors.

Clockwise: Sue Shearer with ABC at Grandparents Day, Minister Moss addresses Darwin Seniors Expo, Sue and Minister Moss announce competition winner on [Grandparents Day](#), COTA at Minister Fyles' Christmas seniors' lunch and Seniors Voice Launch (February 2022).



Right: Aged Care Navigator Janet Brown and PICAC NT Program Manager, Cecilia Chiolero podcast with Darwin Community Legal Service (January 2022).





I seek leave, Deputy Speaker, to table a petition by Territorians wanting



This is about the Territory's right to make decisions for itself

www.aph.gov.au/e-petitions/petition/EN3052

It is an important issue and a topic that deserves debate and discussion; debate and discussion that Territorians have a right too.

Sue Shearer, CEO
November 2021



During 2021-22, COTA NT was one of many voices calling for the repeal of Section 50A of the Northern Territory (Self Government) Act 1978. The repeal would enable the NT to make decisions for itself and enact its own laws including those dealing with voluntary assisted dying. In November 2021, MP Luke Gosling (pictured above left) tabled a petition from Territorians demanding full rights as members of this country. The Senate decision is pending.



Clockwise: Sue with Her Honour and Minister Worden at Grandparents Day Launch (July 2021), at Seniors Expo (Sept 2021) with Minister Moss at Christmas Morning Tea (Dec 2021), with Minister Fyles at Seniors' Lunch (Easter 2022).





Events and Activities

During July and August 2021, COTA NT began to resume its normal calendar of events. The largest event of the year, the Seniors Expo in Darwin, however, was rescheduled from July to September 2021 due to a surge in COVID-19 cases in the NT.

Despite the change to a weekend date, the event, designed to celebrate strength and unity, did just that. We used the occasion to promote multicultural and intergenerational unity, our *Seniors Voice* engagement hub website and the Petition to Federal Parliament regarding the Territory's right to enact its own laws.

Seniors Month activities including the Alice Springs Expo in August were thankfully unaffected, although a couple of events were postponed due

to low numbers (Members Only lunch and Make Change Happen).

Community Outreach

The ever popular *Are You Prepared?* (end of life and estate planning) sessions were well-attended in Darwin, Katherine, Alice Springs, Nhulunbuy and Tennant Creek. Sessions were hosted by Aged Care Navigators Janet Brown and Debbie Pepper, De Silva Hebron Lawyers and CEO Sue Shearer.

Janet and Debbie were joined by COTA representatives at shopping centres across Darwin, Palmerston, Coolalinga and Howard Springs offering information around services and programs including activities, Seniors Card and Membership.

Fit for Life

Throughout the year, Sharon Kelly of SuperAgeing worked hard to ensure that people could participate in Pilates and Seated Aerobics classes and her effort and achievement must be recognised. Not only did Sharon help people set up Zoom so they could participate in her classes at home, but she continued to develop her YouTube classes online.

Online activities

This 12-month period has seen COTA host more virtual events than ever before including Cultural Competence Training, Family Agreement Webinar (March), Diversity Webinars (April-May), Multicultural Aged Care Conference (May), Conversations on Ageing and Aged Care Navigator webinars (June). We also used our social media platform to promote COTA A's pre-election online conversations with Ministers and Shadow Ministers (May 2022).

Digital Literacy

In February 2022, COTA NT and nbn™ commenced delivery of a [digital literacy skills program](#) designed to lift the digital capability of seniors in the Northern Territory. A training session was also delivered to COTA NT staff.

Sessions were conducted by nbn™ Community Ambassador, Hailey Hardy and promoted by COTA NT to its Members and Territory stakeholders. Sessions have been held at COTA NT's major Expos and community outreach activities including sessions at Pine Creek and Hermannsburg. The program is due to finish in February 2023.

[continued on next page](#)

Snapshot FY 21/22

- Over 7,000 people attended COTA hosted events held in Darwin, Darwin Rural, Alice, Springs, Katherine, Nhulubuy and Tennant Creek.
- Three Seniors Expos in Katherine, Darwin and Alice Springs. Expo attendance increased to 300 in Katherine, 500 in Alice Springs Expo and 2,000 in Darwin Expo.
- One new major event, NT Grandparents Day.
- One new major program, Digital Literacy with nbn™.
- [Programs](#) in Pilates, Seated Aerobics, Tai Chi and Musical Jam continued.
- New program activity sponsored by COTA NT, social and inclusive sewing with Our Common Threads.
- Coomalie - Regular bus trips to shopping centres and morning tea/ information sessions featuring speakers and activities.
- Berry Springs Seniors - Fortnightly meetings and outings including welding and yoga.
- Collaboration with PICAC Alliance, Alice Springs Town Council, Katherine Senior Citizens Association, Healthy Living NT, nbn™, Our Common Threads, Australian Cyber Crime Centre, SuperAgeing and the RSPCA.



