



Australian Government



2025 Prime Minister's
**National Veteran
Employment Awards**



Stakeholder Kit

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Introduction

About the Awards

The Prime Minister's National Veteran Employment Awards (the Awards) recognise the veterans, partners and employers driving positive change in veteran employment across Australia. The Awards celebrate individual achievements — including veteran and partner employees and entrepreneurs — as well as recognise the efforts of organisations creating inclusive and supportive workplaces.

How you can support

Your organisation plays an important role in sharing this message. By promoting the Awards, and encouraging nominations, you're helping highlight the value that veterans and families bring to the workforce — and supporting national recognition for those leading the way.

The Stakeholder Kit includes ready-to-use content for your newsletters, websites, and social media channels. Together, we can help grow awareness and engagement across the community.





How to use this pack

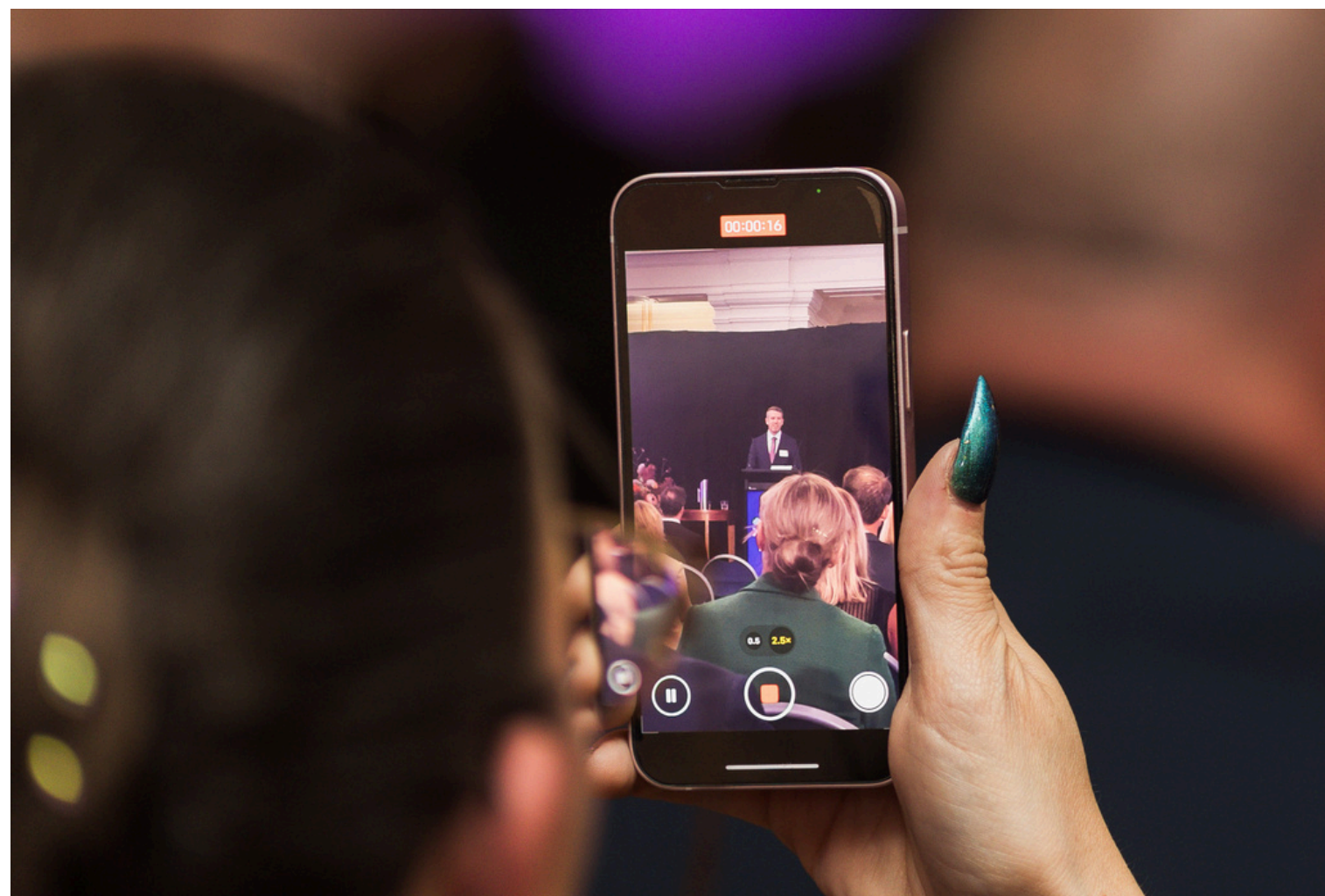
This Stakeholder Kit provides ready-to-use content to help you promote the Awards via your networks and channels.

