

Sunday 11 March, 2018

## How does it feel when big business has too much power?

### ACTU's new nationwide ad campaign to fight for working people

The Australian Council of Trade Unions has today launched a new eight-week, nationwide advertising campaign, calling for changes to the rules so that working people have more secure jobs and fair pay increases.

It's the largest single ad campaign by the peak body for working people in more than a decade, since the Your Rights at Work campaign.

The two ads depict families grappling with the consequences of living in a country where big business has too much power and working people not enough. Their work has been casualised and they're not getting the pay they need to keep up with basic costs of living.

The ad campaign will run on TV, radio, print, billboards and online and calls on working people to join the movement to change the rules so people can get secure jobs and a fair pay rise.

#### Quotes attributable to ACTU Secretary Sally McManus:

"Big business has too much power. Profits are up, but working people are struggling to get a pay rise, and 40 percent of the workforce is in insecure work.

"Working people want change. They're sick of one third of big businesses not paying tax. They're sick of watching CEO bonuses are going up, company profits going up while their own pay falls behind basic living costs.

"When big business has too much power, working people pay the price.

"But working people can now do something about it. They can join the campaign, join their union, and be part of the movement to change the rules.

"The rules at work are broken. This campaign is about changing the rules for working people so Australians have more secure jobs and a fair pay rises.

"Working people need to join our campaign, and their union, so we can change the rules."

ENDS

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<http://www.actu.org.au/actu-media/media-releases>

#### VIEW THE ADS HERE:

<https://youtu.be/j9ZJeMbXJy0>

<https://youtu.be/rdfowbT58wo>

<https://youtu.be/vWAGpevOLCk>

[https://youtu.be/n\\_SdQ4v79Nc](https://youtu.be/n_SdQ4v79Nc)