continued from previous page

MASP

The [Multicultural Affairs Sponsorship Program](#) continued with the support of co-ordinator, Fran Smith and 9 volunteer drivers, Steve, Carlos, Janine, Janet, Mick, Peter, Susan, Essie and Kevin who contributed over 250 hours of volunteer hours to the program. Another successful year and more seniors have joined the groups.

Seniors Month

During August 2021, COTA staff and partners delivered a number of activities: Pilates and Seated Aerobics (face to face and via Zoom), Tai Chi, COTA in the Community (Hibiscus & Nightcliff Shopping Centres), Adelaide River Fiesta and the Alice Springs Expo. COTA NT also hosted a MLA-organised

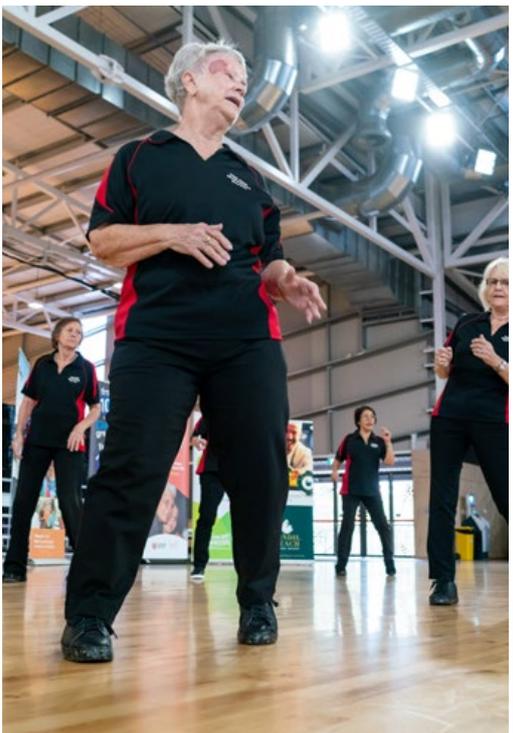
lunch for Australian of the Year, Miriam-Rose Ungunmerr-Baumann AM.

COTA NT again produced the [Seniors Month Calendar](#) in print and online via hosting on the COTA NT website. With the exception of the home page, the Territory Seniors Calendar receives the most annual visitors.

COTA also used its communication channels to keep seniors informed about the Seniors Month Grant program and calendar registrations.







“ Congratulations COTA on a successful 6th annual Seniors Expo. Well done to all involved. ... Board, staff, and volunteers. Maria Scarlett ”



“ Congratulations to all at COTA NT for the great job at Seniors Expo. We enjoyed it very much. The venue was great and spacious with ample of underground car parking. The exhibits were good and informative. Lots of presents. The COTA staff were very helpful. Plenty of entertainment. It was a great success. Thank you. ”

May Hulme

SENIORS EXPO



“ A great event, the COTA organisers have excelled themselves, creating a hard act to follow in 2022. Many thanks everyone next year. ”

Allan Mitchell



Grandparents Day

COTA NT created a three-year Grandparents Day (GPD) project supported by the Northern Territory Government.

The objectives of the project included:

- Celebration and recognition of the grandparents and older carers.
- Promotion of Grandparents Day to Territory stakeholders.
- Fostering of intergenerational learning & community participation.
- Provision of community resources.
- Promotion of and easy access to Territory government support.

To meet the project objectives, during FY 2021-22, COTA NT

- Created a dedicated, branded

GPD [website](#) and [social media page](#) which publish links to support agencies, events calendar, event resource kit, promotional photos (sourced from community photographers), competition page and blog.

- Launched Grandparents Day in July 2021 with the Hon Kate Worden, Minister for Territory Families MLA.
- Held NT Grandparents Day event on 31 October 2021 attended by Minister for Seniors, the Hon Lauren Moss MLA, which featured intergenerational activities, BBQ and exhibition of competition entries.





Membership

As the voice of Senior Territorians, our members are a vital part of everything we do. Our membership keeps us informed of issues affecting senior Territorians and is part of our movement for positive social change.