Sharing this content is a powerful way to raise awareness of veteran and partner employment successes by encouraging participation from across the community.

Inside, you'll find:

- Sample content for social media, newsletters and websites
- Printable and shareable promotional materials
- Key messages to ensure consistency across communications.

You are welcome to tailor the content to align with your organisation's tone and audience.



Award Categories

Collaboration, individual or organisation award

- NEW** • Champion of Veteran Employment

Individual awards

- Veteran Employer of the Year
- Partner Employee of the Year
- Veteran and/or Partner Entrepreneur of the Year

Organisation awards

- Small Employer of the Year
- Medium Employer of the Year
- Large Employer of the Year

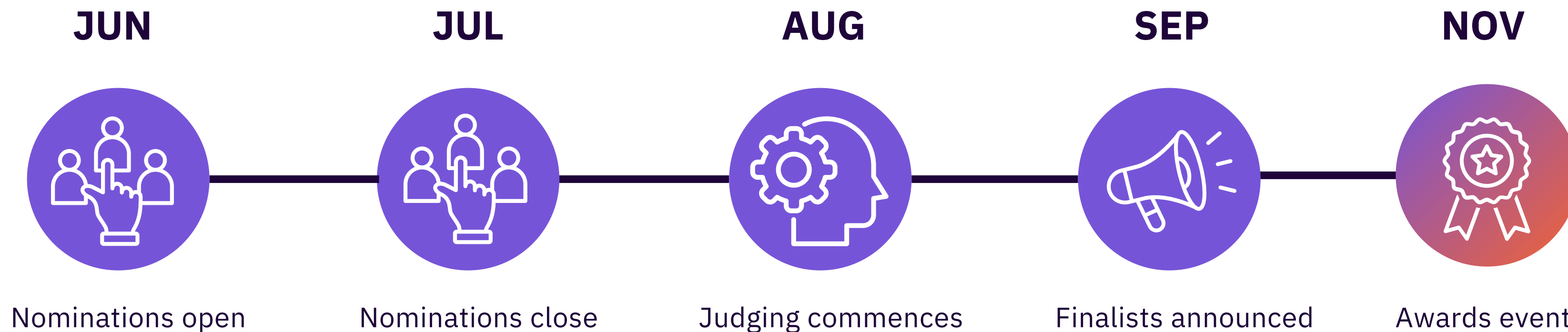
- NEW** • Best Regional Veteran Employment Initiative

- NEW** • Best Veteran Employment Commitment Initiative



Timeline

A high-level timeline is included to help you plan communications, schedule social media and align promotional efforts to key Award milestones



Key messages

The Awards

- recognise the achievements of Australian organisations making significant contributions to veteran and partner employment, as well as celebrating the individual accomplishments of veteran and partner employees and entrepreneurs.
- provide a national platform to acknowledge leadership, innovation and inclusion within the growing veteran employment community.
- promote awareness of the value veterans and partners bring to the civilian workforce and encourage employers to strengthen recruitment, retention and career development practices.
- showcase contemporary, industry-leading approaches that support veteran and partner employment across sectors and regions.
- offer invited guests the opportunity to connect and collaborate with peers, industry leaders and veteran employment advocates, through a highly engaging and well-recognised national event.

Newsletter and website content

Ready-to-use wording is included to help you promote the Awards across your digital channels—such as newsletters, websites and email updates. These messages are designed to be easily adapted to suit your audience and platform, while keeping key details consistent.

