

Delegates Campaign Meeting Kit

# Change THE RULES

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**ACTU**



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# Delegates Campaign Meetings

## Aim & Purpose

Across the country, in small and large groups, delegates are meeting with the purpose of introducing the Change the Rules campaign and upcoming campaign activity. The aim of the meetings is to have the campaign endorsed locally, build momentum heading into 2018 and provide opportunities for members to engage on every level of the campaign in their workplace and in the community.

## Resources

The following resources can be used and adapted for each meeting:

Resources	
<b>Video</b>	<ul style="list-style-type: none"> <li>Sally McManus Resolution</li> <li>Turnbull Video</li> <li>Six Worker Stories Video</li> </ul>
<b>Adaptable Meeting Sessions</b>	<ul style="list-style-type: none"> <li>Small group session</li> <li>Large group session</li> </ul>
<b>Meeting Materials</b>	<ul style="list-style-type: none"> <li>Selfie Signs</li> <li>Individual Pledge Cards</li> <li>Pledge Petitions</li> <li>Resolution</li> </ul>
<b>Delegates Takeaway Pack</b>	<ul style="list-style-type: none"> <li>Workplace Individual Pledge</li> <li>Workplace Pledge Petition</li> <li>Workplace Poster</li> <li>Selfie Signs</li> <li>Change the Rules: Campaign Kit</li> </ul>

## Meeting Outcomes : The RAPP

1. **The Resolution:** Delegates endorse the campaign

2. **The Ask:** Delegates vote to endorse the campaign

3. **The Pledge:** Delegates commit to:

Conducting workplace meetings to activate union members to support the campaign

Making sure union members complete the Change the Rules Survey

Talking to those workers in my workplace who are not yet a union member to recruit them into the union and the campaign

Attending and bringing others to the National Day of Action next year

Getting involved in the campaign in my local community

4. **The Photo:** Take a group photo

## After the Meeting

1. Post the photo to your social media channels, using the hashtag **#changetherules**

2. Send relevant meeting information, photo & pledge cards or pledge petitions to:

**changetherules@actu.org.au** or  
**0439 695 962**



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## Objectives

- Delegates will be able to explain to other workers the purpose and urgency of the campaign.
- Delegates will be able to draw on their personal experience or that of a friend/family member to move others to action.
- Delegates will understand their role in the campaign and what they can do to ensure their campaign wins.
- Delegates will be inoculated against how our opponents will respond to our campaign.
- Delegates will understand the purpose of the all member survey and be equipped to roll it out in their workplaces.

# Small Group Session

Introduction (5 min)													
	Acknowledgment of Country Union Address / Introduction												
Change The Rules Campaign (30 min)													
<b>Video</b>	Play Video – Worker Stories Video (7mins)												
<b>Facilitators Note</b>	<p>Use a white board or butchers' paper and draw 6 empty boxes, with the headings in bold outlined below.</p> <p>The following example outlines a couple of answers that will likely be drawn out of the conversation guide.</p> <p>Use White-board / Butchers' paper.</p> <table border="1"> <thead> <tr> <th>Opponents</th> <th>Their Values</th> <th>Their Resources</th> </tr> </thead> <tbody> <tr> <td>ie. Conservative Govt, big business, bosses/ employers</td> <td>ie. Greed, individualism</td> <td>ie. New legislation, industrial laws, hire &amp; fire, media</td> </tr> <tr> <th>Us</th> <th>Our Values</th> <th>Our Resources</th> </tr> <tr> <td>ie. Secure jobs, quality education</td> <td>ie. Collective fairness</td> <td>ie. Union members, organised &amp; strong movement, access to workplaces</td> </tr> </tbody> </table>	Opponents	Their Values	Their Resources	ie. Conservative Govt, big business, bosses/ employers	ie. Greed, individualism	ie. New legislation, industrial laws, hire & fire, media	Us	Our Values	Our Resources	ie. Secure jobs, quality education	ie. Collective fairness	ie. Union members, organised & strong movement, access to workplaces
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<b>Facilitators Note</b>	Draw out boxes 1 – 6 and use the questions below to fill them in.												
<b>Whole Group Asks</b>	<ol style="list-style-type: none"> <li>From the video who actively wants this future for us? What does the future look like if we don't do anything?</li> <li>What are the values that underpin this future?</li> <li>What resources do they have to achieve this future? <b>CRITICAL QUESTION:</b> Is this future inevitable? (NO)</li> <li>What future do we want?</li> <li>What are our values?</li> <li>What are our resources?</li> </ol>												
<b>Facilitators Note</b>	<b>CRITICAL QUESTION:</b> What will determine our future? (POWER) draw out – must land on answer (POWER).												
<b>Explain</b>	So who has the power determines our future. Not one of us can do this alone; we need to use all our resources. This is why the Change the Rules campaign was developed by union members. Inequality is at a 70 year high, we are at a critical point in our history and we need to win.												

