



### *Vision:*

To be the most effective and progressive advocate and service provider for Veterans and their families.

### *Pillars:*

**ADVOCACY**  
**SERVICES**  
**MATESHIP**  
**COMMEMORATION**  
**SUSTAINABILITY**



### **ADVOCACY**

To be the most powerful advocate for *veterans and their families*, by;

- Advocating strongly for veterans and their families to all political representatives at all levels on issues of relevance
- Building effective relationships with all media and provision of high quality content
- Leading collaboration with other Ex Service Organisations and Government agencies
- Developing strong position statements on issues affecting the Veteran Community



### **SERVICES**

To provide effective and progressive services that support and empower veterans and their families, by;

- Understanding and responding to the changing needs of our veteran community
- Developing strong partnerships increasing collaborative efforts
- Developing better models of service delivery
- Delivering high quality programs that maximise outcomes for clients
- Being the first point of contact for any issues of importance to veterans and their families



### MATESHIP

Foster and support the Australian ethos of mateship and social interaction, by;

- Working closely with our Sub-Branch network to maintain sustainable and vibrant facilities
- Implementing innovative Community Engagement strategies that embrace the diversity of our veteran community
- Developing strong peer to peer support networks
- Providing opportunities for our community to network, volunteer & promote the RSL cause



### COMMEMORATION

To remember the commitment and sacrifice of all those who have served and educate future generations, by;

- Conducting ANZAC Day, Remembrance Day and other significant commemorations on behalf of the State of South Australia
- Sharing the stories of service and sacrifice with the community, specifically young people
- Positioning the VWM as the preeminent education and commemoration resource for the community
- Identifying appropriate RSL milestones of significance to be shared with the community



### SUSTAINABILITY

To operate a corporately responsible business model to ensure the ongoing economic and social wellbeing of our organisation, by;

- Engaging and acknowledging Staff and Volunteers and developing them to their full potential
- Aggressively pursuing new revenue streams and maximising current initiatives
- Undertaking disciplined management of expenditure and future investments
- Establishing governance practices which ensure the ongoing responsible operation of all Boards and Committees of the State Branch and the Sub-Branch network
- Capitalising on our Brand by securing significant partnerships
- Reviewing our membership model and developing new ways of engaging with the veteran community
- Engaging with our membership to evaluate and reflect their views to our best endeavour