



## Strategic Plan 2022-2026

This strategic plan was reviewed June 2025 and remains current for the reporting period 2022-2026.

*Custodians of the past.*

*Champions of the present.*

*Voice of the future.*

### Our Vision

The Queensland Veterans' Council is trusted, respected and supports a thriving veterans' community.

### Our Role

The Queensland Veterans' Council is an independent statutory body established in November 2022 to hold and manage Anzac Square, administer the Anzac Day Trust Fund and advise the Premier on veterans' matters.

## Strategic Objectives

To achieve our vision, the Queensland Veterans' Council (QVC) will focus on four strategic objectives:-

Our Objectives	Commemoration	Advisory	Support	Engagement
	Anzac Square is Queensland's state War Memorial and Shrine of Remembrance.	To provide a bridge between the veterans' community and government.	The QVC is optimally established to administer a range of supports for veterans, including a successful Anzac Day Trust Fund.	To effectively engage with the veterans' community, government and the broader community.
Our performance Indicators	<i>Anzac Square is a place for reflection, commemoration and a place the broader community will want to visit.</i> <ul style="list-style-type: none"><li>Growth of visitation numbers.</li><li>Successful transition of Anzac Square and Memorial Galleries to the care of QVC.</li></ul>	<i>The QVC is objective, consistent, influential, the first call and a sounding board.</i> <ul style="list-style-type: none"><li>Capturing knowledge and lived experience to inform and advise on solutions.</li><li>Government actively seeks advice from the QVC on matters concerning veterans.</li></ul>	<i>The QVC is well established, focussed on sustainability and supports the best outcomes for veterans in Queensland.</i> <ul style="list-style-type: none"><li>Number of veteran organisations supported through the Anzac Day Trust Fund.</li><li>Sustained and growing Anzac Day Trust Fund.</li></ul>	<i>The QVC is seen as a leading voice in the veterans' community in Queensland.</i> <ul style="list-style-type: none"><li>Engagement with veterans' sector, government and the broader community.</li><li>Knowledge is developed and shared.</li></ul>
Our Strategies	<ul style="list-style-type: none"><li>Preserve a public asset, valued by the community, maintained, cared for, respected and managed to heritage standards.</li><li>Offer contemporary experiences and keep safe Queensland's memories.</li><li>Enhance educational opportunities, and appropriate and respectful use of Anzac Square.</li></ul>	<ul style="list-style-type: none"><li>Develop into a "trusted advisor to government" with a focus on breadth over time.</li><li>Establish, enhance and validate the important role of the Veterans' Reference Group (VRG).</li><li>Build awareness of the role of the QVC.</li></ul>	<ul style="list-style-type: none"><li>Ensure the Anzac Day Trust Fund is sustainably structured to capture growth opportunities.</li><li>Maintain the QVC to successfully deliver its strategic objectives.</li><li>Embrace advisory opportunities to enhance engagement arrangements between the federal and state governments.</li></ul>	<ul style="list-style-type: none"><li>Through leadership and co-ordination, engage with various parts of the veterans' sector, government and the broader community – utilising, where appropriate, our VRG.</li><li>Enable connections and networks in an accessible and responsive way.</li></ul>

The QVC supports the Government's objectives for the community:

- Safety where you live:** Making Queensland safer.
- A better lifestyle through a stronger economy:** Growing our economy to drive down the cost of living and give Queenslanders a better lifestyle and a place to call home.
- A plan for Queensland's future:** Planning for Queensland's future.
- Health services when you need them:** Restoring health services when Queenslanders need them most.

We will focus on realising **OPPORTUNITIES**

- Explore additional funding sources and arrangements.
- Provide respected and trusted advice to the Queensland Premier.
- Play a leading role in networks of interstate Veterans' Councils and peer to peer round tables.
- Provide opportunities for stakeholders to interact.

Our strategies will mitigate **RISKS**

- Critical incidents occurring in and around the Anzac Square site.
- Reputational and perception issues.
- Ensuring effective frameworks and resources are in place to deliver the QVC strategic objectives.