

RSL VICTORIA: STRATEGY ON A PAGE



RATIONALE

RSL Victoria has many demands placed upon it, but limited resources. We must direct effort with a laser-like focus. Military compensation and health advocacy represent the most urgent and impactful need for veterans and their families.

By committing to this promise, we strengthen trust in the RSL and protect veterans from exploitative services. At the same time, social inclusion and commemorations remain essential to the fabric of our organisation.

This strategy will also be RSL Victoria's key contribution to veteran suicide prevention and to supporting the initiatives of the RSL in addressing the needs highlighted by the Royal Commission into Defence and Veteran Suicide.

It is meaningful, tangible, and achievable within our capacity, and can be delivered in the short and medium term while laying the foundations for long-term change. Together, these three imperatives provide clarity of purpose, focus of effort, and a sustainable path through a period of fundamental organisational change.

KEY ATTRIBUTES



Clarity

Define our role and priorities with precision



Focus

Direct resources and effort where they will have the greatest impact



Sustainability

Build long-term capacity and resilience to deliver for veterans today and tomorrow

STRATEGIC IMPERATIVES

1. Military compensation and health benefits

- Trusted advocacy service for compensation and health entitlements
- Extend support to case management, appeals and review boards
- Strategic Advocacy informed by our evidenced based practice

2. Social inclusion

- Build belonging and connection to community
- Reduce isolation through community programs
- Strengthen identity and purpose beyond service

3. Support for commemorations and public awareness

- Sustain inclusive, respectful commemorations
- Engage younger generations and diverse communities
- Provide Sub-Branches guidance and support

4. Organisational resilience

- Collaboration with Sub-Branch network and local communities to build shared resilience
- A business with diversified revenue sources
- Leveraging technology to ensure efficiency and continuity

DELIVERY PRINCIPLES

Clear roles, responsibilities and accountabilities

Engaging other organisations as approved delivery and referral partners

Veteran centric and data informed decision making