

Veterans Employment Program
Two Year Update

2018

Message from David Elliott

Minister for Veterans Affairs

As the Minister for Veterans Affairs, I am proud of the Veterans Employment Program and the excellent work the team has been doing to assist veterans searching for employment in New South Wales. The NSW Government made a public commitment in March 2015 to help 200 veterans find meaningful, sustainable employment across the NSW public sector by 2019. The program has exceeded this figure by 227 per cent (currently 654 veterans) in the two years since implementation. The program continues to inform human resource departments and hiring managers across all clusters and improve the understanding of the skills and attributes veterans bring to our Government.

The team is congratulated for winning two Prime Ministers Veterans Employment Awards: Leadership in Recruitment of Veterans and Veterans' Employer of the Year Public Sector. They continue to lead the way in Veterans Employment assisting Federal, State, Local and Non-Government organisations.

I'm confident this initiative will remain a lasting legacy of our Centenary of Anzac Commemoration, and will continue to grow.

Contents

1. Executive Summary

1.1 Background of the Veterans Employment Program

2. Mission

3. Key reporting results and insights

3.1 Current trends

3.2 Program engagement

4. Strategy and next steps

4.1 Veterans Employment Program website

4.1.1 Website update

4.2 Veterans Transition Linking Pilot and TAFE NSW Ranks to
Recognition program

4.3 Social Media

4.4 Face to face

4.5 Champions Network

4.6 Mentoring Program

Annex A – Letters of support

1. Executive Summary

The Office for Veterans Affairs is pleased to announce that **654 veterans have been successful in securing roles within the NSW Public Sector** in the two years since the Veterans Employment Program (VEP) was established, exceeding an initial target by 227 percent.

Two years' worth of data collected by the NSW Public Service Commission (PSC) further revealed a steady increase in the average number of veterans applying for roles within the NSW Public Sector, with the number of applications submitted per veteran also increasing from 1.6 to 2.0.

These results demonstrate that the VEP is making an impact and attracting veterans to roles within the NSW Public Sector. Looking ahead, the VEP is expecting this upwards trend to continue, with performance to be boosted by a significant website update, an increased social media presence and continuation of transition support mechanisms, communication campaigns and collaboration with TAFE NSW and the TAFE NSW's Ranks to Recognition Program.

1.1 Background of the VEP

In March 2015 the NSW Government made a commitment to establish a program to help 200 veterans find suitable, sustainable and meaningful employment within the NSW Public Sector by 2019. The VEP, which operates within the NSW Office for Veterans Affairs, was officially launched at NSW Parliament House on 5 May 2016.

The VEP was a first of its kind for government in Australia, designed for anyone who has served full-time in the Australian Defence Force (ADF) or the ADF Reserves. The methods, approaches and tools that the VEP utilises are innovative and unique to the context of veterans and the NSW Public Sector. Combined with extensive inter-agency collaboration, the program is leading the way in employment initiatives to support veterans.

The VEP was honoured to receive two awards at the Prime Minister's Veterans' Employment Program Awards 2018 for 'Leadership in Recruitment of Veterans' and 'Veterans' Employer of the Year – Public Sector Organisation'.

654

VETERANS EMPLOYED

Exceeding an initial target by 227%

2 X

Prime Minister's Veterans' Employment Program Awards 2018

2. Mission

The mission of the VEP is to be a leader in the post-military employment of veterans by valuing the skills and attributes veterans have gained through their service.

The VEP aims to support the effective transition of veterans into sustainable and meaningful careers within the NSW Public Sector and more broadly by educating and assisting them to translate their military skills and experience in the job application process.

As a communications platform, the VEP also aims to inform hiring managers about the transferrable nature of the military skills and experience of veterans, to assist veterans into roles where they have the most impact for the benefit of NSW.

3. Key results from the reporting period

In the two year period ended 31 March 2018

- 654 former Australian Defence Force (ADF) personal were employed within the NSW Public Sector
- The VEP's initial target to employ 200 veterans was exceeded by 227 percent
- There was a steady increase in the number of veterans applying for roles in the NSW Public Sector, with the average number of applications submitted per veteran increasing from 1.6 to 2.0
- The two main NSW Government departments that employed veterans were Justice and Transport, with 71 percent of all veterans hired finding employment in these sectors.

