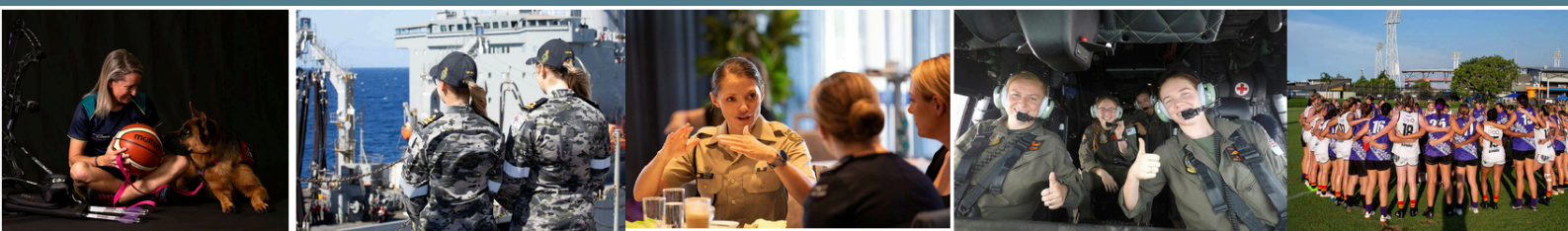




WOMEN VETERANS AUSTRALIA

EMPOWER ✦ SUPPORT ✦ CELEBRATE ✦ ADVOCATE

Strategic Plan 2024 - 2029



From the Chair

Women Veterans Australia, founded in 2021, stands as Australia's only not-for-profit organisation solely dedicated to supporting women veterans. Recognising that women veterans face unique challenges and circumstances, we are committed to providing the specialised attention they deserve. As Chair, I am proud to lead our board of directors in implementing our Strategic Plan. In developing the Phoenix Project, our veteran-facing services, we ensured that the needs and voices of women veterans remained central to our decision-making. Our goal is to be a dynamic board that adapts as the needs of women veterans evolve. We acknowledge and support the great work already being done by many employer support organisations. Our intention is not to duplicate their efforts, but to collaborate and ensure the best possible outcomes for all veterans. As Chair, I am determined to ensure that women's voices are heard at the decision-making table. Without visibility at these strategic levels, the specific needs of women veterans will not be heard or adequately addressed.

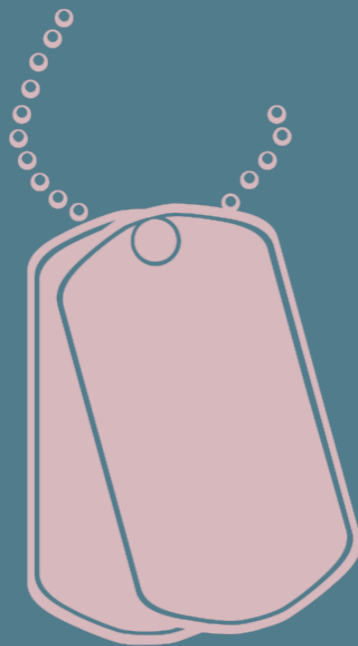
Llani (LJ) Kennealy

"To our fellow servicewomen, no matter when or how you served, we see you, we value you, and we support you."



Mission Statement

At Women Veterans Australia our mission is to provide unwavering support, comprehensive services, and strategic advocacy to help all women veterans achieve their full potential and gain visibility and recognition within the community and political landscape. As an Australian not-for-profit charity, we are dedicated to promoting personal development, professional growth, health and wellness, and community building.



Vision

Women veterans across Australia are able to achieve their full potential and are equally represented across all forums through a collective voice.



Principles

Empowerment

Women Veterans Australia is dedicated to supporting women veterans in achieving self-determination by fostering confidence, resilience, and a strong sense of community, empowering each woman veteran to have the autonomy to reach her goals.



Women Veterans Australia recognises that the needs of women veterans are diverse and will support all veterans regardless of where they are on their journey, ensuring they can maximise their potential.

Service

Women Veterans Australia is committed to serving all women veterans, placing their needs at the centre of our decision making and advocacy efforts.





