

RSLWA Strategy 2023

Our Vision

“We believe in enabling veterans and families to thrive in the community”

Our Mission

RSLWA enables veterans and their families to thrive through sustainable, relevant support and services whilst retaining the full confidence of the community and all stakeholders.

We will achieve this via the following strategic objectives:

- 1 Enhance engagement with veterans and their families.
- 2 Strengthen RSLWA for future generations.
- 3 Maintain RSLWA as relevant, agile and inclusive.
- 4 Ensure financial sustainability and profitability to fund veteran support and services.

1. Enhance engagement with veterans and their families	2. Strengthen RSLWA for future generations	3. Maintain RSLWA as relevant, agile, integrated and inclusive	4. Ensure financial sustainability and profitability to fund veteran support and services
1a. Develop and implement innovative activities and events, including current serving personnel	2a. Define expectations of Sub-Branche s to expand our services.	3a. Sustain and continue to modernise our information sharing options and platforms.	4a. Increase efficiency of fund-raising activities.
1b. Engagement strategies and activities with stakeholders and ESOs.	2b. Refine and standardise Governance practices across the RSL network.	3b. Refine and communicate Value Proposition	4b. Design or create new income streams.
1c. Sub-Branch engagement plan, including Director and Executive visits	2c. Create a development and succession plan	3c. Expand the scope and scale of the employment program	4c. Continue and expand our bequest program.
1d. Sustain the President’s Forums	2d. Finalise and implement a strategic stakeholder management plan.	3d. Access and promote, or develop, programs that encourage training, mentoring, and investment	4d. Modernise and improve systems and reporting
1e. Provision for new service offerings that target the full spectrum of veteran and their family’s needs.	2e. Conduct an annual constitutional review.	3e. Develop themes and messages in accordance with the Strategic priorities.	4e. Establish a property optimisation plan
1f. Promotional campaigns directed toward new membership.	2f. Enhance commemoration activities.		4f. Optimise current revenue streams
	2g. Preserve and enhance RSLWA brand and reputation		