

# **Council on the Ageing (NT)**

## **Overview of Events & Communications**

Prepared by Stephanie Kendall, Events Manager - September 2017

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## Objectives

The Events and Communications Manager and volunteer team aim to support COTA's objects in promoting, improving and protecting the circumstances of older Territorians:

- through the delivery and facilitation of programs, activities and events that promote health and well-being, enhance quality of life and promote increased participation of seniors throughout the community
- through dissemination of information relevant to Territory seniors enabling and empowering them to identify and act on the appropriate options to meet their own goals.

Programs, activities and events are aligned to the principles and frameworks of: *Social Participation Framework (NT Government)*, *Age Friendly Cities [and Communities] (World Health Organisation)* and *COTA Australia*.

## Summary

(October 2016 – September 2017)

### Events & Communications Manager Role

Stephanie Kendall, was employed in a part-time Event and Communications Manager role for a successive year (following her appointment in February 2014).

### Events and Programs

Between 1 October 2016 – 30 September 2017, COTA NT Events organised: 41 events and 4 ongoing programs (excluding MASP and PICAC programs).

### Seniors EXPO 2017

The largest event of the year was Seniors EXPO on Friday 2 June at the MAGNT, attended by approx. 1,000 seniors, supported by 70 organisations, groups and service providers and a workforce of 3 COTA staff, 2 sub-contractors (stage manager and photographer), 20 volunteers and 20 Darwin High School students.

### Events and Programs Sponsorship

COTA NT has sponsored 2 ongoing programs (Danila Dilba weekly renal group and City of Darwin seated aerobics); hosted 3 shorter programs (Love Thy Body – Healthy Living NT, Mediation – Brayley Campbell, Stretch n Flex – Sharon Kelly) and community forums (Pensioners and Carers Concession Review forums).

## Community

Spillett House meeting rooms and facilities have been made available to other (predominantly senior-focussed) community groups including:

- The Benevolent Society (*covered costs of usage*)
- The Continnence Foundation of Australia (*covered costs of usage + income*)
- Healthy Living NT (*covered costs of usage + income*)
- Danila Dilba Health Service
- Association of Independent Retirees (AIR)
- DoTerra (*covered costs of usage + income*)
- Orthobionomy (*covered costs of usage + income*)
- Darwin Bridge Club
- SCOA Australia (*covered costs of usage + income*)
- Body Corporate 92/95 (*covered costs of usage + income*)

## Communication Channels

The following channels were developed, maintained and utilised covering online and print media:

### Website

- [www.cotant.org.au](http://www.cotant.org.au) Current website maintained and content consistently developed including:
  - News - <http://www.cotant.org.au/news/>
  - Seniors voice - <http://www.cotant.org.au/seniors-voice/>
  - Media releases - <http://www.cotant.org.au/cota-media-releases/>
  - Photos - <http://www.cotant.org.au/photos/>
- Support pages (through membership, donation, sponsorship, fundraising) - <http://www.cotant.org.au/support-us/>
- Information directory - <http://www.cotant.org.au/information/>
- **New development**, Territory Seniors Calendar - <http://www.cotant.org.au/territory-seniors-calendar/>

### Social Media / Facebook

- [www.facebook.com/COTANorthernTerritory](http://www.facebook.com/COTANorthernTerritory) - This social media used effectively with the numbers of followers (people viewing/interacting with the page) steadily increasing.
  - 1 October 2016 – 30 September 2017 LIKES = 388
  - 1 October 2015 – 30 September 2016 LIKES = 195

- 1 October 204 – 30 September 2015 LIKES = 136
- Posts with the most reach (seen by most people) included:
  - SilkAir Fundraising raffle (June 2017) – reach 1079
  - SENIORS EXPO advert (May) – reach 759
  - Spillett House vandalism news – reach 628
  - Concessions review advert (July) – reach 587

### Email (EDM – Electronic Direct Mail)

- Continues to be utilised reaching almost *double* the numbers of stakeholders during same period last year.
- Web based software used and developed to enable online registration to events through a link within the event email invitation.

### Seniors Voice (NT News)

- Seniors Voice is a 300 word column published in the NT News community newspaper *The Suns* reaching 30,000+ Territorians, distributed as a standalone publication and as an insert in the Tuesday edition of the NT News.
- The weekly Seniors Voice column is used to talk about COTA activities including advocacy, policy work and programs and is written by the CEO and/or Communications Manager.
- Published online  
<http://sunnewspapers.newspaperdirect.com/epaper/viewer.aspx>  
<http://www.cotant.org.au/seniors-voice/>

### Other

- COTA continues to make use of Community Noticeboards (published in The Suns) and on third party websites.

