

21ST CENTURY ORGANISING AND CAMPAIGNING POLICY

ACTU CONGRESS 2000

1. Framework

1.1 Effective organising and campaigning is necessary for union growth. There are three essential components:

- i) Strong workplace organisation
- ii) Active new member organising
- iii) Comprehensive campaign capacity

1.2 Successful collective bargaining campaigns, organising drives and workplace strength rests to a significant degree on effective campaigning.

1.3 The responsibility for organising and campaigning rests with individual unions, however the ACTU will assist and lead unions in developing organising, campaigning and membership growth strategies.

2 Action by the ACTU

2.1 The ACTU will continue to develop the following services in order to support union membership growth strategies:

- i) The Organising Works traineeship;
- ii) Organising projects with specific affiliates;
- iii) Union education courses and material specifically directed to organising and campaigning methods;
- iv) Assistance in the development of delegate and activist education;
- v) Communications/media and campaign advice and assistance;
- vi) Advice concerning the reallocation of union resources to organising and campaigning;
- vii) Coordination of combined union organising efforts, particularly those focussed on growth areas of employment;
- viii) Market research and member/non-member polling capacity;

- ix) Development in conjunction with affiliates of proposals for organising in regions, and in particular, employment categories;
- x) Research and analysis to assist union growth strategies;
- xi) Continue to allocate substantial resources to The Organising Centre.
- xii) A fund to aid in the establishment of legal precedents in the Federal jurisdiction for the benefit of Australian workers.

2.2 Where the ACTU seeks to initiate National Wage or Test Case claims, it will ensure that a process is first put in place which enables affiliates to:

- i) Take the proposed claim to workplaces for endorsement;
- ii) Report back within set time frames to the ACTU on levels of membership support for the claim; and
- iii) To campaign around progress of the claim once formally endorsed by the ACTU.

3 Action by Unions

3.1 Unions will focus attention and action on membership growth in ways relevant to their particular circumstances, including a commitment to:

- i) identify priority targets and develop comprehensive organising campaign plans;
- ii) reallocate union resources to recruit and organise new members and implement campaigns;
- iii) create an organising and campaigning section within the union with a coordinator and specialist staff who focus only on growth through campaign implementation;
- iv) free up resources for growth through modern delivery of union services utilising call or service centres, email and internet;
- v) analyse workers issues and develop messages through modern research tools such as surveys and focus groups;
- vi) research priority target sectors and companies to identify points of influence, key relationships and vulnerabilities;
- vii) utilise the Organising Works program to identify and train new organisers;
- viii) develop activists to organise beyond their own workplaces through a temporary or volunteer organiser program;

- ix) develop modern comprehensive campaign and pressure tactics;
- x) build relationships with academics, church leaders and other community groups;
- xi) develop staff skilled in campaign methods and build capacity in organising, research, planning and campaign strategies and techniques;
- xii) frame workers' issues to connect with the broader community and link into overall campaigns such as the Living Wage and a safe, secure working life;
- xiii) involve delegate and activists in campaign preparation and ensure education prepares them to implement campaigns with organising skills;
- xiv) develop media communication strategies and utilise workers effected in stories and as spokespersons;
- xv) take opportunities to increase activism and membership through to process of campaigning;
- xvi) lift the status of organising;
- xvii) manage the union to ensure priorities and resources remain focused on growth;
- xviii) develop potential international support;
- xix) utilise websites and internet to support campaigns and influence decision makers;
- xx) apply legal, industrial, community, political, investor, shareholder and consumer pressure.