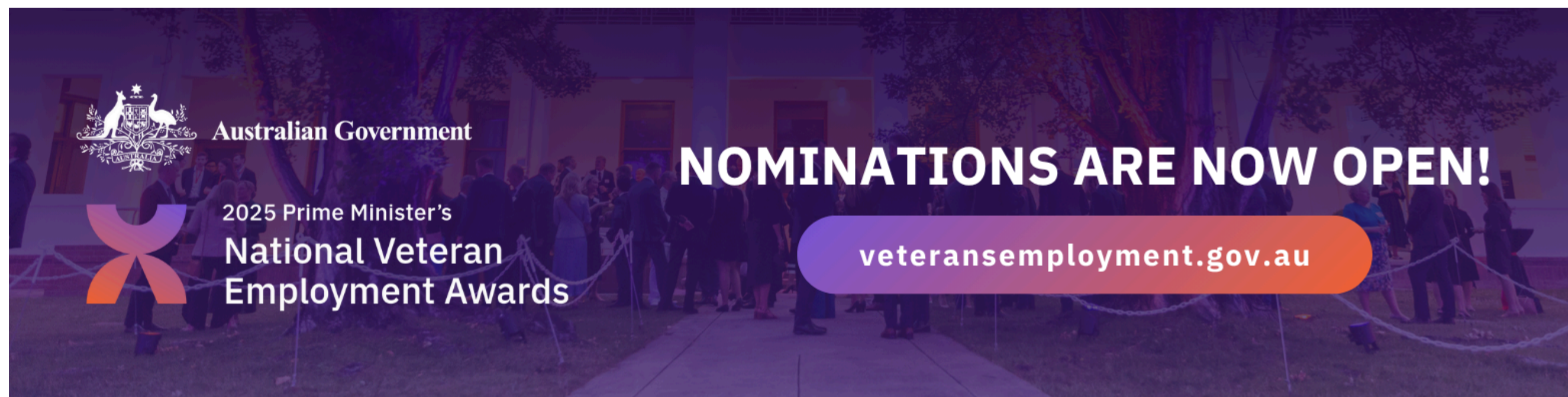
Standard wording

Nominations are now open for the 2025 Prime Minister’s National Veteran Employment Awards.

Help shine a light on the individuals, initiatives and organisations making a difference in veteran and partner employment.

Whether it’s a veteran or partner thriving in their civilian role, a supportive employer or a new initiative changing the game — nominate by 25 July 2025.

Submit a nomination and learn more about the Awards at <https://www.veteranemployment.gov.au/awards>



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Newsletter and website content

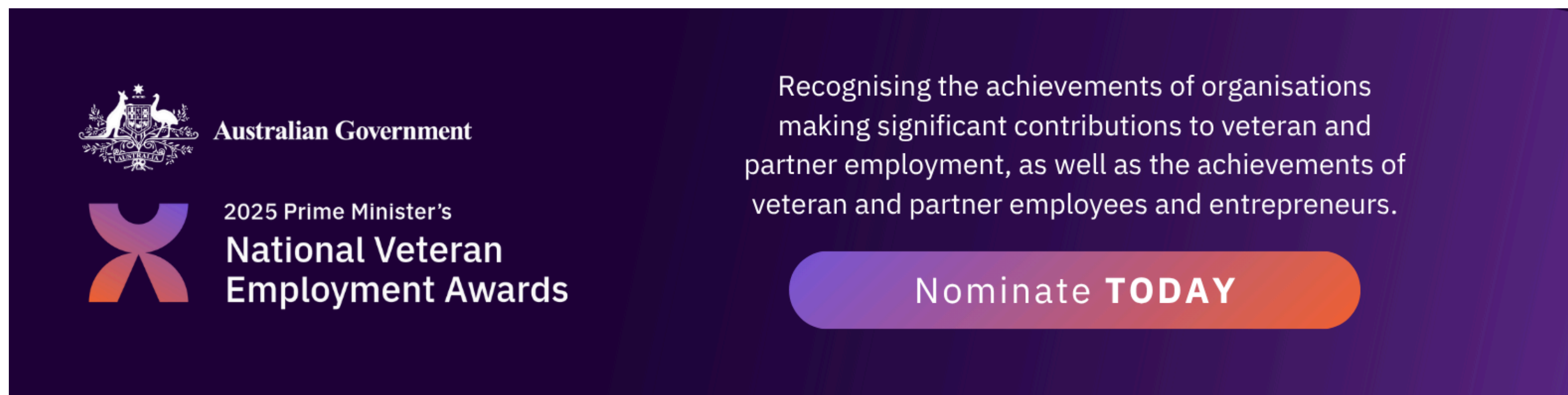
Standard wording

The 2025 Prime Minister's National Veteran Employment Awards recognise veteran and partner, employees and entrepreneurs, achievements in the civilian workforce, and the employers supporting them to do so.

