


Veterans SA

Strategic Outlook



Government of
South Australia



Veterans SA acknowledges that we work and operate on the traditional Country of the Kurna 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 Kurna people living today. We respectfully honour the significant contributions and sacrifices made by Aboriginal and Torres Strait Islander people through service, recognising their invaluable role in Australia's defence.

Cover image: Torrens Parade Ground



About us

North Terrace, Adelaide CBD

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.

Veterans SA is the South Australian Government's dedicated agency for veterans and their families – a connector, collaborator and catalyst for change.

The agency works to bridge service and civilian life, tradition and innovation and the proud past that defines our veteran community with the prosperous future being created together.

To transform the way South Australia supports, employs and honours those who have served, Veterans SA works across the public, private and community sectors to create pathways that harness the experience, leadership and potential of veterans, their partners and families – strengthening South Australia's workforce, economy and communities.

Veterans SA also ensures the state continues to lead nationally in understanding and addressing the evolving needs of the veteran community by driving smarter decisions and stronger outcomes through collaboration, research and data-driven insights.

From commemorating our shared history to unlocking new opportunities, Veterans SA is shaping the next chapter of South Australia's proud relationship with its veteran community – one built on purpose, progress and prosperity.

Veterans SA defines a veteran as any person who is serving or has served in the Australian Defence Force for at least one day as a Regular (permanent) or Reserve (part-time).

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. It also includes organisations with a direct link to, or interest in, helping veterans and their families to thrive.

Vision

To create a South Australia where veterans and their families are empowered, valued and connected; leading and contributing to a vibrant, inclusive and economically prosperous state that honours their service and champions their future.

Mission

To unlock the potential of South Australia's veteran community by connecting people, ideas and opportunities. Veterans SA works across government, industry, research and community sectors to strengthen economic participation, enhance wellbeing and honour the contribution of those who serve.



Adelaide CBD



📍 Three Rivers Fountain, Adelaide CBD

Our enablers

Our people

To achieve our vision, we will:

- » Ensure we attract, retain and develop top talent aligned with our strategic priorities.
- » Be inclusive of all military and life experiences and seek consultation to ensure comprehensive understanding of experiences.
- » Seek out diverse views and opinions to help us better serve our shared community.

Our systems and assets

To ensure the best possible outcomes for the veteran community, we will:

- » Provide 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 development and initiatives.
- » Explore how technology can be used to accelerate achieving agency goals and community impact.

Our capabilities

To strengthen the skills we may need, learn or harness in order to succeed, we will:

- » Develop partnerships and collaborate with subject matter experts including those in 'non-traditional' areas across South Australia and nationally.
- » Build a brand that grows in influence and delivers meaningful results, by growing a knowledge base within the organisation that is readily available.
- » Use a variety of communication channels and mediums to ensure accessibility of information to all.

Strategic pillars

The Veterans SA Strategic Pillars are designed to reflect and respond to the needs of the veteran and defence community in South Australia.

We aim for a future where veterans and their families are valued contributors to the workforce, connected to meaningful opportunities and part of a strong, engaged community. Service and sacrifice, past and present, are honoured with pride, while Veterans SA drives innovative, evidence-based support through data, insights and partnerships.



Standing with our veterans: South Australia's response to the Royal Commission into Defence and Veteran Suicide