Values

Inclusion

We create welcoming environments for all women veterans, ensuring they feel valued and supported.

Integrity

We are always trustworthy, principled, and accountable in all the work that we do.

Commitment

We are responsive and reliable to the veterans we serve, unwavering in our mission support them.

Adaptability

We listen to women veterans and ensure our work remains focused on meeting their evolving needs.

Teamwork

We strive to build strong relationships within the veteran services community and promote a culture of collaboration.

Strategic Goals

2024 – 2029

Women Veterans Australia has developed a strategic plan consisting of five goals, each designed with unique deliverables. These efforts collectively aim to ensure that women veterans receive the support, representation, and opportunities they deserve. This strategic plan aims to value add to existing programs and services already offered in the veteran space. While the strategic plan is designed to span five years, it remains flexible and can be reviewed and adjusted as needed.

Outcomes and achievements against this strategic plan will be published yearly in the Women Veteran's Australia Annual Report.



Goal Area 1 – The Phoenix Program

The Phoenix Program is an adaptive program for women veterans, focusing on multiple areas to support them regardless of where they are on their pathway. The program is informed by research to be responsive to the needs of women who serve.

The Phoenix Program focuses on four central themes:

Personal Care

Empower women veterans through enhancing self-confidence and self-awareness

Professional Growth

Provide career guidance and skill development

Health and Wellness

Promote, physical, mental and emotional well-being

Community Building

Service after service, foster a sense of community and support among women veterans



The Phoenix Program aims are to:

- Resource a minimum of 2 Phoenix transition program sessions per year.
- Resource a Veterans Health activity annually.
- Sponsor women facing specific challenges to access services available to support women's needs, or pay membership fees for a group.
- Provide activities and services to individuals on a case-by-case basis as funds allow.
- Provide referral services to existing Employer Support Organisations as required for women veterans.
- Promote and support women-led Ex-Service Organisations (ESOs).



Goal Area 2 – Research

Gendered research is crucial to ensure that women veterans are represented in data sets that drive decision-making and policy development at the political, departmental, and ESO levels. Key aims for this goal are:

- Identify and promote research on women veterans' issues, both internationally and nationally.
- Advocate for a gendered approach to any research grants provided to universities to undertake veteran research.
- Advocate for ESOs to capture sex-disaggregated data on who is accessing their services and what services they are accessing.
- Provide long-term sponsorship or funding to research topics identified or experienced by women veterans.



Goal Area 3 – Strategic Advocacy

Strategic Advocacy is necessary to ensure that women veterans are considered at all levels of decision-making, policy development, and opportunities. The key aims for this goal are:

- Gain a seat at the ESO forum to influence strategic decision-making and ensure a gendered approach to all policy and programming development.
- Lobby DVA for issues significant or unique to women veterans.
- Become the leading voice to Parliament, Department of Veteran Affairs, and other agencies on women veteran issues.

*“If they don’t give you a seat at the table, bring a folding chair”
– Shirley Chisholm*



Goal Area 4 – Communications and Visibility

This goal aims to ensure that the service of women veterans is recognised, respected, and acknowledged alongside their male counterparts through information sharing and storytelling.

The key aims for this goal are:

- Maintain a list of specific talking points that include women veteran-specific data for media outlets, researchers, and others.
- Establish a website with an up-to-date hub of information, including a repository for research, referrals, and data regarding women veterans.



Goal Area 5 – Governance and Fundraising

This goal aims to ensure that WVA is an enduring service for women veterans now and in the future. The key aims for this goal are:

- Maintain WVA's charitable status annually.
- Engage sources and advocate for funding.
- Identify and bid for grants.
- Ensure the upkeep of the website.
- Cover necessary expenses such as insurance.



More Information

If you want further information about the work of Women Veterans Australia, or would like to contribute, please reach out.



wva-support@womensveteransaustralia.org.au



www.womensveteransaustralia.org.au



Women Veterans Australia



Women Veterans Australia

"As women veterans, our shared stories enrich our service and deepen the community's understanding of our of our unique contributions. By recognising and sharing these experiences, we lift each other up and highlight our value as individuals."

