

UNITED WORKERS UNION 'VOICE' CAMPAIGN PLAN

Members at the UWU 2022 National Convention endorsed the following resolution, with the expectation that the union would organise to support a YES vote for constitutional recognition:

The United Workers Union applauds the Australian Labor Party's commitment to The Uluru Statement from the Heart in full, which includes a First Nations voice to Parliament enshrined in the constitution. We note and endorse Labor's intention to hold a referendum to support a Constitutional Voice in its first term in office.

We commit to The United Workers Union to be active in building member and public support for a positive YES vote for a constitutional Voice for First Nations Peoples. United Workers Union further commits to advance the principles of the Uluru Statement from the Heart, endorsed in May 2017 by empowering First Nations members to lead our path towards reconciliation, justice, and equality.

Delegates at the 2022 Convention of the United Workers Union thank the First Nations Roundtable, and all members, for their continued guidance, leadership, and advice.

The plan was endorsed by Member Council on 18th October:

Moved: Carol McCormack; Seconded Mandy Dewey. Carried Unanimously.

Member Council endorses the draft Uluru Campaign Plan as the basis for an all-of UWU campaign. Member Council recommends consultation with the First Nations Roundtable and Industry Teams to give fuller shape to the plan, including resources.

This plan aims to establish United Workers Union as a leader in delivering on the referendum for a Voice to Parliament and a constitutional amendment. UWU commits to a whole of union campaign which will touch every member in every industry across every state and territory. It will support and empower UWU members to advocate for change in their wider communities. The campaign will also engage the wider community and demonstrate union power in bringing about social change.

The campaign will be jointly sponsored by the Office of the National President and the Political Power team advised by the First Nations Roundtable. We will ensure the UWU campaign runs alongside ACTU, ALP and other 'YES' campaigns to avoid duplication and mixed messaging.

Experience indicates a YES result will be difficult, with the need to achieve a majority of votes in a majority of states, while the NO campaigns only have to confuse the electorate about the implications and 'special treatment.' The federal Govt has indicated it will not be funding either campaign. The UWU campaign will draw on the experience, resources and organising strengths of UWU members and the Political Power team to deliver a YES result.

UWU will seek to form partnerships with other unions and like-minded organisations to join our campaign. Campaign collateral can be jointly branded or re-branded with imagery featuring their stakeholders. A financial contribution would be sought from these organisations to assist UWU to run the campaign and collect collateral.

The plan will operate through four stages. Dates dependant on timing of referendum.

1. Campaign Development

- Develop training and education package for officials and campaign leaders
- Produce initial campaign resources- website, videos, social content, printed materials
- Recruit UWU campaign leaders
- Develop Comms plan
- Develop GOTV plan for First Nations communities
- Recruit campaign partners

2. Organiser/Leader education and recruitment

- Deliver training to campaign leaders
- Build volunteer network
- Distribution of education packages to leaders

3. Campaign Launch- Early 2023

- Comms campaign delivered to members via digital
- Campaign collateral delivered to leaders for distribution to members and community
- Targeted industry campaigns featuring workplaces and members whose message resonates with particular groups, ensuring all material and messaging is aligned within UWU.
- Targeted campaigns for culturally diverse membership and communities
- Specific campaign messaging for metro, regional and First Nations locations.
- GOTV campaign begins
- Begin social media campaign for wider membership, with opportunities to create campaign content for UWU communities and allies.

4. Workplace and Community Organising

- Capacity Building- volunteer signup, information events
- Whole of union campaigning- Phone calls, letterboxing, door knocks
- Solidarity actions

Other Campaign Principles

Whole of Union Campaign

 Opportunities provided for all parts of the Union to contribute to campaign including through workplace organising, member calls or solidarity actions.

Portfolio Representation

 Each team in the UWU will nominate one person to be part of the over-arching "Voice" campaign committee. The Voice Committee will meet fortnightly to assess progress across teams and report on any areas where interventions or additional resources are needed to ensure success.

Data and Organising Input

 Organising metrics will track campaign reach and conversations in workplaces. If possible, membership data through UnionWare should be developed to enable this. Organisers will be

- consulted about the types of materials and resources will best assist them in driving positive outcomes in their industries. Messaging and materials will be developed for specific sectors, locations and cultural groups as needed.
- Valuable data will be collected from wider community engagement to assist in future campaigns and ongoing Union activities.

First Nations Leadership

• Liaison with other "Vote YES" organisations will take place through the Roundtable and First Nations officials and members of the union. UWU First Nations Roundtable has key advisory role during campaign.

'Delegates for Voice'

• Excellent opportunity to build workplace leaders through "Delegates for Voice." Delegates forums/events will be created – and there will be additional consultation about materials/resources with delegates.

Campaign Structure:

The campaign will be managed via the following structure:

Advisory Body	First Nations Roundtable	
Campaign Directors	Jo Schofield, Gary Bullock	
Key UWU officials	Wayne Costelloe, Wayne Kurnoth, Mae Mae Morrison, Daele O'Connor,	
	Matt Lawrence	
Campaign Leads	Jo Sutton, Matt Plant	
Industry Leads	1 nominated official from each industry portfolio	

Staff Resources

Official	Portfolio	Role/Duration
Jo Sutton	Political Power	Coordination- Politics
Matt Plant	Comms	Coordination- Comms