The RAPP (15 min) Resolution, Ask, Pledge, Photo	
<b>Facilitators Note</b>	<b>Decide:</b> reading out resolution or play video of Sally McManus
<b>Explain</b> <b>Video / or read resolution out loud</b>	<p>The Resolution</p> <p>We know in this room that we can't win without a plan, that power doesn't build itself.</p> <p>Today we are going to hear from the ACTU Secretary, Sally McManus who will put a resolution and a plan forward for us to discuss and vote on today.</p> <p>Play video / or</p> <p>I am going to read out the resolution and a plan being considered by delegates right around the country for us to discuss and vote on today.</p>
<b>Whole Group ASK</b>	<p><b>What are your thoughts?</b></p> <p><b>The Ask: Are we in?</b></p> <ol style="list-style-type: none"> <li>1. Conducting workplace meetings to activate union members to support the campaign</li> <li>2. Making sure union members complete the Change the Rules Survey</li> <li>3. Talking to those workers in my workplace who are not yet union members to recruit them into the union and the campaign</li> <li>4. Attending and bringing others to the National Day of Action next year</li> <li>5. Getting involved in the campaign in my local community</li> </ol>
<b>Explain</b>	<b>The Pledge:</b> Ok, I am going to pass around your pledge card for you to complete now.
<b>Facilitators Note</b>	<b>Handout the pledge petition or individual pledge cards.</b>
<b>Explain</b>	<b>The Photo:</b> Alright everyone, the last thing we need to do is get a group photo.
<b>Facilitators Note</b>	<b>Take group photo. Use selfie signs etc.</b>
Walk through Delegates Pack	
<b>Explain</b>	Show delegates the delegates pack and what you would like them to do with it.
After the meeting	
<b>Explain</b>	Put photo up onto social media, using the <b>#changetherules</b> Email relevant meeting information, photo & pledge cards or pledge petitions to <b>changetherules@actu.org.au</b> or send to <b>0439 695 962</b>

# Large Group Session

Introduction (5 min)	
	Acknowledgment of Country Union address / Introduction
Our Future & Power (20 min)	
<b>Explain</b>	We are going to watch a video that shares with us stories of union members. It will show us how the system is broken and why it needs to be fixed.
<b>Play Video</b>	Play the video (6 workers video)
<b>Whole group</b>	At the end of the video ask the whole group Is this the future we want for Australian workers?  These stories covered our low minimum wage, agreements that can be terminated, cuts to penalty rates. Whose interests are currently being served?
<b>In pairs or in small groups</b>	<b>Explain:</b> I just want you to speak to the person next to you. Share with each other who you know that's impacted by these issues? Or which family member or friend do you know that's finding it tough right now?
<b>Facilitator Note</b>	Option: Have one or two people report back their discussion to the whole group.
<b>Whole group</b>	Is this future inevitable?
<b>Facilitator Note</b>	You are looking for a resounding loud "No". Prompt, "I can't hear you, is this future inevitable?"
<b>Whole group</b>	What will determine our future?
<b>Facilitator Note</b>	(POWER) draw out- must land on answer (POWER)
<b>Explain</b>	So who has the power determines our future. Not one of us can do this alone; we need to use all our resources. This is why the Change the Rules campaign was developed by union members. Inequality is at a 70 year high, we are at a critical point in our history and we need to win.

Unjust Laws & The Headlines (20minutes)	
<b>Explain</b>	Here is what Malcolm says about us
<b>Video</b>	Play Turnbull video (Duration: 36 seconds)
<b>Whole group</b>	Why do you think they made this attack on unions? What was Malcolm Turnbull trying to achieve?
<b>Explain</b>	So, I want you to imagine we are in the middle of our campaign to change the rules. We know that our opponents are upset. They are doing and saying anything to stop us from winning. What will those nasty headlines say when we are fighting back?
<b>Activity</b>	I want you to write up a headline on a A4 piece of paper Ok, now hold it up.
<b>Facilitator Note</b>	Take a photo of the group holding up the headlines
When we win (10minutes)	
<b>The Ask</b>	<p><b>The Ask: Are we in?</b></p> <ol style="list-style-type: none"> <li>1. Conducting workplace meetings to activate union members to support the campaign</li> <li>2. Making sure union members complete the Change the Rules Survey</li> <li>3. Talking to those workers in my workplace who are not yet union members to recruit them into the union and the campaign</li> <li>4. Attending and bringing others to the National Day of Action next year</li> <li>5. Getting involved in the campaign in my local community</li> </ol>
<b>Activity</b>	<ol style="list-style-type: none"> <li>1. Write on the other side of the A4 piece of paper. This time write down what it means for you, your family and community. Ok, now hold it up.</li> <li>2. Write up what our winning headline says the next day.</li> </ol>
<b>Facilitator Note</b>	Take a photo or the group holding up what it means to them
<b>Explain</b>	We all know we are on the right side of history. Our opponents will do anything to try and stop us from winning.

