



Australian Government
Department of Defence
People Strategies and Policy

DEPUTY SECRETARY
R1-1-C001
Russell Offices
CANBERRA ACT 2600

DEPSEC PSP/OUT/2011/207

Mr Les Dwyer
National President
Naval Association of Australia
PO Box 614
YANDINA QLD 4561

Dear Les,

Defence has long been aware that one of our greatest strengths is our Defence community, including ex-Service members. Up until now, the communication link between ex-servicemen and women and the ADF has been through a variety of means and has not always been fully effective.

Recognising that we can do better, I commissioned the Defence Alumni Network (DAN) which will initially be open to ex-permanent service personnel and will be web-based, providing a full networking capability. The DAN will not only provide the connection between members and Defence but also a conduit into a valuable and broad pool of very talented people. This may enable re-recruitment options to be pursued which will contribute to future force generation. I have enclosed a Factsheet that provides an overview of the DAN that you may find helpful.

I am pleased to invite you to the launch of the DAN by the Honourable Warren Snowdon, MP, Minister for Defence Science and Personnel. The launch will take place Tuesday 5 July 2011 at the RI Theatre commencing at 1000. The ceremony will be relatively brief and will be followed by a morning tea concluding at 1030 or so with the departure of the Minister.

My contact officer for this matter is the DAN Project Manager, CAPT Harry Lok, RANR on 6127 2189 or harry.lok@defence.gov.au.

I look forward to meeting you on the day.

Yours sincerely,

PHIL MINNS
Deputy Secretary
People Strategies and Policy

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17 June 2011

Enclosure:

1. DEFENCE ALUMNI NETWORK - FACT SHEET FOR LAUNCH ATTENDEES

THE DEFENCE ALUMNI NETWORK (DAN)

FACT SHEET FOR LAUNCH ATTENDEES

Purpose

The purpose of this document is to provide an overview of the Defence Alumni Network (DAN) for those who attend the launch on 5 Jul 11.

What is the DAN?

The Defence Alumni Network (DAN) is being established to provide a more robust and sustainable system to assist in re-employing former permanent ADF members, by providing a cost-effective means of maintaining a positive and productive relationship with those who leave, and have left, the Services.

The DAN comprises:

- a 'clever' internet-based alumni portal, with suitable database, communication and social networking capabilities; and
- a small contractor staff with expertise in communications, marketing and recruitment, augmented by Reserve personnel.

The DAN will sustain the relationship with the ex-service member through communication aimed at reinforcing their ties to the Services and former work mates, providing a good atmosphere for:

- promoting targeted opportunities for further service;
- gaining workforce intelligence on the drivers of separations, and of members' employment packages and experiences post-separation; and
- promoting a positive view of Service life and opportunities.

Rationale for establishing the DAN

The Defence Alumni Network (DAN) has been initiated in response to the 'People in Defence' (Generating the Capability for the Future Force) vision and blueprint issued in December 2009, which calls for 'rates of re-enlistment increasing' and notes that Defence is 'developing a more deliberate strategy for staying in touch with our alumni'.

Defence faces an increasingly difficult task in future to attract and retain the talented and dedicated workforce it requires. While the economic downturn has relieved pressure on Defence recruiting and retention to some extent, factors including demographic change, an aging Australian workforce, continuing skills shortages, and sharp competition for young people will present challenges.

Re-recruitment, or gaining access to the skills and experience of former permanent members, will be an important means of satisfying the Services' workforce needs. Re-recruitment avoids the cost and time penalties associated with training a new entrant from scratch. From an ADF viewpoint, re-enlistment of people with previous ADF military service has until recently been only a minor element of recruiting.

The DAN will provide a capable and sustained service to all three Services, as part of the combined Career Management Support Agency to be created under the Strategic Reform

Program, with targets and content provided by the Service career managers.

DAN Functionality

The attraction for exiting and former ADF members will be the opportunity to create and maintain relationships with their peers, work mates and organizations, and gain access to Service news, events and employment opportunities.

This is achieved through the following DAN functionality:

- A distinctive identity (name, look and feel) which is aligned with its target audience of ex-permanent members;
- Functionality which attracts ex-permanent ADF members to join the DAN, and return regularly;
- Active engagement with members to promote opportunities for further service, in accordance with Service targets;
- Marketing of such employment opportunities through carefully targeted and tailored communications; and
- Regular refresh of news, information and events designed to attract and retain members to the DAN.

Eligibility to join the DAN

The Defence Alumni Network (DAN) will initially target former permanent members of the ADF. A verification process will be undertaken as part of the registration process to ensure only eligible members have access to the DAN.

The DAN will allow the opportunities presented by social networking and other modern tools designed to attract and engage people to be used to best effect in a controlled, safe environment.

While the direct return on investment in the DAN will come from the re-recruitment of ex-members, the benefits of a connected, committed and informed workforce should not be underestimated.

Implementation of the DAN

The DAN commenced preliminary operations on 1 Jul 11 but will be officially launched on 5 Jul 11.

DAN Delivery

The DAN is internet based but will also be able to be accessed through modern telephones with internet capability. A specific application will be set in place as part of the ongoing development of the DAN functionality.

Operations Team

The DAN Operations Team will be located in Barton at the offices of the DAN contractor, Visual Jazz. This is an interim solution pending the relocation of all three services Career Management Agencies to Brindabella Park as part of the common Career Management Support Agency being developed under the Strategic Reform Program. The DAN Operations Team will then be collocated with the Career Management Agencies