



RSL
Queensland

Frequently asked questions – Member Value Proposition.

What is an MVP?

A Member Value Proposition (MVP) is a simple and compelling description of the value and benefit of being an RSL member. It is a reason someone would want to join RSL in the first place, and a reason they'd want to keep their membership over time. A clear and compelling MVP helps us to give a consistent message about why veterans and their families would want to join, stay and contribute.

What is the MVP statement?

*“RSL Queensland’s mission is to **advocate for Veterans and the Defence Family**. As members you are supported to **commemorate, connect and thrive throughout life**.”*

Did Members give input into the MVP?

The MVP and the subsequent proposed Membership Model is based on the input of more than 12,000 veterans, Members and their families. The research was designed to provide profound insight into Member needs, and to take input from across our Membership. We also made sure to hear from those veterans have *not* joined RSL, as a core challenge for RSL is to attract more Members to the organisation, so it was important to hear all veterans as part of this process.

What were the research findings?

The research found that veterans and their families have an expectation that RSL Queensland will:

1. Advocate and lobby on behalf of serving members and veterans
2. Provide the opportunity to commemorate ANZAC Day and Remembrance Day
3. Help veterans to adjust to civilian life
4. Provide a place that welcomes my family, friends or community
5. Provides confidential and easy access to advice

Did the Board take part in the MVP Development?

Yes, the Board was involved throughout the development of the MVP, and ultimately, endorsed this as our strategy to arrest the decline in membership as part of the 2025 Strategy.

We are now in a consultation phase, and ultimately, the Members of RSL Queensland will choose whether to adopt this strategy at the 2021 AGM, via a vote on the Constitution. The timing of this meeting has been delayed with an intention to allow Members as much time as possible to consider the impact of these changes.

Will the new Member categories receive badges and membership cards?

All members will receive membership cards and badges and each membership category will have a distinct membership card and badge. All new members will receive an acknowledgement of membership immediately on submission of their application. The membership will be “pending” until the requisite

approval of service records or family connections are verified, sought and approved; upon approval the relevant badge will be sent to members – and the administrative process will be managed by RSL Queensland, to reduce the administrative overhead for Sub Branches. RSL Queensland Defence memberships will be wholly managed and approved by RSL Queensland.

Only Defence Members receive the current (original) RSL badge - the pinnacle of membership – and the cards awarded to this category will be clearly identifiable. New badges and cards will be designed for the new Membership categories.

How will Chapters (Interest Groups) fit into the new MVP structure?

A “Chapter of Interest” will be the way that like-minded veterans, their families, community members and supporters to come together around their common interests to support each other using available RSL products and services.

As a benefit of membership, Chapters of Interest can be promoted to attract members with shared interests to participate and ultimately join your Sub Branch. Chapters of Interest may form through activities designed to assist veterans, or through specific interests of Sub Branch Defence Members.

Some examples could include:

- Yoga and mindfulness program
- Shared musical interests
- Active wellness programs such as a workout bootcamp
- Sporting interest such as surfing, golf, or netball
- Etc.

Chapters of Interest will operate through lightweight governance supported by RSL Queensland. Upon approval that the Chapter of Interest is within the guidelines provided by our Constitution, start-up funding will be made available by RSL Queensland to assist in establishment and promotion.

How are the Auxiliaries affected by this proposal?

The intent of the MVP is to bring the Auxiliary into the Membership of RSL Queensland.

Under the new category structure, Auxiliaries will no longer exist in their current form, instead being invited to join as either Family or Community Member. The work delivered by the Auxiliary is important work that helps Sub Branches focus on providing welfare, wellbeing and advocacy support to veterans and their families. RSL Queensland hopes that all Auxiliary members continue to support their Sub Branches but belong as members of the Sub Branch directly.

Why would community or family members want to join RSL if they haven't served?

The research we conducted clearly showed that members of the community wanted the opportunity to join RSL in order to show their respect and thanks to our veterans. The common sentiment was a need to provide service and support to those who served our country.

It is also well known and recognised that family units bear significant burdens of defence life – they provide ongoing support and structure both during service, and particularly during transition to civilian life. In our current membership, there is no way to represent and recognise this service and sacrifice of our defence families – and currently, we do see a considerable number of family members providing significant volunteer support to their Sub Branches. The Family Member category will provide an opportunity for these members to be formally recognised for their contributions.

Who has voting rights? How is a “league” matter defined?

To preserve and ensure our League’s future, only Sub Branch Defence Members will have voting rights to all League matters. This means only Sub Branch Defence members will have the right to vote for any governance, committee or Board members across the organisation. Typically, a League matter involves anything involved in the Constitution that Defence Members currently vote on at the AGM.

This will ensure that only Sub Branch Defence Members influence any matter affecting the League.

What is the timing for these changes?

Given that changes will be required in the RSL Queensland constitution to bring the MVP and new membership categories to life, no launch of these new membership categories is possible until members vote to adopt the 2021 Draft Constitution at this year’s AGM in December.