In the six month period ended 31 March 2018

- the VEP responded to a total of 99 direct enquiries from veterans through our website, and moderated just over 300 comments on the VEP Facebook page
- there was an increase in the number of veterans hired by the Industry, Planning and Environment, Education and Finance, Services and Innovation sectors.

3.1 Current trends

Across the NSW Government the Justice Department received the largest number of job applications from veterans in the two year period ending 31 March 2018, and was the largest recruiter, employing 282 veterans. The Transport Department was the second largest recruiter, hiring 183 veterans.

NSW Government Department	5 months	10 months	18 months	24 months	Change between 18 month and 24 month data collection
Justice	58	145	231	282	+22%
Transport	17	74	144	183	+27%
Education	8	24	39	52	+33%
Finance, Services & Innovation	9	17	29	37	+28%
Planning and Environment	3	14	21	28	+33%
Health	-	6	19	22	+16%
Industry	7	14	18	25	+39%
Family & Community Services	2	7	10	12	+20%
Premier and Cabinet	1	7	10	11	+10%
Treasury	-	2	2	2	0%
Total	105	310	523	654	+25%

Table: Veterans employed in the two years ending 31 March 2018 across NSW Public Sector

3.1 Current trends (continued)

The Finance, Services & Innovation sector employed 8 percent of all veterans hired, an increase from 6 percent reported in the 18 month review. This sector is not historically known to employ veterans, and this result may indicate the VEP is succeeding in communicating that the military skills and experience of veterans are highly transferable to a wide range of roles within the NSW Public Sector.

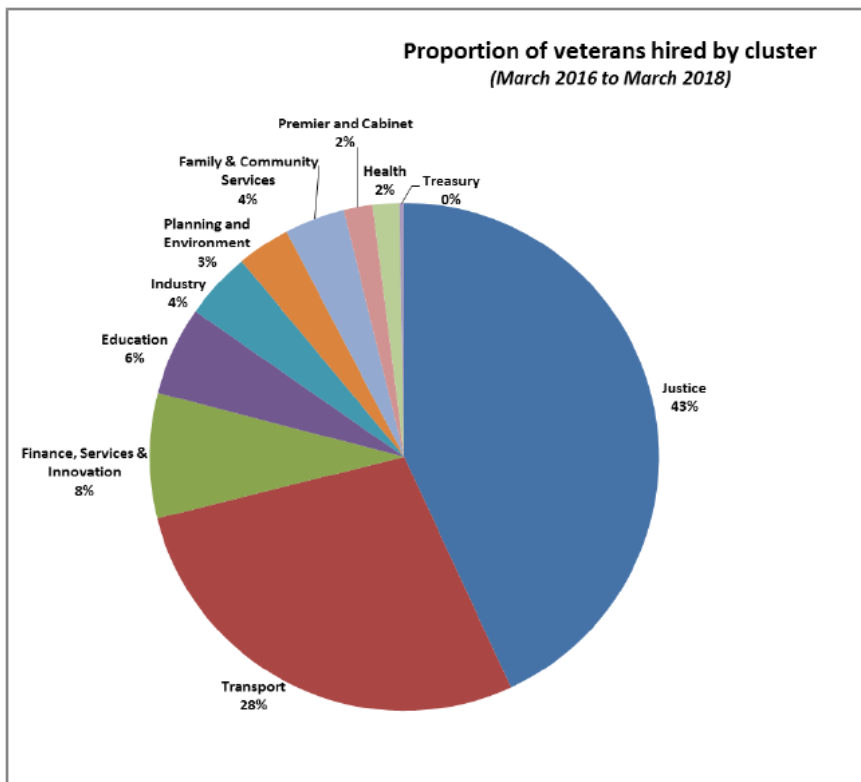


Chart: Proportion of Veterans hired by cluster in the two years ending 31 March 2018

Data collected from the two year period ending 31 March 2018 showed that 48.5 percent of veterans successful in securing a role with the NSW Public Sector were employed at a Team Member level.

Data further shows that almost one quarter of veterans recruited into the NSW Public Sector hold positions in Manager, Team Leader, Executive or Director roles.

