



Australian Government



2026 Prime Minister's National Veteran Employment Awards



Stakeholder Kit



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Introduction

About the Awards

The 2026 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 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 partners bring to the workforce, as well as 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

- Champion of Veteran Employment

Individual awards

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

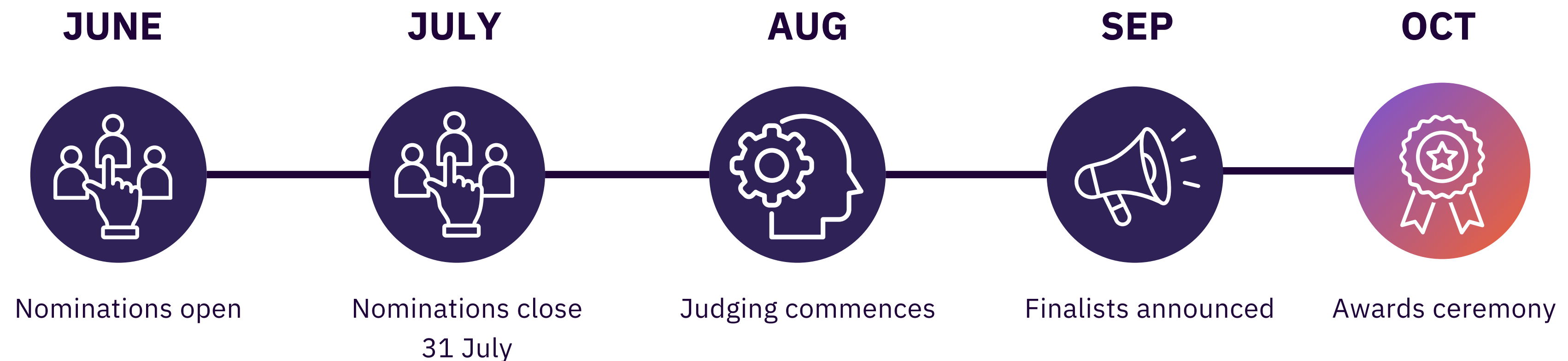
Organisation awards

- Small Employer of the Year
- Medium Employer of the Year
- Large Employer of the Year
- Best Regional Veteran Employment Initiative
- Best Veteran Employment Commitment Initiative



Timeline

A 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 greater 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 positive veteran and partner employment outcomes across a wide range of sectors and regions.

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 - short

Nominations are now open for the 2026 Prime Minister's National Veteran Employment Awards.

This year's theme, 'Success beyond service', highlights how veterans and partners continue to contribute through civilian employment and entrepreneurship, and recognises the employers and initiatives that create positive and supportive workplaces.

Highlight the individuals, initiatives and organisations making a difference in veteran and partner employment – from veterans and partners succeeding in their civilian roles, to employers and programs strengthening employment outcomes.

Learn more about the Awards and submit your nomination by 31 July:
<https://www.veteranemployment.gov.au/awards>



Click here to
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Newsletter and website content

Standard wording - medium to long

Nominations are now open for the 2026 Prime Minister's National Veteran Employment Awards.

The Awards provide a national platform to celebrate the achievements of veterans and partners in civilian employment, as well as the employers and initiatives that create inclusive, supportive workplaces where these contributions are valued and supported.

This year's theme, 'Success beyond service', highlights how veterans and partners continue to contribute beyond Defence through civilian employment and entrepreneurship. It recognises how skills developed through the ADF including leadership, teamwork, discipline, adaptability and a strong sense of purpose, support success across a wide range of industries and roles.

The theme also reflects the enduring ADF value of service and the many ways veterans and partners continue to serve their communities through employment. Importantly, it acknowledges the role employers play in recognising this value and enabling positive employment outcomes for veterans and partners.

You are encouraged to highlight the individuals, initiatives and organisations making a difference – from veterans and partners succeeding in their civilian roles, to employers and programs strengthening employment outcomes and building positive workplaces.

Nominations are open to individuals and organisations across the public and private sectors. You can nominate someone else or submit a self-nomination. Submit your nomination by 31 July: <https://www.veteranemployment.gov.au/awards>



**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 2026 Prime Minister's National Veteran Employment Awards.

The Award's theme, 'Success beyond service', recognises veterans and partners succeeding in civilian employment, and the employers and initiatives creating positive and supportive workplaces across Australia.

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

Nominations close 31 July

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 2026 Prime Minister's National Veteran Employment Awards.

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

Nominations close 31 July

#PMVeteranAwards #VeteranEmployment

Standard wording - Champion of Veteran Employment

In 2026, the Prime Minister's National Veteran Employment Awards recognise individuals, organisations and collaborations that champion the value of employing veterans and partners and supporting success beyond ADF service.

The Champion of Veteran Employment is a people's choice award, with the winner selected through a vote by organisations that have joined the Veteran Employment Commitment.

Nominate yourself or someone else by 31 July to recognise leadership in veteran and partner employment.

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

#PMVeteranAwards #VeteranEmployment



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Social media assets

Standard wording - Veteran and/or Partner Entrepreneur of the Year

Veterans and partners bring valuable skills, experience and leadership to the civilian workforce. Many also apply these attributes when establishing and growing their own businesses – continuing their contribution beyond Defence service.

Do you know a veteran or partner whose entrepreneurial success deserves recognition through the 2026 Prime Minister's National Veteran Employment Awards?

*Nominate a veteran or partner entrepreneur by 31 July:
<https://www.veteranemployment.gov.au/awards>*

#PMVeteranAwards #VeteranEmployment

Standard wording - Best Regional Veteran Employment Initiative

Calling employers operating in regional Australia.

Have you implemented an initiative that delivers positive employment outcomes for veterans and/or partners? Nominate them for the 2026 Prime Minister's National Veteran Employment Awards.

The Award's theme, 'Success beyond service', recognises initiatives that support positive and sustainable employment outcomes that strengthen regional workforces.

Submit your nomination by 31 July: <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

2026 Prime Minister's
National Veteran
Employment Awards

**NOMINATE
TODAY**

veteranemployment.gov.au/awards

**RECOGNISE
SUCCESS
BEYOND
SERVICE**

Australian Government

2026 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.

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 BY 31 JULY

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.veteranemployment.gov.au/awards

Click here to
download assets



Thank you

If you have any questions please contact

veterans.employment.awards@dva.gov.au