The RAPP (15minutes) Resolution, Ask, Pledge, Photo	
<b>Explain</b>	<p><b>The Resolution:</b> We know in this room that we can't win without a plan, that power doesn't build itself.</p> <p>Today we are going to hear from the ACTU Secretary, Sally McManus putting a resolution and a plan for us to vote on today.</p>
<b>Video / read out</b>	<p>Or</p> <p>I am going to read you the resolution and a plan being considered by delegates right around the country for us to vote on today.</p>
<b>Whole group</b>	<p>What are your thoughts?</p> <p><b>The Ask:</b> Are we in?</p> <p><b>Vote:</b></p> <p><b>Hands up if you pledge to:</b></p> <ol style="list-style-type: none"> <li>1. Conducting workplace meetings to activate union members to support the campaign</li> <li>2. Making sure union members complete the Change the Rules Survey</li> <li>3. Talking to those workers in my workplace who are not yet union members to recruit them into the union and the campaign</li> <li>4. Attending and bringing others to the National Day of Action next year</li> <li>5. Getting involved in the campaign in my local community</li> </ol>
<b>Explain</b>	<p>Congratulations, we just voted to do our part to Change the Rules.</p> <p><b>The Pledge:</b> Ok, I am going to pass around your pledge card for you to complete now.</p>
<b>Facilitator Note</b>	<b>Handout the pledge petition or individual pledge cards.</b>
<b>Explain</b>	<p><b>The Photo:</b> Alright everyone, the last thing we need to do is get a group photo.</p>
<b>Facilitator Note</b>	<b>Take group photo. Use selfie signs etc.</b>
Walk through delegates pack	
<b>Explain</b>	Show delegates the delegates pack and what you would like them to do with it.
After the meeting	
<b>Explain</b>	<p>Put photo up onto social media, using the <b>#changetherules</b></p> <p>Email relevant meeting information, photo &amp; pledge cards or pledge petitions to <b>changetherules@actu.org.au</b></p> <p>or send to <b>0439 695 962</b></p>

# Stump Speech

– Sally McManus

## **Yes, we will change the rules.**

### **The problem**

The rules that made Australia fair are broken.

Inequality is at a 70-year high.

Trickle down economics has meant the rich have just got richer.

Our jobs have been casualised, offshored and outsourced.

Wage growth is the lowest it's been since records have been kept, but profits went up 40 per cent last year.

The richest 1 per cent of Australians owns more wealth than the bottom 70 per cent of Australians.

Because some people now have too much wealth and power the rules no longer work.

### **The answer**

Working people need more power to swing the pendulum back.

Working people need better and stronger rights at work to keep up with the growing power of employers and to reverse growing inequality.

The rules need to be re-written to achieve this.

### **Broken tax rules**

- Dodging taxes is now a business model for multinationals and the very rich.
- 678 profitable companies who operate in Australia paid no tax in 2014-15.
- 48 Australian millionaires paid no tax, not even the Medicare levy.
- 19 millionaires spent an average of \$1 million each on accountants and lawyers to manage their tax. This too is tax deductible.

You and I each pay more tax than these multinationals and these millionaires.

These unpaid taxes should be going into our schools, our hospitals and our pensions.

Our tax rules not longer ensure everyone pays their fair share of tax.

### **Broken rights at work**

Just like tax dodging, avoiding or ignoring workers' rights is now a business model.

40 per cent of people are in insecure work. ABNs, casualisation, labour hire are a way of avoiding workers rights like paid leave and more risk and stress onto working people.

Wage theft is now a business model because our weak laws allow employers to get away with it – from celebrity chefs to multinational pizza chains.



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Our minimum wage, once a living wage for a family, is now only \$36,134 which is not enough to keep one person out of poverty.

Our bargaining system is broken. Employers are getting agreements cancelled and enterprise based bargaining does not always let workers bargain with who really has the power.

It is expensive and time consuming to enforce the rights as the FWC has very limited powers to arbitrate.

We have one of the most restrictive rights to strike in the OECD.

Our award safety-net is falling behind and the penalty rates decision cut it even further.

