



Resolution Number Three

Submitted by National Secretary, Paul Howes.

Growing Our Union – Structured Campaigning

Background

Much work has been undertaken during 2007 and 2008 to develop a consistent and effective growth strategy to ensure the union's future. The growth strategy developed by the union is multi-faceted and ranges in scope from specific employers to industry-wide campaigning.

By utilising the skills and experience of AWU officials, we aim to strategically target specific employers and industries that will deliver strong membership growth.

In conjunction with the Branches, National Office has devised a set of criteria to assist in determining whether a particular schedule of work fits properly within the ambit of a "significant project" or industry wide campaigns. This is an important step, because the nature and complexity these projects will require the construction of very particularised strategies, and may also require the flow of significant human and other resources between all sections of the union. The criterion developed to assist in this process are as follows –

- The number (or potential number) of workers engaged on the project;
- The expected duration of the project;
- The capacity of any one Branch to undertake a growth campaign on the project;
- Our relationship with the company
- The strategic importance of the industry to the union;
- The history of the company and the industry;
- The non-organiser resources that would be required (ie. communications, training, planning and strategy preparation)

These campaigns not only improve the collective position of our members engaged by those employers or within those industries, but it also provides us with a stronger financial and industrial platform to extend our industrial reach into other areas within our coverage.

An integral part of the growth strategy combines planning and research for our campaigns which are overwhelmingly (but not exclusively) related to major construction or expansion works.

Many of the employers that the union has traditionally dealt with at a local level have now evolved into truly national companies, or have become transnational companies operating throughout the world in their own right. In this context, it vitally important to reflect these changes in the unions organising and growth strategies.



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Due to the size and complexity of many of the industries that the union has coverage in, it is critical that the union engages in a thorough planning and research process prior to committing any financial and human resources to specific growth campaigns and initiatives.

The union must apply a unified and consistent campaigning strategy amongst each Branch, with appropriate levels of coordination and support from the National Office to achieve our objectives of growth.

Resolution

National Conference endorses the union's growth strategy, particularly as it relates to the identification of significant projects and Industry wide growth campaigns. National Conference also notes the fundamental importance of having a coordinated and effective growth and renewal strategy based on detailed research and planning activities, in order for the good work of the union and its members to continue into the decades ahead.

Moved:

Seconded:

Outcome: