



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.

Veterans SA acknowledges that we work and operate on the traditional Country of the Kaurna people of the Adelaide Plains, and we pay respect to Elders past, present and emerging.

We recognise and respect their cultural heritage, spiritual beliefs and relationships with the land and waters, and we acknowledge that they are of continuing importance to the Kaurna people living today. We extend this respect to all other Aboriginal and Torres Strait Islander people.



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 2023

Empowering Community

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

- Continue to promote Home Base SA as a reliable online resource for current and former serving members and their families.
- Deliver a pilot 'co-work, co-play' program that allows Defence partners to work collaboratively with on-site childcare provided.
- Deliver a 12-month pilot regional outreach program to connect veterans in regional areas with support services and increase awareness of services available to the community.
- Explore opportunities to increase training pathways for veterans and their families through Skills SA funding programs.
- Investigate the feasibility of a veteran and Defence families expo that provides information to the veteran and Defence communities about employment, transition, education, health and wellbeing, aged care support, etc.
- Support the professional development of South Australian former-serving members through a second Veterans' Mentoring Program.
- Explore opportunities for increasing cohesion within the veteran community by raising awareness and facilitating educative activities
- Continue to provide funding assistance to organisations that support veterans and their families through the Capacity Building Grant Fund.
- Continue participation in online and face-to-face ADF Transition Seminars and provide feedback and state-specific guidance to organisers wherever possible.
- Deliver a program of community forums that provide the opportunity for the veteran and Defence families community to provide feedback directly to the agency on matters of importance.
- Deliver a pilot program to establish the systems and processes for the establishment of work trials across the state government for DVA vocational rehabilitation program participants.
- Continue collaborative participation in the Transitioning ADF Members Collaborative Working Group, alongside Northern Adelaide Local Health Network (NALHN), Australian Defence Force (ADF) and Adelaide Public Health Networks to address the needs of transitioning members.
- Continue to promote veteran related programs and events through social media and other networks.
- Continue to participate in the Veterans Wellbeing Taskforce and Commonwealth State and Territory Committee (CSTC) and any working groups that develop from these.

Promoting Inclusion

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

- Continue to publish stories and content that highlight the successes of veterans and their families and challenge the stereotypes around veterans.
- Continue to produce and promote digital and hard-copy resources that educate the wider community about the experiences and value of veterans and their families in the workplace and community.
- Explore the viability of developing a veteran employer network.
- Engage with Department for Education to investigate potential for increased cultural awareness in schools of Defence/military life and assist in the development of recommendations for implementation.
- Create a resource to educate the community about Defence life and its impact on families and children.
- Continue to be involved in the Commonwealth State Veterans Employment Working Group (sub-committee of CSTC) and action any relevant initiatives.

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.

- Distribute a second Australian Defence Force Arrivals Survey to collect data and feedback from Defence families that have recently posted to South Australia to help shape support for this sector of the community.
- In collaboration with Defence Families Australia, produce a survey that will highlight barriers faced by Defence partners relating to transfer of professional registrations from state-to-state and take necessary actions to address these issues.
- Continue to support and collaborate with state government agencies that are working in areas where significant veteran issues exist, such as incarceration and homelessness.
- Explore opportunities and support the Department for Education to better identify and meet the needs of ADF and veteran children within the education system.
- Engage with Department for Education to advocate for flexibility in school zoning for Defence families.

Honouring Service

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

- Continue to provide financial assistance through grant funds to ensure that Anzac Day and other dates of significance can be commemorated.
- Continue to provide financial assistance through grant funds to enable/facilitate projects and initiatives that honour the men and women who have served and South Australia's military history.
- Provide financial assistance through a grant fund to support commemoration activities for the 80th Anniversary of the end of World War Two.
- Collaborate with Department for Human Services to advocate for and support the expansion of eligibility for veteran concessions and be a leading state in this area.



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 complex in nature. To ensure the best possible outcomes for the veteran community, we will:

Provide comprehensive advice and feedback to 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 accelerate the achievement of our goals 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 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 a variety of communication channels and mediums 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.

We will **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 veteran community to honour this service and sacrifice.

Empowering Community

We will support and encourage a community that seeks proactive and informed choices 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 raise awareness 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 people and the experience of the families who support them and provide leadership in looking for innovative ways to honour service.

Data Informed Policy Best 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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