3.1 Current trends (continued)

Proportion of veterans employed in each role type
(March 2016 to March 2018)

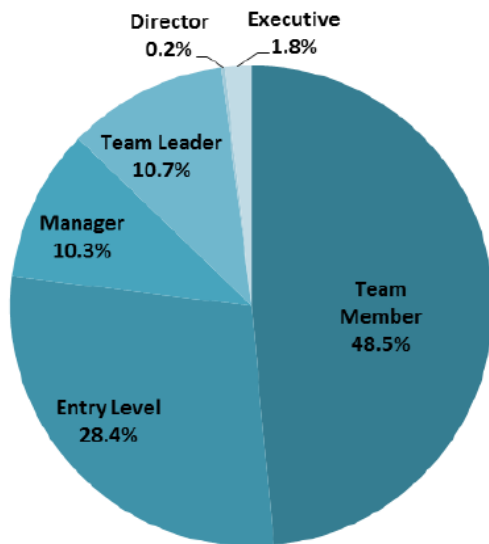


Chart: The type of roles veterans were employed in within the two years ending 31 March 2018

The majority of veterans transitioned into roles on a full-time basis. It is also important to note that there were some part-time and casual hires, which demonstrates the flexible working opportunities within the NSW Public Sector.

Proportion of veterans employed in each type of work
(March 2016 to March 2018)

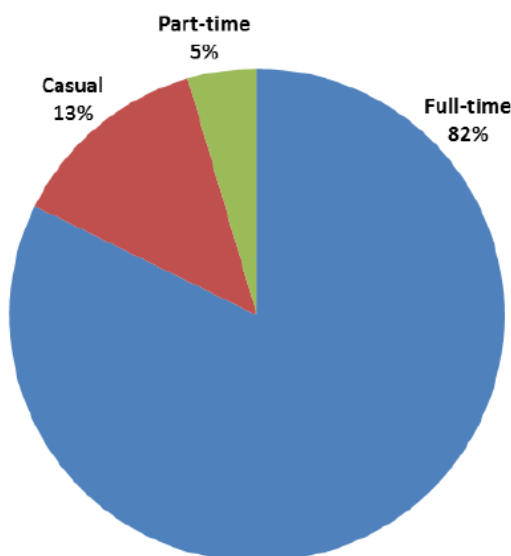


Chart: Proportion of veterans employed in each work type in the two years ending 31 March 2018

3.2 Program Engagement

In the six month period ending 31 March 2018 the VEP responded to a total 99 direct enquiries from veterans.

In 2018 the VEP has attended 142 stakeholder meetings, engaging with stakeholders across local and state government, as well as external veteran organisations.

**VEP Meetings
2018 (Jan - current)**

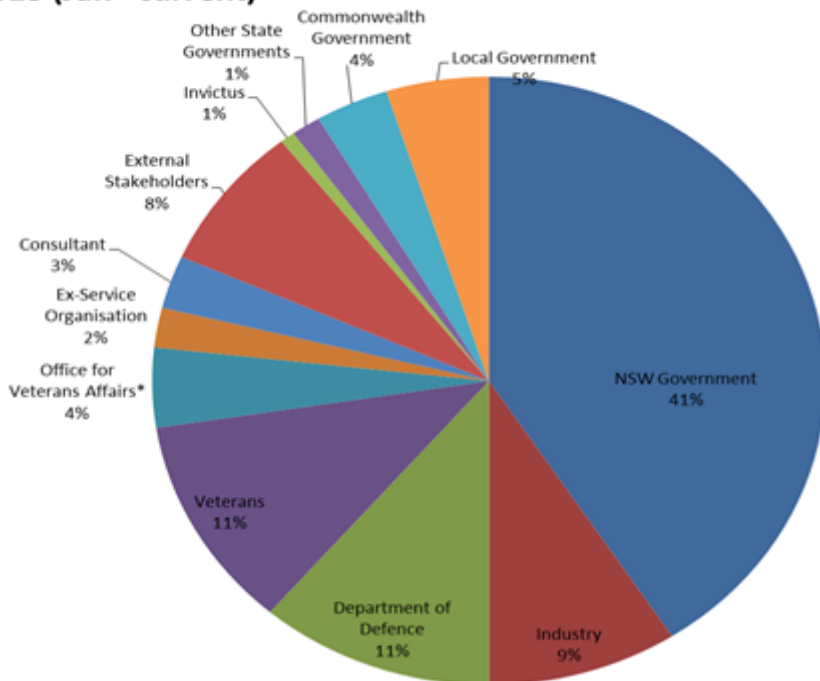


Chart: Stakeholders that the VEP met with January 2018 to current

4. Strategy and next steps

As outlined in Section 2, the VEP has the following objectives:

