

Partnering with the Department of Veterans' Affairs

The Australian Defence Veterans' Covenant encourages Australia to recognise and acknowledge the unique nature of military service, and support veterans and their families.

The purpose of the Covenant is for the Australian community to recognise the service and sacrifice of the men and women who commit to defend the nation, and pledge their commitment to support veterans and their families.

The Covenant is supported by the Veteran Card, Lapel Pin and Oath.



AUSTRALIAN DEFENCE VETERANS' COVENANT

We, the people of Australia, respect and give thanks to all who have served in our defence force and their families.

We acknowledge the unique nature of military service and the sacrifice demanded of all who commit to defend our nation.

We undertake to preserve the memory and deeds of all who have served and promise to welcome, embrace, and support all military veterans as respected and valued members of our community.

For what they have done, this we will do.



For more information you can contact us at:

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AUSTRALIAN PARTNERS
OF DEFENCE

In partnership with



**Veteran
Card**





About Australian Partners of Defence

APOD works with businesses of all sizes to deliver exclusive offers to Australian Defence Force veterans, personnel and their immediate families.

APOD provides your business with a unique opportunity to promote compelling and exclusive benefits to a closed member group without the worry of having your offer in the public domain.

Our platform requires members to validate their Defence connection. This saves your organisation time and resources on manually checking records and protects both your offer, your business and our members.

How APOD offer redemption works

Business offers can be redeemed in a variety of ways; this can be tailored to suit your business and your specific offer. It is important to note that offers are only available to open when members are logged in to the APOD website.

APOD members can access offers by using their physical APOD or Veteran card in store, by printing the APOD offer, or by displaying their APOD or Veteran digital card through the APOD website on a mobile device.

Co-branded Australian Defence Veterans' Covenant and APOD marketing collateral can be provided to support your offer and ensure the defence community can easily identify that your business recognises their service.



Online Offers

Online offers can be redeemed via the APOD website when the member clicks on the business offer page and follows the instructions to open the business' website and apply the promotional code, if applicable.



In-store Offers

In-store offers can be redeemed by showing a physical card, digital card in the APOD app, or a voucher.



Other Types of Offers

Other types of offers may require members to validate their APOD membership over the phone or via email by providing their member number or a code as specified on the business offer.

How to get the best value from your partnership with APOD

- > Ensure that your offer is genuine and easy to understand.
- > Maintain your offer page and keep all information and promotional codes up to date through your APOD partner login.
- > Ensure all staff are aware of your APOD & Australian Defence Veterans' Covenant offer.
- > Train staff to assist in redeeming offers.
- > Display the point of sale materials, countertops, window stickers and decals at all participating stores.
- > Include the APOD and Veteran card logo on your website and marketing materials to let defence and veteran families know that you support them.
- > Go the extra mile to provide a positive and rewarding experience in store and online. Consider saying "thank you for your service".



Business checklist

What you'll need to complete your offer page:

- 1 Your organisation's logo and up to 5 high-quality images
- 2 Your exclusive offer, including clear redemption instructions and any terms and conditions that apply
- 3 Your organisation's details
- 4 Your website address and/or participating store locations, including street address, suburb, state and postcode