



EAAA
Elder Abuse Action Australia

Strategic Plan
2020 - 2022

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Acknowledgment of Country

EAAA acknowledges the traditional custodians of the lands on which we work and their ongoing connection to country. We pay our respects to Elders past, present and emerging.

Commitment to Diversity

EAAA is committed to ensuring equitable and inclusive responses to end elder abuse for people with diverse characteristics and life experiences.

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Contents:

Introduction by Co-Chairs	5
About Elder Abuse Action Australia	6
Vision	7
Mission/Purpose	7
EAAA Commitment (Core Values)	7
Statement of Principles	7
Our Priorities	8
One: Policy and Advocacy	8
Two: Influence and Engagement	9
Three: Information and Education	10
Four: Financial and Organisational sustainability	11

Introduction by Co-Chairs



A message from the EAAA Board Co-Chairs

We are pleased to launch the first Strategic Plan for Elder Abuse Action Australia (EAAA). This Plan represents the outcome of consultations with the EAAA Advisory Group and board members and outlines our key priorities for the next three years. It is being released at a time when EAAA is moving from its establishment phase to a time of growth and activity aimed at ending elder abuse. It is also a time of great change and concern as the COVID-19 virus impacts the world and older people in particular. We know that this will lead to greater vulnerability for older people, especially those impacted by abuse.

EAAA successfully obtained funding from the Attorney General's Department and established itself as a national peak body to respond to, and end, elder abuse. We also successfully secured funding to establish a knowledge hub for the prevention and awareness of elder abuse, COMPASS, Guiding Action on Elder Abuse, which will be a source of information, research and knowledge. We will continue to partner with the government, community organisations, older people and other sectors to end elder abuse and to work with Government on the delivery of the National Plan to respond to the Abuse of Older Australians.

This Plan provides the focus of work for EAAA over the next three years and the success factors we will use to

measure our achievements. It links with our Stakeholder Engagement Plan, which guides our work on membership, and our partnerships with members, older people, other sectors and government. Stakeholder engagement is a core part of EAAA's strategic and business processes.

Evidence about the prevalence of elder abuse in Australia is lacking, though if international indications provide any guidance, it is likely that between 2% and 14% of older Australians experience elder abuse in any given year, with the prevalence of neglect possibly higher. In addition, older people can experience other vulnerabilities, such as disability and dementia, that can make them more susceptible to elder abuse. Elder abuse can also result from societal and structural factors such as social isolation and ageism, which can be compounded by discrimination (for example homophobia or racism).

This Strategic Plan is ambitious and challenging. It relies on strong partnerships with members and stakeholders. Working together we will understand, prevent and respond to elder abuse and protect the rights of older Australians.

Diedre Timms and Russell Westacott
Co-Chairs

About Elder Abuse Action Australia

Elder Abuse Action Australia (EAAA) is the national voice for action to eliminate elder abuse through systemic advocacy and policy development, best practice and research, and education and capacity building. EAAA is a specialist organisation with knowledge of issues that impact older people and their families, communities and broader society. Our board represents advocacy groups that are strong advocates on elder abuse in their jurisdictions.

EAAA is engaged with the grass roots community in addition to cross disciplinary and cross sector membership. Additionally, EAAA is also engaged with state and federal government departments and peak organisations.

Elder Abuse Action Australia arose out of the series of National Elder Abuse Conferences in Brisbane (2012), Adelaide (2013), Perth (2014) Melbourne (2016) and Sydney (2018). Although there was a national network in existence at the time in the form of the Australian Network for the Prevention of Elder Abuse (ANPEA), consistent with the International Network for the Prevention of Elder Abuse (INPEA), ANPEA was not able to be very active, nor achieve the scope of national work that was sought. Moreover, the duplication and inefficiency in working separately was recognised. Participants at the 5th National Elder Abuse Conference advocated the need for a national and collegiate approach to working on elder abuse.

The enthusiasm to combine to achieve a national strategy and action led to the formation of EAAA.

EAAA aims are to:

- Develop and promote systemic policy reforms regarding elder abuse to national government, non-government institutions and the business community;
- Raise community awareness and educate the community regarding elder abuse; and
- Communicate, share and co-ordinate information, resources and practice for national consistency and efficiency.

EAAA has a strong commitment to community and consumer engagement. EAAA is the only national organisation providing a specific voice for those affected.



Our Mission & Purpose:
A national voice for action that eliminates elder abuse

Our Vision

A society that respects and values all older people and is free from elder abuse.

