

Tuesday, 3 March 2015

Unions target key marginal seats in new election campaign

Unions will target 32 key marginal seats between now and the next federal election to defeat the Coalition Government, the ACTU said.

ACTU secretary Dave Oliver said it is part of a broad campaign strategy that kicks off with a National Day of Action on Wednesday 4 March.

“Not only will the message be loud and clear – it will be sustained before, during and after the next federal election,” said Mr Oliver.

“The ACTU will hire more than 20 new staff as marginal seat coordinators to run campaign activities in the nominated seats.

“This is not just about an election strategy - it’s about unions having campaigning capacity irrespective of who is in government at a state and federal level.

“It’s about having the ability to campaign on specific issues through a network of activists in marginal seats.

“The first lot of marginal seat coordinators will be hired in the Victorian target seats of Deakin, Corangamite, La Trobe and Dunkley.”

Mr Oliver said Australian Unions will be focussed on key battleground electorates in every state and territory.

“We are currently talking with our affiliates and Trades and Labour Councils right around the country to finalise the list of marginal seats we will be campaigning in.

“There are a few obvious key areas such as Western Sydney and the bell weather seat of Eden Monaro is also of interest, particularly given it’s currently held by Liberal MP Peter Hendy who was one of the architects of Work Choices.”

Mr Oliver said resources for the marginal seats strategy will be rolled out over the next few months.

“We have excellent coordination between the ACTU and all state Trades and Labour Councils and we will be well prepared if an early election is called.

“We made our voices heard in the Victorian and Queensland elections with one-term Coalition Governments and we can do it again with the Liberal Federal Government.”

The National Day of Action will be held on Wednesday 4 March with rallies in Melbourne, Sydney, Newcastle, Adelaide, Canberra, Perth, Brisbane, Gold Coast, Townsville, Mackay, Hobart, Launceston, Darwin and Tennant Creek.

Media contact: Carla De Campo 0410 579 575