### Volunteer Support

Numerous volunteers support the work of COTA NT events and programs in variety of roles: drivers (for the MASP program), administration (event bookings, reminders and info etc.), set up/pack down, hosting, cash handling, accounting, catering, editorial, promotion (distribution) and more. Ann Richards and Di Barclay consistently have volunteered time to COTA events and programs.

Events through the 12 months were also supported by: Beverley Barnes, Sally Bevis, Manju Choudhary, Margaret Norman, Leonie McNally, Dr Vino Sathianathan, Sue Stewart, Jing Wang and Batool Zaidi.

Programs were supported by: Sue Firth, Bill Roy (musical jam), Merilyn Krink (bingo), Dr Sadhana Mahajani (Step Forward Together); MASP – Phil Ryder, Ian Willis, Mick Sheridan, Bernie Trinne, Ken Cohalan

## Volunteer Contribution

It is hard to gauge exactly how much time volunteers give to COTA. Although record-keeping has improved in the last 12 months, many hours still go unrecorded. Not included in this tally are Board Members' time, seminar and workshop facilitators, paid instructors and presenters from other organisations:

Event Volunteers in Event Support	154 hours
Admin Volunteers	892 hours
Volunteer Co-Ordination	143 hours
Membership	165 hours
MASP Driver Volunteers	480 hours
Volunteer / Peer Educators	90 hours

**Total: 1,924 (this is valued at \$86,580)**

This is an increase from the same 12 month period last year, total hours **1,310 (valued at \$61,010)**.

Not included above are the estimated number of volunteers hours associated with event support of COTA's major event, Seniors EXPO. *This is a conservative estimate.*

Event Volunteers at EXPO	400 hours
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**Total: 400 (this is valued at \$18,000)**

<http://www.volunteeringtas.org.au/for-organisations/value-of-volunteering-calculator/> - based on volunteers aged 55-64 years old

## Peer Educator / Volunteer Educator / Instructors

### Computer Training

Peer Educator (Fran Wickes) volunteers time every week to offer computer training.

### iPad Training

Volunteer Educator/Trainer (Miriam Nuttall) volunteered her time to run two iPad training courses during this timeframe. Miriam has also trained a new educator,

Jemma Aitkens to take over from her as she is leaving the Territory in December 2017.

Jemma has successfully run her first four-week program in September.

## Paid Support

We use a number of (paid) specially qualified program facilitators who enabled us to run health, wellbeing and fitness programs including: Pilates, Yoga and Zumba Gold.

During Seniors Month, a new program Stretch n Flex was trialled.

## Membership and Corporate Support

### Membership of COTA NT

Membership is 'softly' promoted at all events and activities and membership applications increased during EXPO and community forums.

### Corporate Membership

This program has not been extended, developed or managed by the Events Manager this year.

## Programs 2016/2017

### Health, Wellbeing & Social

COTA NT offers participation in these programs at the lowest cost possible to participants (in line with WHO age-friendly guidelines) and to encourage as much participation as possible.

The instructors for health and fitness-based programs below are appropriately qualified and have a duty of care towards patrons.

### Pilates

Uses large activity room. Monday mornings, offered to seniors at \$5 per class per person. COTA NT pays for the instructor. COTA NT handles all promotional work through its usual channels and any enquiries received about class (phone, email, face to face). Instructor is Sharon Kelly.

COTA volunteer accepts monies donated on day from participants, banks according to activity job # and pay instructor at month end on receipt of invoice. (Under review at 1 October).



*Instructor Sharon Kelly*

## Zumba Gold

Uses large activity room. Wednesday evenings and Friday mornings, offered to seniors at \$5 per class per person. COTA NT pays for the instructor. COTA NT handles all promotional work through its usual channels and any enquiries received about class (phone, email, face to face). Instructor is Ann McNamara. Ann usually contacts regular participants by text or email to remind them about class times/timetable changes.

COTA volunteer accepts monies donated on day from participants, banks according to activity job # and pay instructor at month end on receipt of invoice. (Under review at 1 October)

*Instructor: Ann McNamara*

## Yoga

Used large activity room on Wednesday mornings, offered to seniors at \$5 per class. COTA paid instructor. COTA handled promotion. Feedback on class from a number of participants was negative regarding level of activity and style of instruction; concerns raised with instructor. However, numbers dropped and classes were cancelled due to lack of consistent interest.

*Instructor: Brayley Campbell*

## Bingo

Uses the board room on Mondays. Group supply own refreshments, not using air-conditioning at the moment (Dry). The group have been asked to donate a gold coin per visit, but are not doing so regularly.