Statement of Principles

EAAA promotes, recognises and advocates for the agency of older people and their rights to live free from abuse. The actions in our Strategic Plan aim to:

- Tackle ageism
- Address discrimination
- Educate, inform and engage older people on their rights
- Ensure older people live lives free from abuse
- Enable the engagement of all older people, especially the most vulnerable, in national discussions and reforms
- Foster the autonomy of older people
- Achieve equitable access and outcomes for older people from diverse communities

EAAA Commitment (Core Values)

- Social justice and the rights of older people
- Respect for difference and inclusion
- Collaboration with services, older people, their supporters and industry stakeholders
- Accountability and integrity
- Evidence based practice and research
- Innovation and forward-thinking

Our Priorities

One: Policy and Advocacy

Lead the national dialogue on effective policy reform

Objectives

- Advocate and promote systemic policy reforms
- Engage and mobilise networks to develop effective responses to elder abuse
- Promote the effective and equitable implementation of the National Plan and ALRC Recommendations to prevent elder abuse

Actions

1. Establish and publish EAAA's policy platform
2. Advocate for the harmonisation of Power of Attorney and related legislation
3. Engage in relevant government and non-government forums, meetings, conferences and advisory groups on ageing, aged care and elder abuse
4. Audit and report on national action in responding to elder abuse

Success Factors

1. Our work is utilised by member's in their advocacy at local, state and federal levels
2. Policy Statements influence Government actions
3. Submissions and Policy Statements are completed each year
4. Attend at least 90% of relevant meetings and influence meeting agendas and outcomes
5. 90% positive feedback from conference presentations, forums, workshops etc.
6. Issue a 'state of the nation' annual report on implementation of the National Plan and ALRC Recommendations through a publicly available document, which is submitted to the Council of Attorneys-General and relevant Government Departments.

Two: Influence and Engagement

Thought leaders and a national voice on ending elder abuse

Objectives

- Our relationships are collaborative and robust
- Provide a platform for the promotion of best practice
- Evidence and lived experience inform EAAA's work

Actions

1. Actively engage with older people to hear their issues, needs and concerns on elder abuse
2. Hold the bi-annual national conference on elder abuse
3. Develop and implement our Stakeholder Engagement Plan
4. Increase and diversify our membership
5. Build the visibility of EAAA

Success Factors

1. Older people provide positive feedback about their experiences of engagement by EAAA
2. 90% satisfaction rate with conference
3. Strong effective partnerships and more effective advocacy and campaigns supported by stakeholders
4. Sustained connection and interaction with government.
5. Membership increases by 25% per year with a low (< 5%) turnover over 3 years
6. High corporate awareness of EAAA
7. Ambassadors are appointed and active

Our Priorities

Three: Information and Education

Trusted and credible source for information and education on elder abuse.

Objectives

- Further the understanding of the causes and effective responses to elder abuse
- Augment/Build the capacity of our members and older people
- Create tools and resources to enable our members, government and non-government agencies organisations to create behaviour change
- Seek opportunities for partnership in research that continues to build evidence and support best practices.
- Ensure Compass is the source of evidence-based information and services on elder abuse.

Actions

1. Gather, promote and disseminate useful evidence-based resources to prevent abuse of older people
2. Promote community understanding of and response to elder abuse
3. Build the capacity of Compass as a source of information and data
4. Gather and share stories of elder abuse

Success Factors

1. Small and specialist legal services and community support organisations have effective, evidence-based, useful tools and resources to support older people at risk of or experiencing elder abuse in their communities.
2. Improved understanding in community on what elder abuse is and how to respond to it.
3. EAAA is the go-to organisation for national dialogue on elder abuse (trusted source)
4. Compass identified as the “go to” source for information, data, evidence and research partnerships on elder abuse
5. Build a “library” of lived experiences of Elder Abuse for EAAA, Government and researchers.

Four: Financial and Organisational Sustainability

Financially stable, compliant and competent to ensure our ongoing effectiveness and viability into the future.

Objectives

- Inclusive culture that is supportive, open and embraces diversity
- Sufficient and diverse revenue to implement EAAA’s vision
- Governance that is transparent and accountable

Actions

1. Augment sound internal policies, structures and processes
2. To improve our internal compliance and reporting systems
3. Diversify our revenue streams
4. Responsibly manage our resources

Success Factors

1. Effective policies, structure and planning maintains an effective organisation
2. Board manages general and fiscal risks effectively
3. Financial viability and sustainability of EAAA assured and reliance on government funding is reduced
4. Resources are managed effectively



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