In 2025, new categories have been introduced to recognise the initiatives creating positive outcomes and those who play a key role in championing veteran and partner employment.

Know someone who should be recognised?

Visit <https://www.veteransemployment.gov.au/awards> to learn more about the Awards and nominate today.



Click here to
download assets



Social media assets

This section includes suggested social media copy and images that can be used across platforms like LinkedIn, Facebook, Instagram, and X.

You can use the content as-is or modify it to suit your style and tone.

Standard wording - nominations open

Nominations are now open for the 2025 Prime Minister's National Veteran Employment Awards. These Awards celebrate the achievements of veterans and partners, as well as employers creating career opportunities for veterans across Australia.

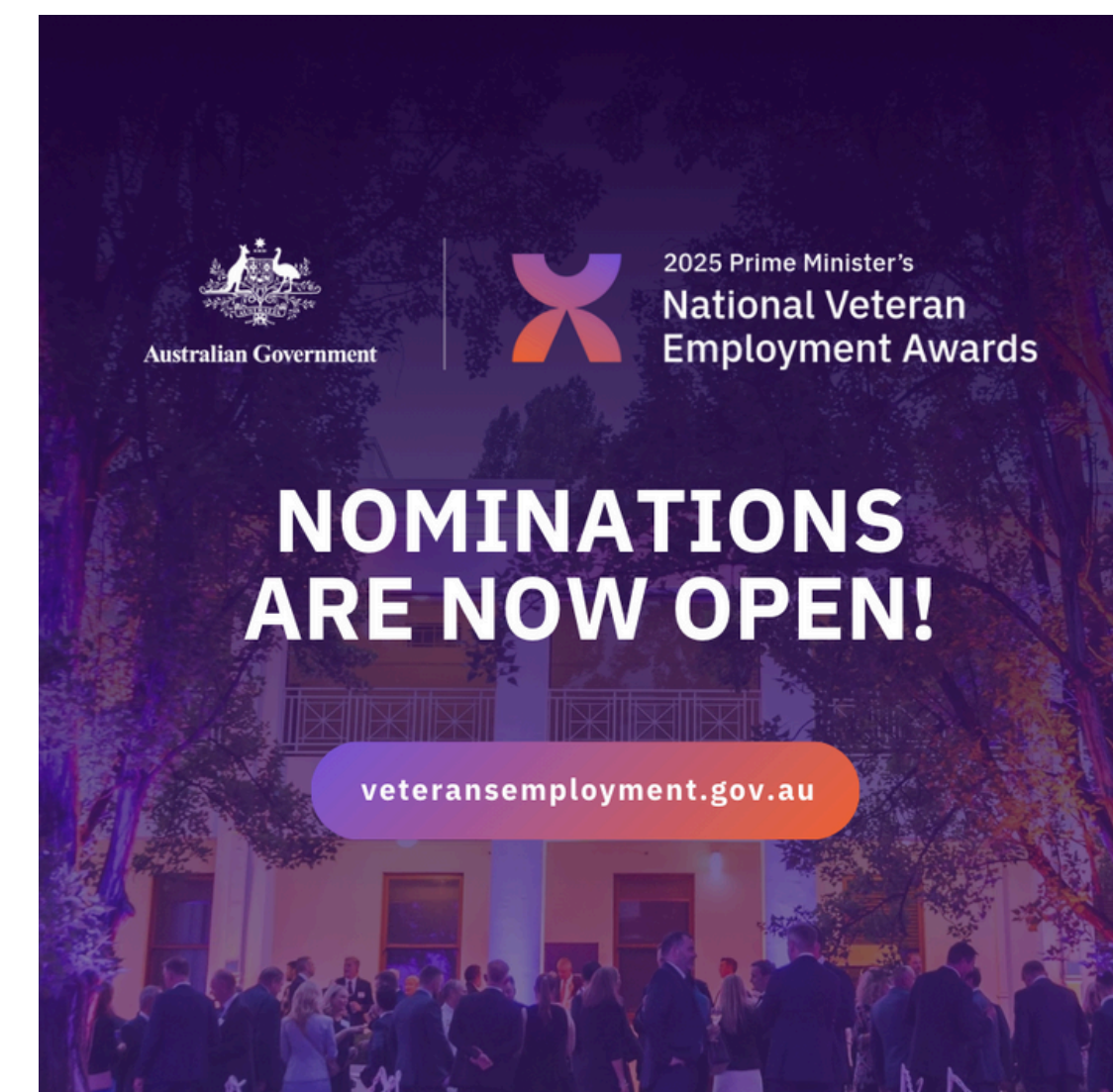
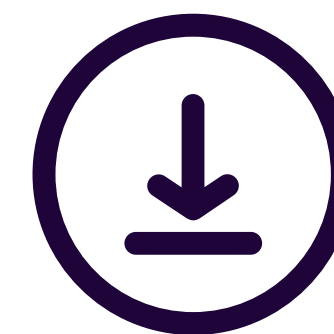
From innovative programs to everyday leadership, now's the time to recognise those making a difference in veteran employment.

