

Section 1: Principles Of The Armed Forces Covenant

1.1 We, Ruralink Ltd, will endeavour in our business dealings to uphold the key principles of the Armed Forces Covenant, which are:

- *no member of the Armed Forces Community should face disadvantage in the provision of public and commercial services compared to any other citizen;*
- *in some circumstances special treatment may be appropriate, especially for the injured or bereaved.*

Section 2: Demonstrating our Commitment

2.1 Ruralink Ltd, as a veteran-owned business, recognises the value serving personnel, reservists, veterans and military families bring to our business and our commercial partners. We will seek to uphold the principles of the Armed Forces Covenant, by:

- *promoting the fact that we are an armed forces-friendly organisation;*
- *employing and advocating for the employment of members of the veteran and armed forces community, including Service spouses and partners;*
- *promoting the employment of armed forces veterans to our commercial partners, including by advocating for the Career Transition Partnership (CTP);*
- *working tirelessly to enhance the career transition experience for veterans and Service spouses seeking land-based employment;*
- *endeavouring to offer flexible employment and contracting arrangements for Service spouses and partners especially before, during and after a partner's deployment;*
- *seeking to support our employees who choose to be members of the Reserve Forces, including by accommodating their training and deployment where possible;*
- *aiming to actively participate in Armed Forces Day and National Acts of Remembrance;*
- *offering a discount to members of the Armed Forces Community.*

2.2 We will publicise these commitments through our literature and on our website, setting out how we will seek to honour them and inviting feedback from the Service community and our customers on how we are doing.