COTA volunteer accepts any monies donated on day from participants, banks according to activity job #.

*Facilitator: Merilyn Krink*

## Musical Jam

Uses the board room or activity room depending on numbers every fortnight. Donation asked for but not obligatory. Musical Jam have raised \$176 for COTA in fundraising efforts FY2016/2017.

*Facilitator: Sue Firth*

## Step Forward Together Conversations/ Your Wellbeing-Your Plans

Three sessions were hosted around the Step Forward Together Program at Spillett House. During October, April and May. <http://www.cotant.org.au/step-forward-together/> program

*Facilitator: Lina Paselli, Dr Sadhana Mahajani*

## Morning Teas

Monthly from February to September, styled as 'high tea' with teapots, cake stands and crockery and held on the last Tuesday of the month. Typically appeal to more *senior* seniors and groups with carers (Stepping Out – Alzheimers NT, Carers NT, Pearl Supported Care). Attendance varies from 6 – 50.

These morning teas were given financial support by Katrina Fong Lim. Increasingly managed and co-ordinated by volunteers only (with support from staff).

The August morning tea held during Seniors Month was the most popular and attended by interstate seniors.

Outside of these regular morning teas, a morning tea was provided by Travel Associates and combined with a travel presentation which was also popular.

*Facilitator: COTA NT / Sue Stewart - volunteer*

## Craft Workshops

In February, March, April and May craft workshops were held around: jewellery making, origami, weaving, woodwork and sewing. Each session was well attended and popular with seniors' care groups, in particularly Stepping Out (Alzheimer's NT).

*Facilitator: COTA NT, Bunnings, DCA, Boomerang Bags*

## Computer Training

COTA handles promotion and enquiries. Interested recipients' details are sent to Fran who makes mutually convenient arrangements for training with people. COTA prefers location to be Spillett House. Educator briefed on safety concerns.

*Facilitator: Fran Wickes*

## iPad Training

Provided by volunteer educator, Jemma Aitkens since September 2017. Held for small group of up to 8 in the board room. COTA arranges class dates with Jemma, handles all promotional work through its usual channels and any enquiries received about class (phone, email, face to face).

COTA set up/pack down room to include basic refreshments, Wifi access sheets and key access.

*Facilitator: Jemma Aitkens*

## Events

### Podiatry: Foot Health Month

In October 2016, we hosted a Foot Health month presentation from Catherine Barraclough, The Ageing Foot: Podiatry Workshop. This session was reasonably well attended by 15 with lots of questions and answers.

*Facilitator: Darwin Podiatry*

### Volunteers Lunch

18 COTA volunteers joined COTA staff and board members for a volunteers' thank you lunch at the H Hotel with Christmas theming, including crackers and 'favours'.

*Facilitator: COTA NT*

### Christmas High Tea

This high tea was provided for COTA members only and VIP included our patron, His Honour the Honourable John Hardy OAM and his wife, Mrs Hardy. Also attending

were Jan Jewell (Chair of COTA Board) and Graeme Bevis (CEO, COTA NT). 60 people attended.

*Facilitator: COTA NT*

### Multicultural Events – March & August

The Harmony Day Luncheon – African Drumming - (March) and Multicultural Luncheon – Syrian cuisine and culture - (August) facilitated by Multicultural Affairs Manager, Lina Paselli were again successful bringing seniors together from diverse cultural backgrounds. Attendance were 40+ and 130+ respectively.

4-8 volunteers enabled each event to happen assisting with transport, set up, pack down and event support.

*Facilitator: COTA NT*

### Meet the Author – March

Well attended presentation by local author, Franz Kratschmer on *China Seas Crisis*.

*Facilitator: COTA NT/ Franz Kratschmer*

### Wellness Week – April

In April, a number of presentations and conversations were facilitated with the support of local stakeholders around wellness and health including:

- Live Well with Asthma (Asthma Foundation)
- The Nature of Dementia (Alzheimer's NT)
- Continence and Constipation (Department of Health, Community Nursing)
- Falls Risks and Medication (Department of Health, Community Nursing)
- Managing Your Pain (Arthritis & Osteoporosis NT)

Average attendance of 10 people. Promoted on ABC Darwin with Adam Steer.

*Facilitator: COTA NT*

## Movie & Morning Tea Events

The ongoing relationship has been maintained and developed with BCC Cinemas. BCC Cinemas provide COTA with free screenings and ticket giveaways 'in exchange' for promoting films through its various channels.