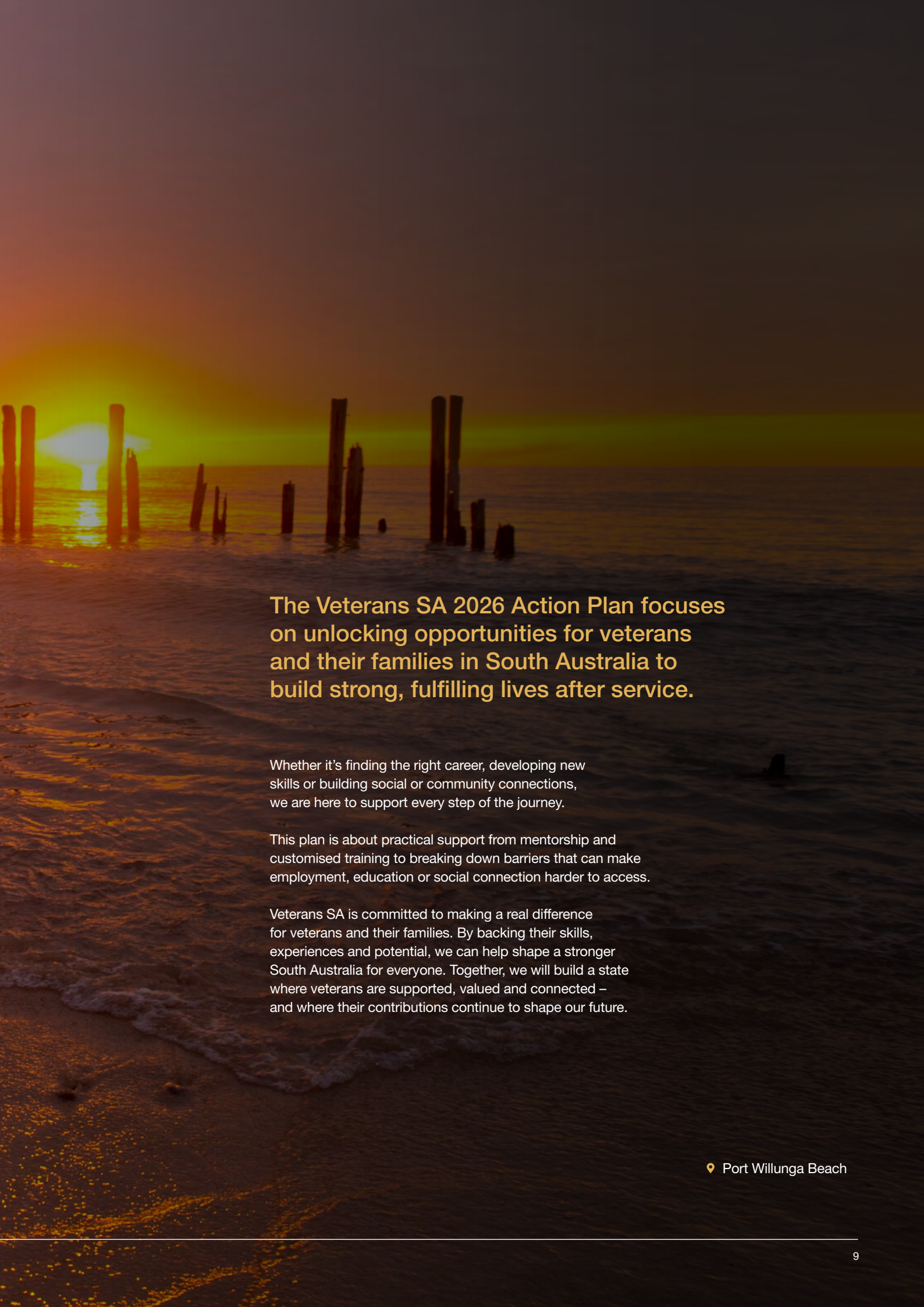
Veterans SA acknowledges the recommendations of the Royal Commission into Defence and Veteran Suicide and will continue to work closely with South Australian agencies, the Australian Government and the veteran community to consider their implementation. While responsibility for many reforms rests with the Commonwealth, Veterans SA will contribute by ensuring the South Australian context and the voices of our veterans and families are represented in national discussions.

A core part of this work will be supporting the generation of research and evidence to build a stronger understanding of veteran experiences and needs. Veterans SA will share this knowledge and insights, positioning the agency as a trusted source of information for government, service providers and the community, to ensure that policy, programs and services are informed by the lived experience of South Australian veterans and their families.

2026 Action Plan



Image credit: South Australian
Tourism Commission/Adam Bruzzone



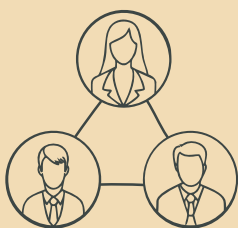
The Veterans SA 2026 Action Plan focuses on unlocking opportunities for veterans and their families in South Australia to build strong, fulfilling lives after service.

Whether it's finding the right career, developing new skills or building social or community connections, we are here to support every step of the journey.

This plan is about practical support from mentorship and customised training to breaking down barriers that can make employment, education or social connection harder to access.