Nominations close 25 July 2025.

Submit your nomination: <https://www.veteranemployment.gov.au/awards>

#PMVeteranAwards #VeteranEmployment

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Social media assets

Standard wording - Nominate today

Know an individual or organisation doing great things for veteran and/or partner employment?

Recognise their successes by nominating them for the 2025 Prime Minister's National Veteran Employment Awards.

Submit today: <https://www.veteranemployment.gov.au/awards>

Nominations close 25 July 2025.

#PMVeteranAwards #VeteranEmployment

Standard wording Champion of veteran employment award

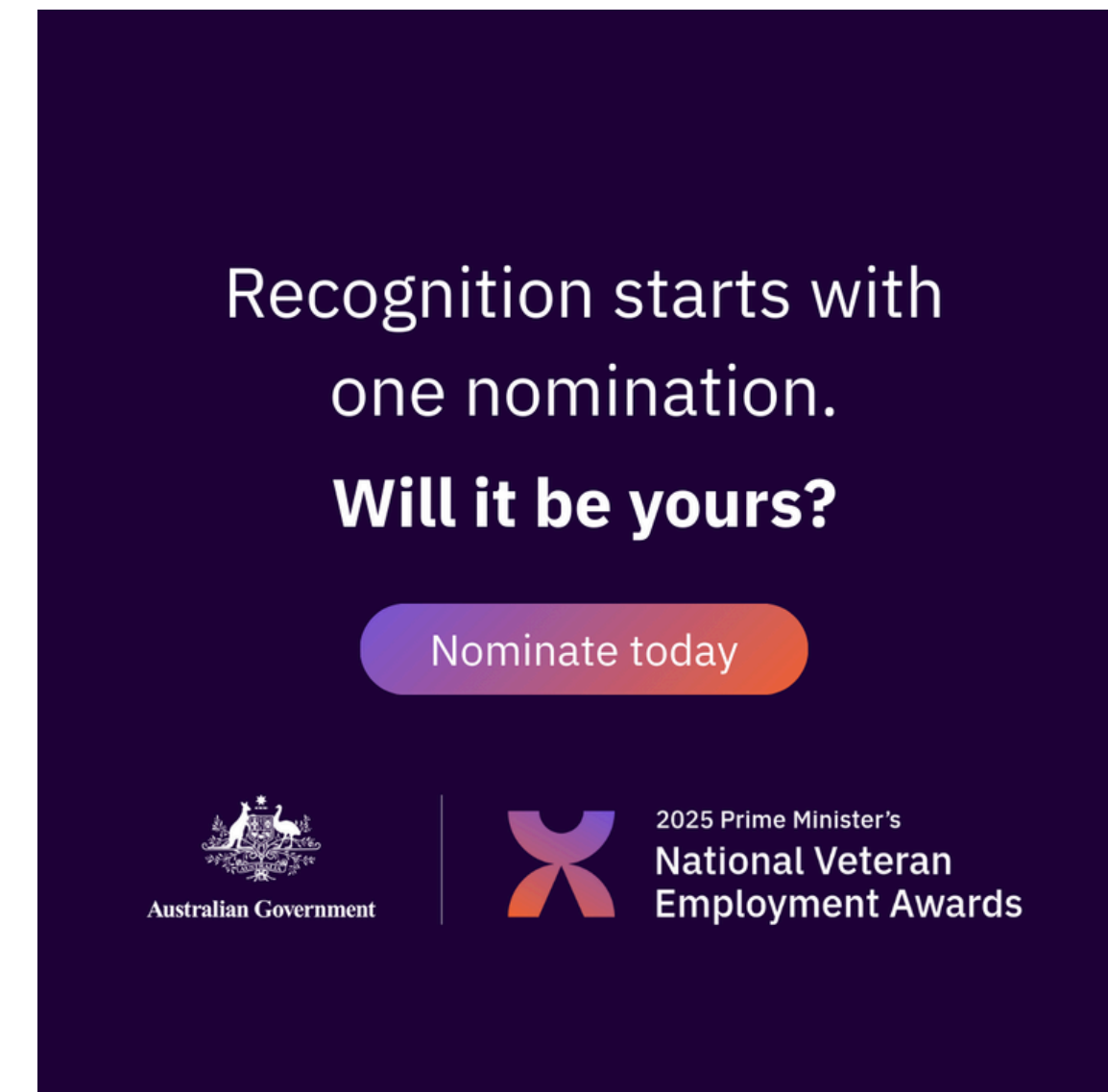
In 2025, the Prime Minister's National Veteran Employment Awards is recognising those individuals, organisations or collaborations that play an important role in championing the value of employing veterans and partners.