We work hard to keep our Members connected to the organisation and would like to express particular thanks to our Members, Jan Jewell in Coomalie and Kerryn Steward in Berry Springs, who do much to help seniors living in their local region stay socially active, informed and connected to the organisation. Jan and Kerry both organise a regular program of activities and outings, including larger celebrations during Seniors Month.

During the last financial year, Members

throughout the Territory have been asked to contribute to several surveys, which similarly to other news are communicated via the Members Newsletter (sent via email and post), what's on emails and website posts.

Members renew their currency at the start of each financial year and we thank every one of them for their ongoing support of the organisation.

Volunteers

We are also hugely grateful to those Members who volunteer to support COTA NT's work; major events like Seniors Expo and Grandparents Day, and programs including MASP, Seniors Card and membership's home maintenance service.



Home maintenance service (HMS)

The **HMS service** for COTA NT current financial Members connects a Member with a local tradesperson to ensure both parties get the job done at a fair price.

This scheme is managed by COTA NT staff and Board Member, Steve Thomas (pictured) and helps our Members to engage qualified, safe, reliable, and trustworthy tradespeople.

69 requests for the Home Maintenance Service were managed during FY 2021-22 (an increase of up from 30 last year) with volunteers travelling over 1580km to help Members and volunteering over 116 hours.

The scheme is slowly being extended as more volunteers and tradies come on board.

Snapshot

- Over 500 Financial Members.
- 33 Club & Associate Members.
- Our Members have exclusive access to:
 - Membership brochure
 - Members events
 - Members newsletters
 - Discounted fitness classes
 - Online payment options
 - Members website
 - Home Maintenance Service
 - Competitions and regular prize draws
 - Membership services.



PICAC NT

Partners in Culturally
Appropriate Care



PICAC

The PICAC (Partners in Culturally Appropriate Care) program's funding was continued by the Commonwealth Department of Health until June 2023.

The program equips aged care service providers to deliver culturally appropriate care to older people and has been delivered in the Northern Territory by PICAC NT since 1997.

PICAC services were widely promoted through event marketing, print and digital media including ONE COTA, Seniors Voice, social media, 3rd party newsletters, radio, media releases, committee and forum representation.

A dedicated [website](#) and [social media](#) presence was significantly enhanced.

Snapshot

- 2 radio interviews with Radio Italiana 531 in language
- Creation of training modules
- Info sessions for NT CaLD groups on ageing topics
- 11 consultations with local providers & individuals
- 27 information & training sessions for service providers
- Support material including Swahili & Swedish cue cards and updated Cultural Resources disseminated.
- Participation in My Aged Care Provider Specialisation Verification Program, Connecting Seniors Australians & the OPAN Diversity Education project.



Alice Springs

It was a busy year for the COTA office in Central Australia dealing with queries about aged Care packages and Seniors Cards among others.

We also had several stalls at local supermarkets to promote COTA's work but were also restricted in this because of COVID-19.

Information workshops

Open community information sessions for seniors were held at the 50+ Centre including digital literacy, sessions in association with nbn™, health and law with professionals offering information on Advanced Care Planning and wills, as well as a session regarding guardianship.

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Snapshot

- COTA NT's office in the 50+ Centre opened every morning with two part-time staff, although COVID-19 forced some changes to working operations.
- COTA Central staff rang all people on the database in Alice Springs over the age of 70 to check that they were managing OK and had assistance when needed.
- Collaboration with: Alice Springs Town Council, nbn™, Relationships Australia and aged care service providers.
- Monthly contributions to Council's Seniors Committee.
- [Alice Springs Seniors Expo](#).



“ Thankyou COTA for a wonderful day, it was great to see so many friends , looking forward to seeing everyone next year. ”
Phyllis Prescott



“ Need a massive shout out too, to organisers and those who gave their time for our information and entertainment and chance to meet friends. Congratulations to all. ”
Rosalie Breen

SENIORS EXPO





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World Elder Abuse Awareness Day

COTA Central Australia collaborated with other organisations including Alice Springs Town Council, Relationships Australia and aged care service providers to produce a very successful information program on [Elder Abuse Awareness Day](#) on 15 June.

Seniors Month & Seniors Expo

Seniors Month was also active, culminating in the third COTA Alice Springs Seniors Expo held on the Council Lawns with information stalls and demonstrations for seniors.

It was a most successful day with

hundreds of people enjoying the stalls and the friendly atmosphere.

Media and communication

Throughout the year, we continued to use our local networks, face-to-face meetings, email, social media and posters to communicate with the local community.

We have encouraged people attending our events to share their email addresses with us, so we can keep them up to date with our work and what's going on in Alice Springs and the nearby region.



