



**SOLDIER**  
 **ON**  

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**THE PLEDGE**  

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# Introduction to **Soldier On**

Soldier On is proud to be Australia's national charity providing holistic support services to enable current serving and former Australian Defence Force (ADF) personnel and their families to thrive.

Our support services are available from day one of an ADF career, currently supporting almost **12,000** participants to build resilience throughout service life, during their transition out of Defence and well beyond.



## The **Pledge**

The Soldier On Pledge has been a voluntary standard that demonstrated an organisation's support of current serving and ex-serving ADF members while they transitioned into meaningful careers. Signing the Pledge enabled organisations across Australia to signal their support for ex-service personnel and their families by creating veteran-friendly workplaces and recognising the valuable skills and attributes they offer.

Last year, we provided **2,842 instances of employment support** to secure meaningful careers.



Our dedicated staff provide our participants with practical job ready support such as resume development, assistance with job applications and selection criteria, career advice, and connections to job opportunities.

In supporting our Pledge Partners, Soldier On provided advice about employing and recruiting veterans and their families, built meaningful connections, and facilitated channels for quality job applicants.

Last year alone, we also delivered **47 Pathways Events** in locations across Australia to network with employers.



# Understanding Pledge levels

The progressive levels of commitment to the Soldier On Pledge allow Partners to align their support with the charity's mission and demonstrate increasing dedication to empowering serving and ex-serving veterans and their families. Each level builds upon the commitment of the previous tier, showcasing escalating support and impact over time.

By understanding these progressive levels of commitment, Pledge Partners can strategically align their support with Soldier On's evolving needs, ensuring sustained impact and meaningful support for serving and ex-serving veterans and their families across Australia.

## Silver



**Silver Pledge Partners** engage with foundational initiatives and demonstrate an initial commitment to supporting Soldier On's mission.

### Criteria highlights:

- **Engagement in events:** Attend Soldier On networking events to foster connections within the veteran community.
- **Recruitment support:** Recognise and support Soldier On candidates in recruitment processes, ensuring fair consideration.
- **Job opportunities:** Provide job opportunities with Defence-friendly language on Soldier On's Job and Opportunities Board.

### Benefits:

- Recognition as a supporter of veteran employment initiatives.
- Silver resource site access.

# Gold

**Gold Pledge Partners** deepen their commitment by actively participating in a broad range of initiatives and programs that support veteran and families' integration into civilian life and career development.

**Includes Silver level criteria highlights with the addition of:**

- **Comprehensive support:** Implement a robust veteran recruitment strategy and actively participate in Soldier On events and campaigns.
- **Promotion of success stories:** Create and promote veteran employment success stories through various channels, including Soldier On social media and corporate communications.
- **Financial support:** Sponsor or donate to Soldier On programs and initiatives, demonstrating a commitment to sustainable impact.



## Benefits:

- Enhanced visibility as a dedicated supporter of Soldier On.
- Priority access to Soldier On events and recognition at major initiatives.
- Gold resource site access.

# Platinum

**Platinum Pledge Partners** exemplify the highest level of commitment by integrating comprehensive support strategies and consistently demonstrating impactful contributions over an extended period.

**Includes Gold level criteria highlights with the addition of:**

- **Holistic support:** Provide ongoing financial sponsorship and donations to sustain Soldier On's critical programs and services.
- **Employee engagement:** Encourage employee engagement through volunteerism and corporate support initiatives for Soldier On.
- **Continuous learning and advocacy:** Commit to continuous learning about veteran issues and active participation in advocacy efforts.



## Benefits:

- Premier recognition as a leading supporter of Soldier On's mission.
- Strategic partnership opportunities and involvement in shaping veteran support initiatives.
- Platinum resource site access.

# Platinum+

## Elevating your Partnership

The **Platinum+** partnership represents the pinnacle of commitment and support to Soldier On and the Defence community. Partners at this level demonstrate exceptional dedication through initiatives that significantly impact the lives of current serving and ex-serving veterans and their families. This elite status recognises Pledge Partners that not only meet but exceed the highest standards of engagement, innovation, and sustained commitment to Soldier On. Platinum+ is reserved for Platinum Partners who have 12+ months of continuous support at Platinum level and have contributed significantly with donations and sponsorship.

For further details on Platinum+ partnership, we invite you to schedule an appointment with our Pledge and Partnerships team. Together, we can explore how further partnership can make a profound difference in empowering veterans and their families to thrive through ongoing collaboration with Soldier On.

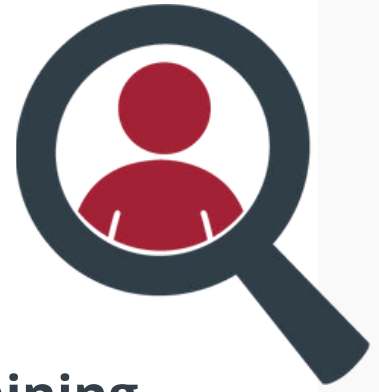
For more information contact [partnerships@soldieron.org.au](mailto:partnerships@soldieron.org.au).