- To acknowledge and utilise the transferable skills and experience that veterans have gained through their military service, and to educate and assist them through the job application process
- To educate hiring managers within the NSW Public Sector about the transferable military skills and experience of veterans, to assist veterans into roles where they have the most impact for the benefit of NSW

The VEP continues to work towards its objectives of raising awareness and engaging with Veterans and employers through the following platforms:

4.1 VEP website

The VEP provides a broad range of information and resources to veterans and employers through its website (<https://www.vep.veterans.nsw.gov.au/>). Information and resources maintained by the VEP through the website include:

- Information about the NSW Public Sector, including how to read and interpret NSW Public Sector role descriptions
- ‘Case studies’ real-life examples of veterans who have successfully transitioned into rewarding careers with the NSW Public Sector
- Useful links to external organisations that assist veterans with rehabilitation and the transition into the civilian life
- ADF Rank – NSW Public Sector Grade Guide estimates equivalent NSW Government job grades based on ADF ranks to assist veterans in their job search
- Capability Definition Tool breaks down the NSW Government Capability Framework, outlining the capabilities required in roles across the NSW Public Sector

The ability of the website to inform and engage veterans and employers is expected to be significantly improved over the next year as a result of a website update.

4.1.1 Website update

The VEP launched a new website design aimed at improving the user experience for veterans and employers seeking information and guidance.

Prior to launching, the new website went through an extensive testing process, with the new design taking into consideration the feedback gathered from a number of usability testing sessions.

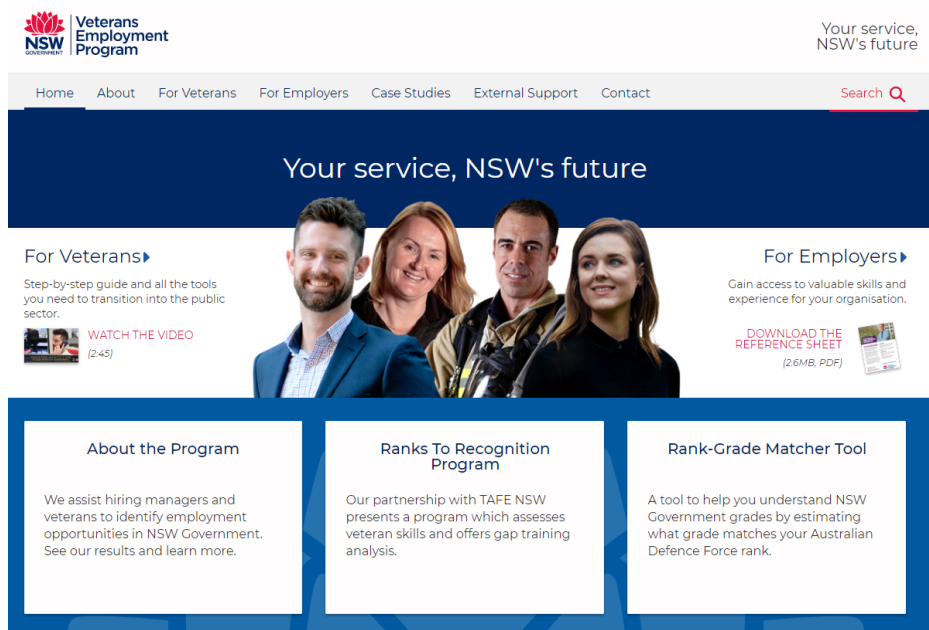


Image: The updated VEP website homepage

The new website has been divided into dedicated sections for the VEP's two target audiences, veterans and employers, to ensure that relevant information and resources are easily accessible.

Both the veterans and employer sections of the new website have been organised into 'stages', for example the veterans section has been divided into the four main stages of the job application process (refer to image below).

This set up will make information and tools for veterans and employers easier to find, and also highlights the support that the VEP provides at every stage of the process.

Find a Job

Information and tools to help you find and apply for your next role.

1

Learn about the NSW Government ▶

2

Find the right role for you ▶

3

Write your application ▶

4

Engage employers ▶

Image: Veterans section of the new VEP website

4.2 Veterans Transition Linking Pilot

4.3 Social Media

4.2 Veterans Transition Linking Pilot and TAFE NSW's Ranks to Recognition program

The VEP developed a Transition Linking Pilot with the support of TAFE NSW to identify and map where the experience and skills of veterans can be linked directly to available roles within the NSW Public Sector.

