



Australian Government

Department of Veterans' Affairs

Dear Business Owner

Australian Defence Veterans' Covenant

Recently the Australian Government launched the Australian Defence Veterans' Covenant (the Covenant). The Covenant encourages Australians to recognise and acknowledge the unique nature of military service and to support veterans and their families.

The Australian Government is committed to supporting the Covenant to build greater community awareness of the service and sacrifice of those who have served. An Oath, Veteran Card and Lapel Pin underpin the Covenant and provide further recognition and easier identification of veterans.

I encourage you to please support local veterans and their families in our community by providing a specific offer for Veteran Card holders to access from your business. This could be in the form of a percentage discount on retail goods and services, either in-store or online, however any support is appreciated and the benefit to be offered is entirely at your business's discretion.

Australian Partners of Defence (APOD)

The Department of Veterans' Affairs (DVA) is working with APOD – an Australian-owned organisation which was founded by, and is run by, veterans' families, for veterans' families to make it easy for businesses and organisations to recognise and acknowledge the unique nature of military service and the contribution of veterans and their families.

APOD provides a closed membership site (apod.com.au) where Veteran Card holders will be able to search by location, category or keyword, to redeem business offers online (using a web link or discount code) or in-store using their Veteran Card.

Next Steps

For more information about APOD and how your business can participate please see the attached APOD information flyer. In addition, we have enclosed information on the Veteran Recognition program, and Veteran Card stickers and countertop display to promote your support of veterans and of the Covenant.

If you require any further information on the Covenant and Veterans' Recognition then please visit recognition.dva.gov.au or contact vetscard@dva.gov.au.