A people's choice award, the winner will be selected via a vote by organisations that have joined the Veteran Employment Commitment.

Nominate yourself, or someone else, before 25 July 2025 to be this year's Champion of veteran employment.

<https://www.veteranemployment.gov.au/awards>

#PMVeteranAwards #VeteranEmployment



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Social media assets

Standard wording - Veteran or partner entrepreneur award

Veterans and partners bring a range of skills, experiences and attributes to the civilian workforce. They also utilise these when establishing and running their own businesses - further highlighting the value they bring.

Do you know someone who should be recognised as veteran or partner entrepreneur of the year via the 2025 Prime Minister's National Veteran Employment Awards? Nominate them before 25 July 2025 at <https://www.veteranemployment.gov.au/awards>

#PMVeteranAwards #VeteranEmployment

Standard wording - regional initiative

Calling veteran and partner employers that operate in regional Australia.

Have you implemented an initiative creating positive outcomes for veterans and/or partners employed at your organisation?

Be recognised by submitting your nomination for the Prime Minister's National Veteran Employment Awards before 25 July 2025: <https://www.veteranemployment.gov.au/awards>

#PMVeteranAwards #VeteranEmployment



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Posters

Printable materials are provided to help you promote the Awards in physical spaces -such as offices, event venues, or community hubs.





Australian Government



2025 Prime Minister's
National Veteran
Employment Awards

The Awards recognise the achievements of organisations making significant contributions to veteran and partner employment, as well as the achievements of veteran and partner employees /entrepreneurs.

Nominations close 25 July 2025

AWARD CATEGORIES

- Veteran Employee of the Year
- Partner Employee of the Year
- Veteran or Partner Entrepreneur of the Year
- Small Employer of the Year
- Medium Employer of the Year
- Large Employer of the Year
- Champion of Veteran Employment
- Best Regional Veteran Employment Initiative
- Best Veteran Employment Commitment Initiative

Nominate TODAY

TIPS FOR NOMINATING

USE THE GUIDANCE
Each award has criteria to respond to, a word limit for response and guidance with additional information and examples.

SHOWCASE WHY
Give compelling reasons why the nomination should win. Highlight how your achievements meet the criteria. Be clear, concise and relevant in telling your story.

BACK YOUR CLAIMS
Provide examples, data and supporting documentation which demonstrates your outcomes. Have someone complete the referee form to give additional information / support your claims.

 www.veteransemployment.gov.au/awards

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Thank you

If you have any questions please contact

veterans.employment.awards@dva.gov.au