**Commit to The Soldier On Pledge and you will be helping serving and ex-serving veterans and their families to thrive.**



# Pledge Criteria



## Recruitment

Pledge Partners play a pivotal role in supporting this community by providing job opportunities and feedback to aid in career development and goals.

### Examples of demonstrated commitment:

- **Job opportunities**
- **Transferrable skills**
- **Veteran community strategy**
- **Training and support**
- **Application recognition**
- **Success stories**
- **Career planning resources**
- **Dedicated recruitment support**

## Workplace culture

Creating a supportive workplace culture and fostering effective communication are essential aspects of the Soldier On Pledge

### Examples of demonstrated commitment:

- **Diversity and inclusion training**
- **Cultural awareness programs**
- **Veteran speaker series**
- **Internal communication channels**
- **Employee Resource Groups**
- **Flexible policies**
- **Recognition and celebration**
- **Participation in Soldier On events**



## Retention, training and development

Training and development play a pivotal role in achieving higher retention rates and fostering meaningful, sustainable careers.

### Examples of demonstrated commitment:

- **Tailored training initiatives**
- **Professional development opportunities**
- **Mentorship programs**
- **Career pathway planning**
- **Flexible work arrangements**
- **Recognition programs**
- **Family support initiatives**

## Commitment to Soldier On

Partners also play a crucial role in contributing to the broader social and corporate responsibility landscape.

### Examples of demonstrated commitment:

- **Employment and support initiatives**
- **Corporate and social responsibility initiatives**
- **Fundraising, Sponsorship, and Donations**
- **Promoting Veteran Employment and Success Stories**

# Contribution Amounts

To further support our Pledge Partners in their commitment to Soldier On, we are pleased to introduce a flexible payment option with the new feature of monthly instalments.

This allows partners to manage their contributions more conveniently, spreading the cost over the year without any additional financial strain. Whether you opt for a one-time annual payment or take advantage of our monthly instalment plan, our goal is to provide flexible solutions that align with your organisation's financial planning and budgeting needs.

The following chart details contribution levels based on your organisation's annual income generation

	Small (0 - \$10m)	Medium (10m- \$50m)	Large (\$50-\$250m)	Enterprise (\$250m+)
Annual contribution	\$1,000	\$2,500	\$5,000	\$8,000
Monthly option	\$85	\$210	\$420	\$670



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It has been a pleasure working with Soldier On to identify candidates, proof that the relationship is a **worthwhile investment** for anyone seeking **quality candidates** to fill a role.

Moving forward, we would be happy to consider more future candidates from Soldier On. If our most recent hires are anything to go by, we can't go wrong.

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- Thales, Soldier On Gold Pledge Partner

# Program Inclusions

Onboarding, employment and post-employment support Resource/benefit	Silver	Gold	Platinum
Pledge onboarding support	X	X	X
Jobs and Opportunities Board advertisements	X	X	X
Job matching and candidate connections			X
Platinum Portal candidate pool			X
Online resource library	X	X	X
Post-placement support services	X	X	X

Networking and events Resource/benefit	Silver	Gold	Platinum
Invitations to networking events	PNEs only	X	X
Opportunities to host networking events	PNEs only	X	X
Roundtable Forum invitations		X	X
Quarterly catch-up meetings with Pledge manager		X	X
Priority attendance for Gala Balls		X	X
Gala Ball sponsorship package upgrade			X
Gala Ball Corporate Table discount	X	X	X

Recognition and advocacy Resource/benefit	Silver	Gold	Platinum
Veteran Employer of Choice Soldier On Trust Mark	X	X	X
Advocacy and awareness opportunities		X	X
Ambassador bookings			X
Pledge signing opportunities		X	X
Soldier On Journal feature articles			Platinum+
Pledge Partner social media promotion	New partners only	X	X



# Program Inclusions

Training and educational resources Resource/benefit	Silver	Gold	Platinum
Education Library: Training Modules	X	X	X
Best practice policy templates and recommendations	X	X	X
Advisory Committee How To guide		X	X
Reporting and analysis Resource/benefit	Silver	Gold	Platinum
Reporting on Veteran (and Family) Workforce Toolkit	X	X	X
Defence community research and data analysis report			X
Feedback mechanisms	X	X	X
Marketing and communications Resource/benefit	Silver	Gold	Platinum
Pledge Partner marketing (recruitment flyers)			X
Premium content Journal opportunities			X
Pledge certificates	Digital certificate	X	X
Pledge monthly newsletter	X	X	X
Pledge media kit	X	X	X
Administrative and review Resource/benefit	Silver	Gold	Platinum
Annual Pledge review	X	X	X

## Sign The Soldier On Pledge

Soldier On's commitment to ensuring serving and ex-serving veterans and their families thrive, is stronger now than ever. Soldier On is evolving to provide support in new ways and keep serving and ex-serving veterans and their families socially connected and engaged.

By signing The Pledge, your company and staff will be helping to bring about positive change for serving and ex-serving veterans and their families.

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