Aged Care Navigators

Belong. Be heard. Be informed.

Aged Care Navigators

The Aged Care System Navigators Trial will close December 2022. However, It will become a permanent program under the auspices of the Primary Health Network of the NT (PHN).

The Primary Health Network NT (PHN) is preparing for commissioning of services from January 2023. The name of the service will change to Community Care Finders (CCF) and will continue to undertake targeted activities to engage with vulnerable and 'hard to reach' older Australians. COTA NT will respond to the PHN tender for service provision when it is released.

During 2021-22 COTA NT Aged Care System Navigators continued to provide:

- Individual support and group information sessions.
- Shopping centre outreach in Darwin and Palmerston, rural and regional area visits including Coolalinga, Adelaide River, Coomalie, Batchelor, Pine Creek, Katherine, Tennant Creek and Alice Springs.
- Attended COTA NT Seniors Expos.
- Networking including Darwin Aged & Disability meetings, Carers NT, Relationships Australia Seniors Program, and other Seniors events.
- Information for COTA newsletters and social media pages.
- Fact sheets supporting the Aged Care System Navigator Trial.



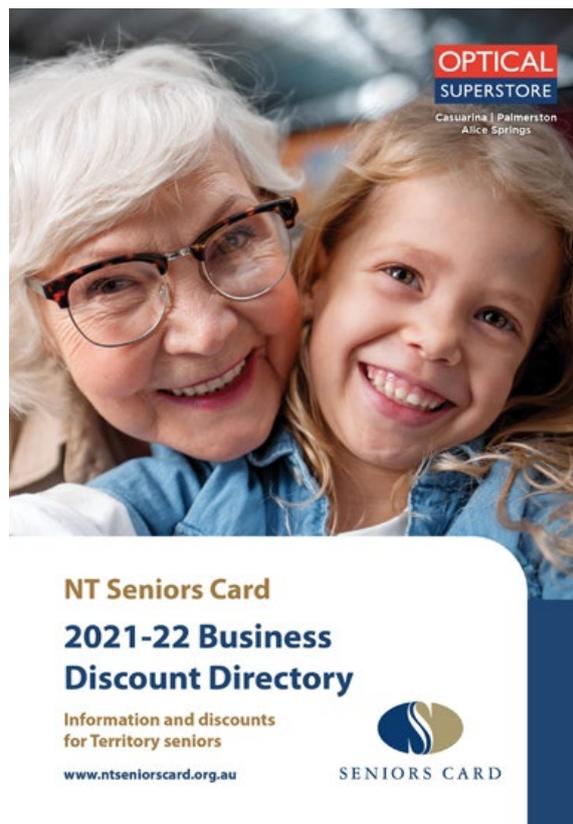
Seniors Card

Seniors Card program helps seniors reduce the cost of living by seeking NT and interstate business partners willing to offer their goods and services at discounted prices to Members.

The 31 223 Members of the Seniors Card program reside across 184 suburbs of the Northern Territory, male, female and non-binary.

The majority of Seniors Card Members are aged between 60 and 80, but the program also includes over 3 000 Members aged between 81 and 90, nearly 500 aged between 90 and 100, and 16 over the age of 100.

We use a range of channels to reach out to Members including events, face-to-face meetings, online and print.





Snapshot

- This FY year saw 2 180 new cards and 1 041 replacement cards issued, increases from last FY of 11.9% and 8.8% respectively.
- 464 Business Partners listing, an increase of over 15% from last FY.
- 11 923 users on [Seniors Card website](#) this FY.
- Over 13 500 Members use email.
- 1 784 online Member applications and 63 online Business registrations.
- 928 people follow the [NT Seniors Card Facebook](#) page (from 728 in 2021, 531 in 2020 and 289 in 2019).
- 9 000 seniors reached through social media.
- Facebook feed added to website home page.
- 18 community outreach events.
- 6 e-Bulletins delivered via email.
- A new design created in June 2022 significantly increased clickthrough.
- 239 birthday cards sent to Members.
- New business networking in Alice Springs, Adelaide River, Batchelor, Berry Springs, Tennant Creek, Nhulunbuy and Katherine.
- E-News and Directory published for the first time as digital flipbooks.
- Major website content review undertaken in March 2022 resulting in new online replacement card form, navigation, sections, copy and images enabling better search engine optimisation and usability.
- Survey of business partners undertaken November 2021.
- New age-positive images used across media channels.



NORTHERN TERRITORY
for senior Territorians

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Northern Territory**

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