## **We can re-write the rules**

We need to build a movement of people to rewrite the rules to bring fairness back. Australian unions will lead this fight, but we need working people to join us.

We need strong enough rights to protect our jobs from being casualised, to protect our wages and to turn around inequality.

This will not be easy. Those with the power won't just agree.

But it was never easy. It wasn't easy for our parents and grandparents when they fought for our rights and living standards that built our way of life.

## **Call to action**

To win we need to build a movement and get the public onside.

We all need to tell the story of inequality and broken rules. Explain that the rules that once protected our jobs and rights are not strong enough because too much wealth and power is in the hands of a few.

Explain that the answer is a strong union movement that demands our politicians rewrite the rules and can keep employers power in check.

Ask your workmates, friends and family to join their union.

Then, when you see examples of the rules being broken, call it out on social media, to your workmates, friends and family. Real life examples bring it home to people and move public opinion.

Once we build our movement, we will need to fight for the solutions.

This won't be won overnight, we want to change it for the next generation.

But we are the Australian union movement that built fairness before, together we can do it again.



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## Resolution

**After more than three decades of neoliberal attacks on working people and their unions, inequality is at a 70 year high and wage growth the lowest in a generation. Trickle-down economics has failed the Australian people. The laws that were designed to make Australia fair are broken and need to be changed.**

Corporations have too much power. Fundamental not incremental change is needed. Australia needs better and stronger rights at work to re-balance the system.

This meeting commits to working together through our unions to change the rules. Our campaign actions will include the following:

1. Conducting workplace meetings to activate union members to support the campaign
2. Making sure union members complete the Change the Rules Survey
3. Talking to those workers in my workplace who are not yet union members to recruit them into the union and the campaign
4. Attending and bringing others to the National Day of Action next year
5. Getting involved in the campaign in my local community

We will continue this fight until we win changes to the rules at work and advance the interests of working people now and into the future.

# Where do I get my materials from?

## Materials 1 – Download here



<https://cloud.actu.org.au/index.php/s/b6o3qpVDw3TnmTI>

Password: delegates2017

## Meeting Kit Assets

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### 1. Videos x3:

Sally McManus Resolution

Turnbull video

Six Worker Stories Video

### 2. Selfie Signs x3:

“I’m ready to Change the Rules”

“Let’s Change the Rules”

“Proud to be Union”

### 3. Delegates Individual Pledge – DL

### 4. Delegates Pledge Petition – A3

### 5. Resolution – A4

\*See next page for visual representation





# Materials 2 – Download here

<https://cloud.actu.org.au/index.php/s/b6o3qpVDw3TnmTI>

Password: delegates2017

## Workplace Pack

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### 1. Workplace Individual Pledge – DL

### 2. Workplace Pledge Petition – A3

### 3. Workplace Posters x2 – A3

“This workplace is ready to Change the Rules”

“This workplace is proud to be union”

### 4. Workplace Selfie Signs x4 – A3

“Changing the rules in this workplace means...”

“I’m ready to change the rules”

“Let’s change the rules”

“Proud to be Union”

### 5. Change the Rules: Campaign Kit – A4

\*See next page for visual representation



# Materials 3 – Download here



<https://cloud.actu.org.au/index.php/s/b6o3qpVDw3TnmTI>

Password: delegates2017

## Change the Rules – On the ground assets

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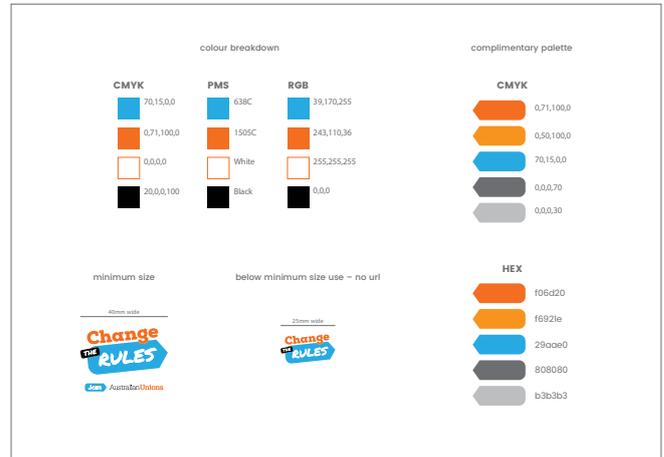
1. Change the Rules logos
2. Banners – 3x1m
3. Corflutes – 600x900mm

\*See next page for visual representation

# Materials 3

## Change the Rules – On the ground assets

Change the Rules logos & style guide



Banners - 3x1m banner (x4 colourways)



Change the Rules corflutes  
600x900mm(x4 colourways)



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