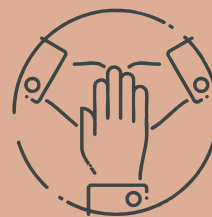
Veterans SA is committed to making a real difference for veterans and their families. By backing their skills, experiences and potential, we can help shape a stronger South Australia for everyone. Together, we will build a state where veterans are supported, valued and connected – and where their contributions continue to shape our future.

Jobs and skills



Empowering veterans and their families to thrive through meaningful careers, transferable skills and development opportunities.

Connection



Building a strong, inclusive network that unites the veteran community, Defence and the broader South Australian community.

What we will do

- » Champion employment, entrepreneurship and career pathways for veterans, their partners and families across public, private and community sectors.
- » Improve understanding of how to recognise and translate Defence-acquired skills into high-value civilian careers.
- » Provide mentoring, networking and professional development opportunities to support transitions, career progression and business growth.
- » Address administrative and systemic barriers affecting access to employment, education and training.
- » Encourage veterans and their families to remain in or relocate to South Australia by promoting career, lifestyle and economic opportunities.

How we will do it

- » Enhance the SA Veteran Employer Network (SAVEN) to connect veterans, employers, education providers and industry into a cohesive ecosystem of opportunity.
- » Partner with peak industry and training organisations to deliver tailored upskilling programs aligned with South Australia's growth sectors.
- » Promote veteran entrepreneurship and business initiatives.
- » Share success stories to inspire engagement and highlight the economic value veterans contribute.
- » Collaborate nationally to inform policies and programs that strengthen workforce participation for veterans.

What we will do

- » Strengthen statewide connections across the veteran ecosystem to enhance access to information, foster belonging and the wellbeing and support of veterans and their families.
- » Deepen engagement with regional and remote communities to ensure equitable participation.
- » Support and participate in key veteran-focused events (e.g. ADF Transition Seminars, Welcome Days, Family Days), providing state-specific input and guidance.
- » Foster collaboration between the veteran community, industry, research and government to share opportunities and co-design solutions or programs.

How we will do it

- » Explore digital and in-person approaches to connect veterans and families to services, networks and programs.
- » Maintain a visible presence at community and Defence events to engage key stakeholders and listen to emerging issues.
- » Strengthen the capability of veteran-focused organisations through targeted capacity-building grant programs that improve governance, leadership and advocacy.
- » Support programs that enhance identity, belonging and social cohesion across the veteran community.
- » Partner with local councils, industry and community organisations to strengthen veteran community networks and opportunities

Honouring service



Recognising and preserving the legacy of those who served – linking the past, present and future through remembrance and respect.

What we will do

- » Provide grants and funding to support projects and initiatives that commemorate service and sacrifice.
- » Promote national and state days of significance to increase public awareness and recognition.
- » Support schools, community groups and organisations to educate and deepen understanding of South Australia's and Australia's military history.
- » Highlight the stories of today's veterans, showcasing their positive impact on communities, workplaces and the economy.
- » Use storytelling to change public perceptions, celebrate contemporary service and inspire the next generation of leaders and contributors.

How we will do it

- » Deliver funding programs for commemorative events, education initiatives, memorials, heritage projects and contemporary storytelling initiatives.
- » Encourage innovative approaches to remembrance that connect past and present service, engaging all generations.
- » Work with key organisations to protect and maintain sites of military and historical significance across South Australia.
- » Develop and share compelling stories of current serving members, reservists and families through media, events and digital platforms – promoting a positive, inclusive narrative of service.

Research, data and innovation



Driving better outcomes for veterans and their families through evidence, insights and collaboration.

What we will do

- » Build Veterans SA's internal capability to gather and analyse data, evaluate programs and inform decision-making.
- » Partner with universities, research institutes and other government agencies to generate new insights and evidence.
- » Lead and contribute to national discussions, including the Royal Commission into Defence and Veterans Suicide response, to ensure South Australian voices are heard.
- » Explore innovative models of service delivery, digital engagement and cross-sector collaboration.

How we will do it

- » Establish a Veterans Data and Insights Framework to guide evidence collection and program evaluation.
- » Commission and share research that highlights veteran experiences to drive practical change.
- » Test pilot programs that use innovation or technology to address barriers in employment, education or wellbeing.
- » Advocate for an open data culture across the veteran ecosystem, where information is accessible and insights are actionable.

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