

# **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.