Advocacy Strategy 2023-2025

Our mission is to provide care, commemoration and camaraderie to enable veterans and their families to live with dignity and respect.

RSL Queensland

Why we advocate

RSL Queensland works to amplify the voices of veterans and their families to ensure they are heard by those who can effect change and act to improve their wellbeing. We create and build awareness of the current and future issues that impact veterans and their families across Queensland.

We share our knowledge, expertise and experience to help decision makers develop legislation, form policies and undertake reforms that secure positive outcomes for veterans and their families, and we work with all stakeholders to ensure action is taken to achieve and sustain those outcomes. RSL Queensland provides leadership and facilitates ESO collaboration which leads to sector improvements and better outcomes for veteran and their families.

Advocacy priorities

Empower veteran voices

- Creating pathways for veterans and their families to inform the work of RSL Queensland
- Speaking up for the social, economic and physical wellbeing needs of veterans and their families
- Calling out what does and doesn't work in existing systems, processes and approaches that are intended to support veterans and their families
- Facilitating and guiding the engagement and collaboration of our membership and other ESOs in our advocacy activities

OUTCOME

Veterans and their families have meaningful ways to help shape RSL Queensland advocacy.

Their experience informs our participation in reviews and processes to develop legislation, guidance and frameworks about government-led support that will impact them and other ESOs in our advocacy activities.

Tell the story of veterans and their families

- Increasing awareness of the social and economic contribution that veterans and their families make to our communities, state and nation
- Commenting on state and federal government decisions, messaging and thinking that impacts veterans and their families, and the organisations that support them, through RSL Queensland direct engagement, public statements and the media
- Working with the RSL Queensland membership and network of Sub Branches to inform our messaging and actions

OUTCOME

RSL Queensland influences the shape and direction of government decision making and actions to deliver positive outcomes for veterans and their families.

Position RSL Queensland as a thought leader and government partner

- Realising our collective impact through the development of evidence- and experience-informed position papers and responses in consultation with other ESOs
- Responding to government inquiries and consultations
- Demonstrating the impact RSL Queensland delivers the veteran community through its service portfolio
- Creating opportunities to engage with current and likely future government decision makers, commentators and other people of influence

OUTCOME

RSL Queensland creates and leads debate, creates agency and influences change.

When RSL Queensland calls for action, stakeholders engage and support our position.

Core advocacy activities

- Building relationships with key decision makers across government, including ministers and their staff, departmental leaders and their teams, and members of parliament and local government
- Collaborating with our network and members, and with other veteran service organisations, leveraging the work of other person-centred not-for profit and membership organisations when appropriate
- Using data, evidence, research and lived experience to inform positions on veteran and family matters
- Working with RSL National and the wider RSL network to advocate to the federal government to help amplify the RSL Queensland voice
- Leveraging media and communications channels to ensure our advocacy is visible to the RSL Queensland membership network, veterans and their families, and the wider public

Our advocacy process

1 IDENTIFY THE ISSUE
How is it impacting veterans, their families and those who support them?

2 RESEARCH
Analyse data to quantify or qualify the issue.

3 DEFINE THE OUTCOMES
What does success look like and how is it measured?

4 IDENTIFY THE AUDIENCE
Who do we want to raise the issue with?

5 DEVELOP THE MESSAGE
What do we want ourselves and others to say?

8 ACTION
How, when and to whom do we deliver the message?

7 MEASURE
Did we achieve the defined outcomes?

8 EVALUATE
What did we do well? What can we do better? How can we leverage the outcomes?