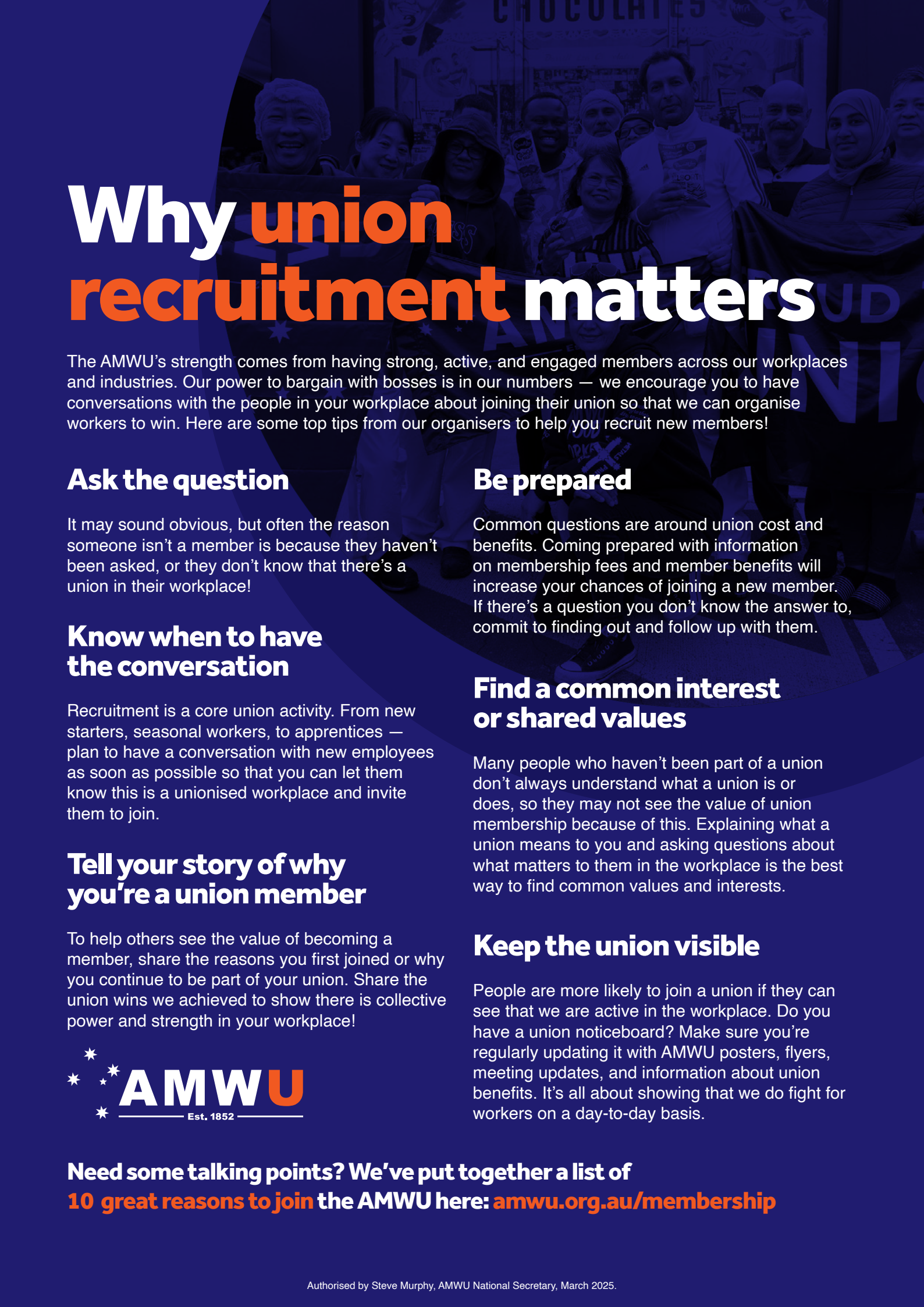




Why **union** **recruitment** matters

The AMWU's strength comes from having strong, active, and engaged members across our workplaces and industries. Our power to bargain with bosses is in our numbers — we encourage you to have conversations with the people in your workplace about joining their union so that we can organise workers to win. Here are some top tips from our organisers to help you recruit new members!

Ask the question

It may sound obvious, but often the reason someone isn't a member is because they haven't been asked, or they don't know that there's a union in their workplace!

Know when to have the conversation

Recruitment is a core union activity. From new starters, seasonal workers, to apprentices — plan to have a conversation with new employees as soon as possible so that you can let them know this is a unionised workplace and invite them to join.

Tell your story of why you're a union member

To help others see the value of becoming a member, share the reasons you first joined or why you continue to be part of your union. Share the union wins we achieved to show there is collective power and strength in your workplace!



Be prepared

Common questions are around union cost and benefits. Coming prepared with information on membership fees and member benefits will increase your chances of joining a new member. If there's a question you don't know the answer to, commit to finding out and follow up with them.

Find a common interest or shared values

Many people who haven't been part of a union don't always understand what a union is or does, so they may not see the value of union membership because of this. Explaining what a union means to you and asking questions about what matters to them in the workplace is the best way to find common values and interests.

Keep the union visible

People are more likely to join a union if they can see that we are active in the workplace. Do you have a union noticeboard? Make sure you're regularly updating it with AMWU posters, flyers, meeting updates, and information about union benefits. It's all about showing that we do fight for workers on a day-to-day basis.

**Need some talking points? We've put together a list of
10 great reasons to join the AMWU here: amwu.org.au/membership**