During this 12 month period, seniors were advised of special previews and had the opportunity to attend free movie previews and morning tea (*My Cousin Rachel*, *Andre Rieu in Concert*, *Hampstead*, *Victoria and Abdul*).

These movie screenings provide COTA NT with opportunities to get in front of a sizeable crowd (at minimal cost) and promote COTA's work, membership and fundraising initiatives.

*Facilitator: COTA NT*

## SENIORS EXPO – June

This was the third SENIORS EXPO organised by COTA NT and included participation from 70 stakeholders including local community groups, MLA, businesses, government/non- government agencies and service providers. The event was supported through financial grants and sponsorship from Northern Territory Government, Greenfields Living, Department of Health, Regis Aged Care and Police Credit Union; plus in-kind support from SilkAir, Malak Marketplace, Darwin High School and Department of Transport.

<http://www.cotant.org.au/information/seniors-expo/seniors-expo-2017/>

### Notes:

- **NEW** Community pavilion provided more shade for morning tea, seated aerobics and musical entertainment
- **NEW** Territory FM held outside broadcast in the grounds throughout the event and interviewed the Minister Dale Wakefield MLA, Stacey Rosser (City of Darwin Libraries) and promoted the event live
- **NEW** Coffee with a Cop community engagement attended
- **NEW** Cornucopia provided subsidised volunteer refreshment (coffee and toastie)
- **NEW** COTA shuttle service provided from Vestey's Beach overflow parking
- **NEW** Professional graphic designer hired to meet sponsorship requirements
- More stalls than last year, more performances than last year, more people attended than last year (roughly 1000)

- Assistance provided with parking and stall set up/pack down
- Stage manager and photographer sub-contracted (at nominal cost)
- Free admission and morning tea for attendees provided at no cost
- Darwin High School students were great ambassadors (and later awarded certificates of appreciation at school assembly)
- Free transport available to EXPO on Darwin Bus network
- Programs served as 'Seniors Directory'

*Facilitator: COTA NT*

## **Date of SENIORS EXPO 2018 is set for FRIDAY 1 JUNE 2018, MAGNT**

SENIORS EXPO 2017 stakeholders included:

- |  |  |
|--|--|
| • Aged Care Unit (Northern Territory)                          | • Golden Glow Nursing                                |
| • Alzheimer's Australia NT Inc                                 | • Greenfields Living, Tiwi Living and Durack Gardens |
| • Anglicare NT   | • Fannie Bay History & Heritage Society              |
| • Arthritis and Osteoporosis NT                                | • Healthy Living NT                                  |
| • Association of Independent Retirees (A.I.R.) Darwin Branch   | • Independent Commissions                            |
| • Australian Hearing   | • Jacana Energy                                      |
| • Australian Red Cross   | • Keep Moving Pty Ltd                                |
| • Australian Regional and Remote Community Services (ARRCS)    | • Life Without Barriers                              |
| • AustralianSuper  | • Malak Marketplace                                  |
| • Bowls NT   | • NuLine Dance                                       |
| • Calma Gardens Community Project                              | • NT Physiotherapy Clinic                            |
| • Calvary Community Care                                       | • Pacific Maintenance                                |
| • Carers NT  | • Palmerston Senior Songsters                        |
| • Charles Darwin University                                    | • Police Credit Union                                |
| • City of Darwin   | • Probus Clubs                                       |
| • Coconut Grove Seniors Community Hall                         | • Prosper Darwin Prostate Cancer Support Group       |
| • COTA Coomalie Branch   | • Regis Aged Care                                    |
| • COTA Northern Territory                                      | • Relationships Australia NT                         |
| • Danila Dilba Health Service                                  | • Sebastian Kappen Photography                       |
| • Darwin Asylum Seeker Support and Advocacy Network (DASSAN)   | • Seniors Sunshine Band (COTA NT)                    |
| • Darwin Bridge Club   | • SilkAir  |
| • Darwin Community Arts (DCA) and Darwin Seniors Computer Club | • Still Belting Out Choir                            |
| • Darwin Community Legal Services                              | • St John Ambulance (NT)                             |
| • Darwin Line Dancing  | • Territory Palliative Care & PEPA (NT)              |
| • Department of Health   | • Territory Families (NT Government)                 |
| • Exit International   | • The Ionian Club of Darwin                          |
| • Genealogical Society of the NT                               | • The Salvation Army                                 |
|  | • Travel Associates                                  |
|  | • U3A Darwin Inc                                     |

- Volunteering NT
- Victims of Crime NT – Safe at Home Program
- Zumba Gold with Ann McNamara

## Seniors Month 2017 – August (see also grants)

Seniors Month 2017 at COTA featured 30 events and activities including:

- Zumba Gold
- iPad Training
- Pilates
- Bingo
- Musical Jam
- Movie and Morning Tea
- Seated Aerobics
- Multicultural Luncheon
- Drumming Workshop
- Stretch n Flex
- *Hampstead* Movie and Morning Tea
- Public Consultation: NT Pensioner and Carer Concession Scheme

### Notes:

- COTA NT allowed its premises to be used by Darwin Bridge Club and the NT Government
- A team of 6 volunteers assisted COTA NT staff throughout Seniors Month
- The morning movie and morning tea attended by approximately 200 (300 tickets distributed)
- Multicultural Luncheon was booked by 90 people and attended by 130

## Healthy Bladder and Bowels Information Session - September

Hosted by COTA for The Continence Foundation of Australia. 55 attended. Event included morning tea. COTA had paid contribution.

*Facilitator: COTA NT/ The Continence Foundation of Australia*

## Special Projects

### Fundraising

Several fundraising projects have been undertaken during the last 12 month period including:

- SilkAir flights raffle (run June – August)
- Musical jam gigs (mainly December 2016)
- Morning teas (February – July)
- Event, program and 3<sup>rd</sup> party event surplus (mainly EXPO).

SENIORS EXPO helped to provide COTA with the most income, followed by the raffle.

*Facilitator: COTA NT staff and volunteers*

## Pensioners and Carers Concessions Review

The review of the Pensioners and Carers Concession was supported by COTA through:

- Extensive promotion of the review through radio, EDM, Facebook, website and community press, Seniors Voice
- Hosting of two public, community forums at Spillett House (both well attended by 65+ people)
- Promotion of the Have Your Say survey
- Promotion and distribution of the jointly-authored petition released in the review period.

*Facilitator: COTA NT staff and volunteers*

## Seniors Month Calendar

NTG contracted COTA to produce the Seniors Month Calendar. This was published for print and online distribution and involved new website development for functionality, design, content and hosting of the online community calendar. Extensive promotional and marketing work was undertaken to notify stakeholders how calendar would be made available.

### Print Calendar – at a glance

- Print copies available at Spillett House, 65 Smith Street, Darwin from Monday 17 July to Thursday 31 August
- From 17 July, through the efforts of staff and volunteers, COTA NT distributed copies to: 69 outlets in Darwin, 23 outlets in Palmerston
- Submission deadline 9 June (missed by several key regional organisations)
- Incomplete/incorrect information supplied
- For the first time, not posted out to holders of the NT Seniors Card

### Online Calendar – at a glance

- Available from 12 June 2017
- No submission deadline
- All events published within 24-48 hours of submission
- Available all year round
- Organised by regions



- Difficulty reported by one person in reading online calendar and clicking on 'view all events' tab to see all events for that a specific date
- From 17 July, full PDF of calendar available to download and print

A full review of the project was made available to Territory Families.

*Facilitator: COTA NT staff and volunteers, paid sub-contractors*

## Seniors Month

Grant applications were made by COTA NT to part-fund Seniors Month activities: multicultural luncheon, drumming workshop and Stretch n Flex course.

The Multicultural Luncheon was also significantly supported by the City of Darwin, who met the cost of shading Poinciana Park.

COTA NT also assisted COTA Coomalie with a SENIORS PICNIC grant application.

*Facilitator: COTA NT*

## Outline of Work for 2017/8

### End of Year

Volunteers Day (5 December) will be celebrated with a volunteers' lunch co-ordinated by volunteer Sue Stewart (Volunteer Co-Ordinator) and Lina Paselli (General Manager).

### Special Project Work

- Tales of Tracy scrapbook
- Seniors Card Scheme website and directory (*subject to agreement*)
- Seniors Month calendar (*subject to agreement*)

### Event Funding and Sponsorship

To seek and secure grant funding and sponsorship to support events and programs as resources allow.

### Event Partnership

To continue developing relationships with other organisations, stakeholders and agencies (government and non-government) to create events, activities and workshops that attract, engage and promote the well-being of all senior Territorians.

### Event Planning

To produce a calendar of events for 2018 that:

- Meets the guidelines of being an 'Age Friendly Community'
- Promotes community resources that are "Age Friendly in Practice"
- Provides opportunity for as many seniors as possible to engage with us and each other
- Provides low-cost affordable activities that exclude no-one due to income
- Enables volunteers to participate in event support roles
- Meets our Service Plan obligations (with regard to NT Government funding).

### Event Promotion

To continue to utilise and develop appropriate and cost-effective channels of promotion and marketing that reaches COTA NT's target audience.