

COMMUNICATIONS & CAMPAIGNS POLICY

ACTU CONGRESS 2000

1. Communications and Campaigns

1.1 Congress recognises that strong, effective communications and campaigning is instrumental in maximising union effectiveness. Congress supports the continuing development of an ACTU Communications & Campaign strategy.

1.2 Congress notes:

- i) The establishment of the ACTU Communications & Campaign section.
- ii) Online developments including:
 - a) The new ACTU website, Vunions;
 - b) An online version of the ACTU National Directory; and
 - c) The maintenance and enhancement of the school resource, Worksite
- iii) The ACTU partnership with Virtual Communities to bring affordable technology to union members.
- iv) The development of an integrated media strategy designed to enhance public awareness of the benefits of union membership.

1.3 Congress endorses:

- i) The use of a new ACTU logo.
- ii) The use of the slogan *unions work* by affiliates, and encourages unions at all levels to use the slogan on publications and in campaign materials, journals and websites as a common and unifying message.
- iii) The establishment of a proactive network of affiliate union journalists and media officers to enhance the communications and campaign capacity of affiliates and the ACTU.

- iv) Further development of the Call Centre for use by affiliates and the ACTU in organising, recruitment and retention campaigns.

1.4 Congress encourages affiliates to:

- i) Work with the ACTU Communications & Campaigns section in order to maximise support for workplace campaigns and organising drives.
- ii) Seek support from the ACTU Communications & Campaign section, where required, to further develop website and email networks.
- iii) Use the ACTU website to communicate on issues and campaign strategies to other unions and the community.
- iv) Participate in the expansion of information networks, and consult with the Communications & Campaign section on media training, campaign tactics, and resources.
- v) Use the ACTU Call Centre for polling, focus groups, membership and public campaigns and promotions.
- vi) Consider the ACTU Print Shop for the production of leaflets, brochures and publications.

1.5 Congress endorses the development of a programme of ACTU annual awards that recognise the importance of union delegates and activists, women and young people, communications, and workplace organisation and new member organising.

1.6 In relation to comprehensive campaigning the ACTU will assist affiliates to develop their campaigning capacity by:

- (i) providing advice on legal issues associated with comprehensive campaigning;
- (ii) building networks with a broad community of professionals whose skills and expertise in areas such as accounting, investment and business analysis, can add value to our strategy development and campaigning capacity;
- (iii) developing alliances with responsible shareholder and investor organisations;
- (iv) developing within such an alliance and with affiliates, guidelines to fight for more transparent business reporting and accountability;
and
- (v) linking Australian affiliates with international networks of comprehensive campaigners and researchers.