



Media release: Change the conversation about ageing on World Elder Abuse Awareness Day, 15 June 2026

Melbourne, 1 June – Seniors Rights Victoria (SRV) and Council on the Ageing (COTA) Victoria encourage those in Victoria, throughout Australia, and across the world to come together on World Elder Abuse Awareness Day (WEAAD) to combat elder abuse – and to challenge the socially accepted discrimination, ageism, that helps to drive it.

Recognised by The United Nations General Assembly and celebrated annually, WEAAD takes place each year on 15 June and asks communities to stand together against the abuse, mistreatment, and neglect of older people.

Now in its second year, Seniors Rights Victoria and COTA Victoria's [Beyond Age project](#) challenges ageist attitudes and promotes respect for older people.

“Ageism impacts how society perceives the worth of an older person, and can lead to their abuse and mistreatment,” said CEO of Seniors Rights Victoria and COTA Victoria, Ben Rogers. “Therefore, Beyond Age is crucial as we work towards a safer and more inclusive society for older people, and directly combat ageism as one of the significant drivers of elder abuse.”

As part of the project, community members can attend in-person workshops or head online to couple a photo from their past with one from their present, then providing advice about getting older to their younger self. All photographs and responses are turned into digital storyboards and displayed in [an online exhibition found on the World Elder Abuse Awareness Day website](#).

“While designed to target ageism, Beyond Age also provides a valuable opportunity to reflect on shared experiences of ageing,” Mr Rogers said. “Good or bad, no matter your background, the stories and advice shared by participants are so very relatable and remind us all that we’re not alone; there’s always someone who can empathise with your situation. Seeing older people as they are, and their humanity, is the best rebuttal against ageism.

“Our intent with Beyond Age is to actively engage Victorians before, during, and after the 15th of June, all in observance of World Elder Abuse Awareness Day,” Mr Rogers continued. “We ask the community to get behind this project, and to hold open, frank discussions of the scourge that is elder abuse.”

Ben Rogers and other Seniors Rights Victoria and COTA Victoria spokespeople are available for further comment or interviews as WEAAD 2026 approaches. We encourage media outlets to promote this initiative, raise awareness of elder abuse, and most importantly, highlight available supports.

If you are in Victoria and experiencing elder abuse, help is available through Seniors Rights Victoria’s confidential helpline on 1300 368 821. Our website – seniorsrights.org.au – also features resources for concerned friends or family members.

For nationwide assistance in Australia, please call 1800 ELDERHelp (1800 353 374). You can also access [additional resources in 20 different languages using the Australian Human Rights Commission website](#).

If it is an emergency, call 000.

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Further context

All points below are attributable to Ben Rogers, CEO of Seniors Rights Victoria and COTA Victoria.

- The most recent study of elder abuse prevalence in Australia found that 1 in 6 people 65 years and over had experienced at least one recognised form of elder abuse over the previous 12 months.
- This suggests that 160,000 older Victorians are reporting that they have experienced elder abuse each year, demonstrating the clear need for training and support.
- Elder abuse comes in many forms. It can be financial, emotional, psychological, physical, sexual, or social. Elder abuse can occur once or many times and can vary in severity from subtle through to extreme and can include one or a combination of the different types of abuse.
- Elder abuse is most often perpetrated by someone known to and trusted by the older person, such as family members, relatives, or friends, with two thirds of reported elder abuse being perpetrated by the adult children of an older person.
- Elder abuse affects people of all genders and all walks of life. The abuse, however, disproportionately affects women – two-thirds of people seeking help from SRV are women.
- Culturally and Linguistically Diverse (CALD) communities, Aboriginal and Torres Strait Islander communities, and LGBTQIA+ communities are additionally vulnerable to elder abuse, as are older people living in rural and regional communities.
- In the 2024/25 financial year, the SRV helpline received a total of 13,203 calls, a 12% increase compared to the year before. Of those, our advocates were able to make contact and assist 3,970 contacts with 5,238 unique issues.

- SRV data from the 2024/25 financial year indicates that 64% of alleged perpetrators of elder abuse are the adult children of the victim-survivor.
- The average number of days a case remained open was 646 days, with the longest closed case running totaling 1,788 days (almost 4 years). Due to the increasing complexity of matters, we are experiencing a greater volume of cases spanning longer periods of time.

For further information

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About us

Seniors Rights Victoria (SRV) is the key state-wide service dedicated to advancing the rights of older people and the early intervention into, or prevention of, elder abuse in our community. It is the only Community Legal Centre dedicated to preventing and responding to elder abuse within Victoria.

SRV has a team of experienced advocates, lawyers, and social workers who provide free information, advice, referral, legal advice, legal casework, and support to older people who are either at risk of or are experiencing elder abuse. SRV supports and empowers older people through the provision of legal advice directly to the older person.

<https://seniorsrights.org.au> | <https://elderabuseawarenessday.org.au>

Council on the Ageing (COTA) Victoria is the leading not-for-profit organisation representing the interests and rights of people aged over 50 in Victoria. Celebrating 75 years of service in 2026, we have led government, corporate and community thinking about the positive aspects of ageing in the state.

Today, our focus is on promoting opportunities for and protecting the legal rights of people 50+. We value ageing and embrace its opportunities for personal growth, contribution, and self-expression. This belief drives benefits to the nation and its states alongside communities, families, and individuals. [We also offer free membership to those who wish to aid us in our work.](#)

<https://cotavic.org.au>