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Advocare named new independent peak body for WA seniors

Seniors advocacy group Advocare has been named Western Australia's new independent peak body for seniors following a competitive tender process by the Department of Communities.

- Advocare announced as Western Australia's new independent peak body for seniors
- Peak body to represent the interests of more than 428,000 Western Australian seniors to ensure they are supported, connected and heard
- Delivers on a key outcome of WA's first-ever State Seniors Strategy, launched last year

Seniors advocacy group Advocare has been named Western Australia's new independent peak body for seniors following a competitive tender process by the Department of Communities.

Advocare will fulfill an important function representing the interests of more than 428,000 seniors who make up a vital part of WA to help ensure they are supported, connected and heard.

As the seniors peak body, Advocare will engage with older people to hear their views and present these to Government and the community sector.

Importantly, it will provide a strong voice for older people in WA, supporting their wellbeing and working towards the vision for older people to feel valued, safe, and empowered to live happy and fulfilling lives in age-friendly communities.

Advocare has been providing services for older people in WA for more than 27 years, helping older people access the right supports, information and protections available to them.

It also delivers the National Aged Care Advocacy Program, the Care Finder Service, the Elder Abuse Helpline and the Aged Care Volunteer Visitors Scheme as part of their support for older people.

Establishing an independent peak body is a key action of WA's first-ever seniors strategy, *An Age-Friendly WA: State Seniors Strategy 2023-2033*, and its accompanying five-year Action Plan launched last year by the Cook Government.

Its role is to represent older people in WA and work collaboratively with the State Government to drive positive outcomes.

It will also support vulnerable seniors and take steps to address and combat elder abuse, with the current functions under the Vulnerable Seniors Peak merged into the seniors peak body, commencing on 1 July 2024.

In 2020, the Department of Communities provided funding to the Council on the Ageing WA (COTA WA) to establish the Vulnerable Seniors Peak, focusing on raising awareness of elder abuse.

Comments attributed to Seniors and Ageing Minister Don Punch:

"I look forward to working with Advocare in this important role to support older people throughout WA, and to achieve the vision and outcomes of the WA Seniors Strategy.

"The seniors peak body will represent and advocate for older people in Western Australia to help ensure they are supported and thriving.

"I would also like to take this opportunity to thank COTA WA for their work over the past four years advocating for vulnerable seniors in our community."

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Ministers

**[Hon. Don Punch](#)**

Minister for Regional Development; Disability Services; Fisheries; Seniors and Ageing; Volunteering
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