It is anticipated that the new Membership categories will be launched in early 2022, should we receive a vote for the proposed categories at the State AGM. RSL Queensland is working on proposed timelines for the launch of the new member categories and will share these soon in to allow Sub Branches to begin their planning. It is anticipated that a transition period following the AGM will be necessary to enable appropriate training and resourcing to be deployed across the network, prior to launching in 2022. It is also anticipated that renewals for existing Members will not be required in the traditional renewal period, and this will be managed as part of the transition process mentioned above.

Who is eligible for Board positions in a Sub Branch?

Board positions within a Sub Branch will continue to be filled only by Members of that Sub Branch. Family and Community members are eligible to fill either Secretary or Treasurer positions, while Defence Members are eligible to fill ALL positions.

How will renewals be managed under the proposed MVP?

Renewals will not be required under the proposed MVP for Defence and Family categories, and Members will need to resign from their Membership instead of having to renew each year. RSL Queensland will provide the back-end administrative support to manage renewals and payments for the paid Membership within the Community and Supporter categories.

What will happen to my Life Subscription under the proposed MVP?

Members who purchased a life subscription in 2020 (last renewal period) or sooner will be fully refunded. Refunds will be made on a pro-rata basis for life subscriptions for 2019. There is ongoing discussion on refunds for life subscriptions pre-2019.

What are you doing to support Sub Branches by bringing in new members with marketing and promotions?

The Membership team has been established to provide support to Sub Branches “in field” – the purpose of this team is to work hand-in-hand with Sub Branches to grow and attract new members within their local communities. In addition to this support, there will be significant marketing activities which will launch in 2022 should the members adopt the MVP at the Annual General Meeting in December 2021. Marketing activity will be designed at attracting new members into the organisation and activating members to contribute within their Sub Branch. There will also be additional promotion of Sub Branch activities and events, as well as promotion of the different Interest Groups on offer to veterans, to encourage a sense of connection and community cemented by common interests.

Our Sub Branch is struggling to attract new members because members think we are a club – what are you doing to fix these brand issues?

Separate to the significant work underway on the Member Value Proposition, State Branch is also developing a comprehensive Brand Strategy which is designed to tackle some of the misperceptions on what RSL Queensland is, and also what RSL Queensland is not. It is anticipated that this will be launched towards the end of 2021, with a significant outreach campaign which will start to address some of the clear relevance issues.

This is on the back of the existing ‘Services helping veterans’ ad campaign which is currently running, which is designed to help Members and veterans understand the depth and breadth of services available to veterans through RSL Queensland, and this ad campaign will continue to be used to educate veterans and their families on the support available.

If you make membership free, how will our Sub Branch survive?

There will be complimentary membership to all veterans and their families, while the community and supporter members will pay membership fees which will continue to support the Sub Branch. There will be a capitation program funded by RSL Queensland to ensure Sub Branches are not worse off financially because of these changes. Capitation ensures a reimbursement to Sub Branches for each member – the more members a Sub Branch has, the greater the capitation payment.

How can Members provide feedback on this proposal?

We are committed to long term education and engagement and education to the wider community. Our immediate priority and focus however, is to engage with our current members.

We strongly encourage your feedback with several ways available to send it through:

- Email – newmembership@rslqld.org
- Member Hotline – 13 39 95
- Dedicated feedback channel in [SKIP](#)
- Your local District President and District Secretary

What are the proposed Membership Categories and what differentiates them?



The following comparison table provides a simple summary of the proposed Membership Categories and the differences between particular Member types. All member categories will be offered the opportunity to join a Sub Branch or to join RSL Queensland. This tiered approach is designed to bring members into the organisation at any stage of their lives – including those that don't have the time to commit to volunteering IN Sub Branches; but also to encourage Members to transition into Sub Branches, and actively contribute to the running and welfare activities in the Sub Branch regardless of their membership category.

	Membership category				
	Sub Branch Defence	RSL Queensland Defence	Family	Community	Supporter
Fee (\$)	Complimentary	Complimentary	Complimentary	Paid annual membership *	Paid membership type for private sector **
Access to RSL Queensland and Mates4Mates services					
Voting rights on League matters					
Able to establish a Chapter of Interest (Common Interest Group)					
Access to awards and recognition at the Sub Branch^					
Access to become a Board member in the local Sub Branch^					
Ability to become a Board member in local Sub Branch ^ ***					
Access to free governance training while supporting a Sub Branch^					
Access to professional development through LinkedIn Learning^					
RSL Sub Branch Defence Member Badge and card					
Family Member badge and card					
Community Member badge and card					
Supporter badge and card					
Welcome gift					
Complimentary access to affiliated RSL/Services Clubs using RSL Queensland membership card					
Ability to join Chapter of Interest group to support veterans					
Access to exclusive community events					
Participate in RSLQ volunteer program to support veterans*					
Quarterly membership Magazine					

Fortnightly Member Updates					
Opportunities to co-branding and joint veteran engagement					
RSL Queensland Network access (e.g., facility hire, special offers)					
Preferred supplier relationship with RSL Queensland members and Sub Branches					

^ Family, Community and Supporter members will need to be active Sub Branch members to be eligible

*Membership fee waived for active volunteers

** Employees of Supporter Members will be Community Members

*** Restricted Board member option – Secretary or Treasurer