



STRATEGIC FRAMEWORK 2018 - 2021

COUNCIL ON THE AGEING NT
SEPTEMBER 2018

1 Our Purpose

Council's mission is to empower people who are over 50 years, those who work with them including government and the community, into achieving well-being, an inclusive and equitable society, and social justice for older people.

2 Our Vision, Mission and Ethics Statements

2.1 Vision Statement

Council's vision is to embrace the shaping of a just, equitable and humane community in which people over 50 are enabled to contribute and grow to their fullest capacity and have access, with dignity, to appropriate care and support.

2.2 Mission Statement

We achieve our vision and for fill our purpose by:

- Providing a voice for those people and members who are over 50
- By providing knowledge to and creating a sense of worth for our members
- Ensuring high level advocacy to create change and influence government
- By being a financial sustainable organisation
- Providing networks and connections between people thus creating a happier and healthier community
- Having the appropriate resources
- To value, to be inclusive and aware of all cultures
- Remaining relevant and creditable
- Having strong communication and listening tools both internally and externally
- Well trained staff and volunteers
- Through being positive, innovative and age friendly.

2.3 To Values and Ethics of COTA

Our ethics and values are important to us and are integrated into all our dealings with our stakeholders, with each other and with our members and community.

- Respect and value all people
- Having a spirit of openness
- Actively listening and communicating
- Inclusive and welcoming
- Acting with integrity
- Having empathy and performing in a professional manner
- Being honest with our members and in our business dealings
- Being dedicated

- Providing a quality service to all seniors

Objective One Enhance the governance of COTA	
1.1	Strategy Enhance the skills and knowledge base of the Board through a structured training program
1.2	Strategy Support the growth of branches and membership across the NT
1.3	Strategy Review COTA's Policy and procedures to ensure compliance with the appropriate regulatory frameworks

Objective Two Enhance COTA NT peak body status through continual advocacy of behalf of Senior Territorians	
2.1	Strategy Through member consultation develop policy stances and communicate those policies to all levels of Government
2.2	Strategy Lobby COTA Australian to create aweness and action on these policies stances to the Australian Government
2.3	Strategy Communicate and lobby the NT Government Departments and other agencies to address key policy issues across areas of importance to Senior Territorians

Objective Three Actively promote COTA to all stakeholders	
3.1	Strategy Review and grow Brand recognition
3.2	Strategy Develop and implement initiatives for members to become advocates of COTA
3.3	Strategy Implement a budget promotion plan which covers all forms of mediums from electronic to social media and print media.

Objective Four Provide a diverse and interesting range of programs and events that appeal to Senior Territorians	
4.1	Strategy Continually improve Seniors Month through collaborative partnerships with Government, industry and business
4.2	Strategy Expand the Seniors Expo through working with industry and aligned agencies to continually improve the year event

4.3	Strategy Promote the Seniors Recognition Card to all Territorians who qualify for support.
4.4	Strategy Determine parameters for volunteer or organisation driven programs which are held at Head office and regional centres to ensure the delivery of quality programs is consistent
4.5	Strategy Encourage Branches to have a range of programs which focus on both regular and special occasion events to assist in growing memberships and volunteers to the organisation

Objective Five

Develop additional income initiatives to enable COTA to become grow towards financial independence

5.1	Strategy COTA to tender for appropriate contracts which compliment and grow the service and program delivery for Senior Territorians
5.2	Strategy Source a range of base level funding from NTG Office of Senior Territorians
5.3	Strategy Develop and monitor yearly budgets which provide for the delivery of core services, professional development, events and programs through head office and the branch network
5.4	Strategy Identify independent income streams which can become permanent funding sources for COTA
5.5	Strategy Improve sponsorship yield for COTA
5.6	Strategy Develop a Master Plan for the redevelopment of the Spillet House site Actions

Objective Six

Enhance the effectiveness of COTA through improving the organisations systems, Board and staff skill sets and head quarters working environment.

6.1	Strategy Improve IT and knowledge management systems
6.2	Strategy Improve the working environment for staff to improve efficiencies and minimise WH&S issues
6.3	Strategy Enhance the skills and knowledge base of the employees and administration volunteers through a structured training program

