



# Strategic Outlook





## About Us

**In 2008, the South Australian Government was the first state jurisdiction to recognise the importance of a state-based Veterans' Affairs portfolio and as a result Veterans SA was established.**

We envisage a strong, vibrant, well-supported and represented veteran community, inclusive of all generations that is understood and acknowledged by all South Australians.

As the lead advocate across the Government of South Australia on matters relating to veterans and their families, Veterans SA works with ex-service organisations and civic groups that provide support to members of the community when and where it is needed most.

The agency also plays a role in sharing information about services, programs and opportunities across South Australia that are available to families and those who have served in the Australian Defence Force.

Veterans SA works with the veteran community to ensure commemoration activities are supported and that occasions of military and historical significance are remembered and preserved for all South Australians.

Veterans SA supports the Veterans' Advisory Council, which provides independent advice to the Premier, on matters of concern to the ex-service community in South Australia.



A **veteran** is a person who is serving or has served in the Australian Defence Force as a Regular/permanent or Reserve/part-time member.

The **veteran community** is inclusive of veterans and their families with a direct link to a Service or a veteran. This includes spouses, widows, widowers, partners, former partners, carers, children, parents, siblings and relatives of serving or ex-serving members, and should include anyone with an evident link to, or interest in, matters associated with veterans' welfare or wellbeing.

# Strategic Aims and Outcomes 2021-22

## Data-informed Policy Best Practice

Commit to the ongoing pursuit of data relevant to the veteran population to help further inform evidence-based strategic priorities and policy development across government.

- Develop a workplan to influence government policy and service provision across key priority areas.
- Design and implement a purpose-driven long term data mapping and collection framework in order to accurately map veterans' data in South Australia.
- Provide state-wide leadership in the monitoring and management of key data to inform government on strategic priorities.
- Educate government agencies on the merits for having, and understanding of, a veteran lens in policy creation.
- Provide comprehensive advice to, and collaborate with SA Health to ensure cohesion between the Partnerships Hub and Veterans' Wellbeing Centre.

## Promoting Inclusion

Engage with the South Australian community to substantiate the understanding that those who serve, and their families, actively contribute to the benefit of the community.

- Develop an ongoing Agency-wide communications strategy with an emphasis on telling the stories that matter across the state.
- Develop and implement a comprehensive digital strategy to the benefit of our community.
- Lead an internal whole of government strategic digital communications plan on the value of military service within the South Australian Government.
- Develop an ongoing State-wide plan to connect with the community with a particular emphasis on regions.
- Harness the power of video, written and oral communication strategies to deliver ongoing accessibility to information relevant to veterans and their families.



## Empowering Community

Create the space to encourage a forward aspiring community that harnesses the power of shared experience to advocate for better outcomes for veterans and their families.

- Support a community which seeks proactive, informed choice when looking towards future endeavours.
- Develop an inclusive guide to empower service providers and agencies to support improved outcomes for the veteran community.
- Design and promote initiatives that assist the veteran community to enhance their individual and collective capacity.
- Engage with the veteran community on issues of importance for collective benefit.
- Partner with local communities/government and regional stakeholders to ensure veterans and their families are an integral part of the local community.

## Honouring Service

Empower the South Australian community to honour the service and sacrifice of service women and men and the experience of the families who support them.

- Play a facilitating and educating role in assisting the community to honour service and sacrifice through all appropriate mechanisms and means.
- Provide leadership in looking for innovative ways to honour the service and sacrifice of veterans and the experiences of their families.
- Initiate partnerships and networks with stakeholders who can provide new insights, ideas and tools that embrace an inclusive acknowledgement of military service.



## Our Strategic Enablers

### Our People

In order to optimise the achievement of our Strategic Outlook, we will:

Ensure we attract, retain and develop the most capable talent available aligned to our strategy.

Be inclusive of all military and life experiences and seek consultation to ensure comprehensive understanding of experiences.

Seek out diversity in views and opinions to help us better serve our shared community.

### Our Systems and Assets

The systems and assets we can influence, are also complex in their nature. To ensure the best possible outcomes for veterans, we will:

Provide comprehensive advice and feedback to all Government Agencies on matters relating to veterans and their families.

Promote and utilise the collection of data to inform future policy developments.

Explore how technology can be used to and accelerate our goal achievement and our reach.

### Our Capabilities

There are skills we may need, must learn or harness in order to succeed. These will be bolstered by:

Developing partnerships and alliances in particular with subject matter experts including in 'non-traditional' areas across both South Australia and nationally.

Committing to an ongoing brand building and brand effectiveness strategy.

Building a knowledge base within the organisation that can be readily available.

Use all forms of media and mediums available to ensure accessibility of information to all.



# Veterans SA Vision Statement



## Through evidence-based approaches...

We **commit** to the ongoing consideration of the veteran experience in policy creation.

To **create** and encourage a forward aspiring community to advocate for better outcomes for South Australian veterans and their families as they continue to evolve.

We will **engage** with the South Australian community to support the understanding that those who serve, and their families, actively contribute to the benefit of the community.

We will **empower** the South Australian community to honour this service and sacrifice.

### Empowering Community

We will support and encourage a community that seeks proactive and informed choice when looking towards the future and will harness the power of shared experience to advocate for better outcomes for veterans and their families as well as enable individual and collective capacity building.

### Promoting Inclusion

We will harness the power of traditional and non-traditional communication strategies to engage with the South Australian community to substantiate the understanding that those who serve, and their families, actively contribute to the benefit of the community.

### Honouring Service

We will empower the South Australian community to honour the service and sacrifice of service women and men and the experience of the families who support them and provide leadership in looking for innovative ways to honour service.

### Data-informed Best Policy Practice

Our ongoing pursuit of data relevant to the veteran population will help further inform evidence-based strategic priorities and policy development across government, which will enable the empowerment of community, inclusion and honour of service.



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