

**FIRST NATIONS  
VETERAN EMPLOYMENT CAMPAIGN**

CASE STUDY:  
**RACHELLE  
TOWART**



Rachelle Towart is a proud Wonnarua woman from Singleton, New South Wales, now based in Canberra on the lands of the Ngunnawal and Ngambri people. As the Managing Director of Pipeline Talent, an Indigenous executive recruitment agency, Rachelle is deeply committed to economic development for Aboriginal and Torres Strait Islander people. More than 50% of her team is Aboriginal, and nearly 70% of their business comes from other Aboriginal-owned companies.

Rachelle has a strong connection to the veteran community through her grandfather. He fought for Australia in the Second World War, was a prisoner of war in Changi, and was put into a boys home because of the colour of his skin when he returned home from war.

Rachelle is a strong advocate for veteran employment and firmly believes that veterans make outstanding employees bringing leadership, camaraderie, organisation, and project management skills to any team. She encourages businesses to take a structured approach to veteran employment. For her, supporting veterans—especially Indigenous veterans—is about recognising their skills and experiences and ensuring they have meaningful career opportunities.

For employers, Rachelle emphasises the importance of an Employee Value Proposition—answering the question, ‘Why would a veteran want to work for you?’ Beyond hiring, she stresses the need for strong employment strategies that

support veterans in their career growth, ensuring they are not just recruited into entry-level positions but developed into leadership roles.

Simple yet powerful actions, such as including ‘Veterans are strongly encouraged to apply’ in job advertisements, can make a big difference. This small statement signals to veterans that an organisation is a safe and welcoming place for them, helping to break down barriers and encourage more applications.

For Rachelle, she believes that when businesses actively support veterans, particularly Indigenous veterans, society as a whole benefits. By fostering inclusive workplaces and recognising the value that veterans bring, we can create a stronger, more supported community for all.

View more case studies here: <https://www.veteranemployment.gov.au/campaign-and-media/case-studies>

View more resources here: <https://www.veteranemployment.gov.au/employers>

## CONTACT

If you need any other assets, formats or would like further information, please contact: [information@coxinallridgeway.com.au](mailto:information@coxinallridgeway.com.au) or visit the Veteran Employment Program’s website: <https://www.veteranemployment.gov.au/>



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