TAFE NSW provides support through its Ranks to Recognition program, which provides an analysis of veterans' skills and experience, and recognition of any prior learning. TAFE NSW then identifies what gap training is required to obtain a formal qualification, which will assist the transition process.

4.3 Social Media

In July 2016 the VEP launched a dedicated Facebook page as a platform to communicate with veterans and employers. At 31 March 2018 the VEP Facebook page had a total of 1,953 followers and 1,916 total page likes.



Graph: Facebook follower growth of the VEP Facebook page to 31 March 2018 (Source: Facebook)

Through social media the VEP has communicated:

- current and upcoming job opportunities within the NSW Public Sector
- advice and resources to veterans and hiring managers
- case studies highlighting veterans working in the NSW Public Sector.

4.3 Social Media (Continued)



Veterans Employment Program

Published by Veterans Employment [?] · 27 June at 16:00 · ⚙



Image: Facebook post highlighting a NSW Public Sector job opportunity

JOB OPPORTUNITY

NSW Police Force is looking to fill 2 full-time temporary Administration roles, based in Sydney. This recruitment may be used to create a Talent Pool for similar future roles (ongoing or temporary) that may arise over the next 12 months - this is a great opportunity to get your foot in the door for future consideration.

When applying, make sure you read the job advertisement thoroughly and highlight how you meet the focus capabilities when answering the targete...

[See more](#)



Veterans Employment Program

Published by Veterans Employment [?] · 14 February · ⚙



Image: One of the Veterans' Employment Program's strongest performing Facebook posts to date in terms of reach

WHERE ARE THE VETERANS IN NSW GOVERNMENT?

Meet Paul, from the Security and Intelligence team at Corrective Services NSW. Paul is a former Army engineer, who is continuing to serve the people of NSW through his work as a Court Escort Officer.

Over 500 veterans have been employed across NSW since the commencement of the Veterans Employment Program. To find out more, visit: www.vep.veterans.nsw.gov.au



4.3 Social Media (Continued)

In the year ahead the VEP intends to expand its presence across social media, with its dedicated Facebook page and newly launched LinkedIn page.

A planned content strategy will be delivered to targeted audiences across these two platforms, including a 'Meet a Veteran' campaign launched in June 2018. Each month this campaign will highlight and provide direct advice or insight from a veteran who has worked within NSW Public Sector.



Image: A post from the VEP's 'Meet a Veteran' social media campaign

4.4 Face to Face

4.5 Champions Network

4.6 Mentoring Program

4.4 Face to face

Over the past two years the VEP has engaged directly with veterans interested in transitioning to civilian life through regular attendance at events such as the Commonwealth's Defence Community Organisation's Transition Seminars.

Attending these events has also given the VEP team the opportunity to network with, and build stronger relationships with organisations involved in veteran transition initiatives.

4.5 Champions Network

The VEP is developing a 'Champions Network' throughout the NSW Public Sector. Hiring managers, human resource personnel and veterans throughout NSW Government departments are being engaged via information sessions which aim to create a better understanding and acceptance of the high quality skills and experience veterans have, and how these can transfer to civilian roles.

The VEP requests these Champions and their teams familiarise themselves with the resources available when reviewing and considering applications from veterans. This will help promote and ensure that there is a fair understanding of the skills, experience and overall capability a veteran may bring to their department.

The Champions Network aims to support government departments in sharing information relevant to veteran applications, to assist veterans strengthen their applications and preparation for interviews when applying for roles.

4.6 Mentoring Program

The VEP runs a mentoring program, partnering former Australian Defence Force (ADF) veterans who are already employed within the NSW Public Sector with veterans seeking employment.

To date, the mentoring program has operated on a limited and informal basis, and will be developed over the next year with the introduction of networking events.

Annex A: Letters of support

Corporal Mark Donaldson VC



As a Veteran I strongly recommend anyone who is thinking about, or has discharged, check out the NSW Government Veterans Employment Program Website. It will help them understand how to market their skills and attributes they have obtained through their Defence service.

When I transitioned, I wasn't really sure where to start and I can see the benefit of the program.

Commissioner NSW SES, Mark Smethurst, DSC, AM



The Veterans Employment Program website is a fantastic initiative to assist veterans who are seeking employment with the NSW Public Sector. It provides information that 'demystifies' the application process and explains how to tackle the Focus Capabilities of the NSW Government Capability Framework. The website also provides a lot of common sense tips, which are sometimes taken for granted. I strongly recommend veterans visit the website no matter what stage they are in the job application process.